

Stationery Guidelines

Stationery

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Introduction

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).



Digital business card currently available in US only.

What's available

Common stationery templates have been created in Microsoft Word for electronic use and in Adobe InDesign for professional printing. Be sure to use the table to the right to understand what's available to you.

If an item does not exist for your need, contact the Brand Team at brand.health@gehealthcare.com for additional support.

Key

● Adobe InDesign

● Microsoft Word

	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		●								●				
Policies		●								●				
Press release		●								●				
Notepads - lined		●	●							●	●			
Notepads - personalized			●								●			
Notepads - unlined		●	●							●	●			
Notecard - flat					●	●						●		
Notecard - foldover				●								●		

Paper specification targets

While paper may be different in each region, we rely on certain standards to maintain consistency. Be sure to use the table to the right to determine which type of paper stock you should use for printing.

If you have questions regarding paper, contact the Brand Team at brand.health@gehealthcare.com for additional support.

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%	

System overview

This section provides a look into the available stationery template types in both US and ISO sizes.

Printed business cards

Business cards remain an important tool in establishing and maintaining professional relationships, and can have a significant impact on the perception of GE HealthCare and its representatives. They are a key element of professional communication and can help us stand out in a crowded and competitive marketplace.

[Adobe InDesign templates](#) have been created for professional printing. They are available in both US and ISO sizes. See system specifications for detailed measurements and specifications.

In some countries, we have centralized the ordering process for business cards and all our stationery, and made available through [Agora](#) once a short training is complete. For full details on ordering and billing, please refer to our [step-by-step guide to ordering stationery](#). Please note that this service may not be available in all countries.

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, and enter your personal information into the form fields. A QR code is then 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 Digital Business cards are currently available in the US only.

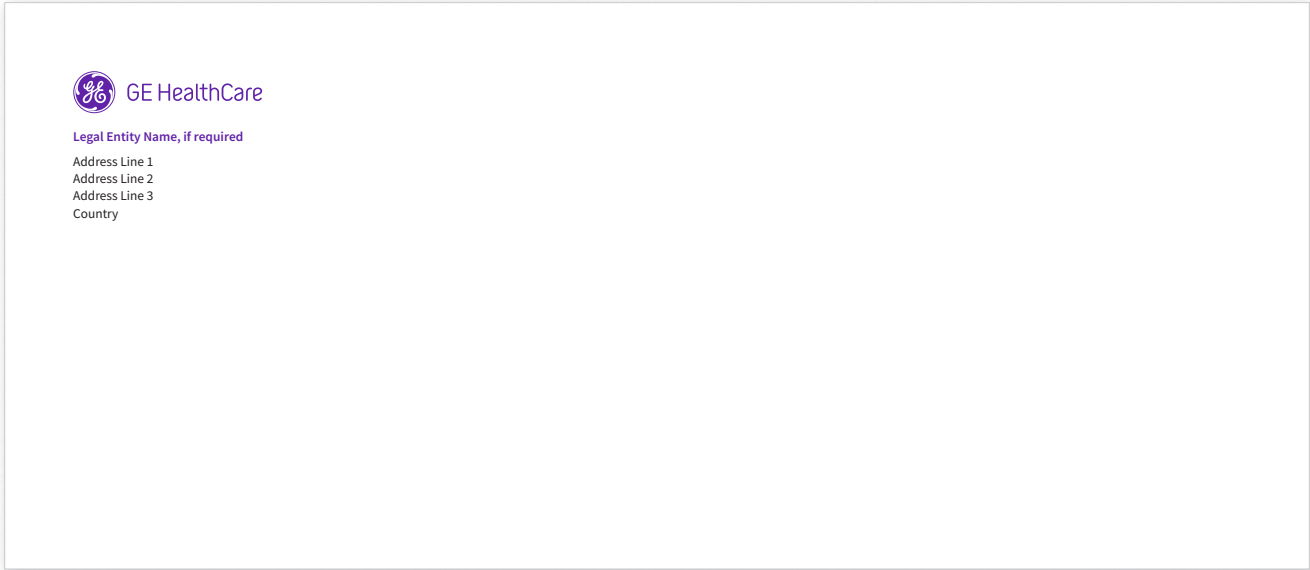


Envelopes

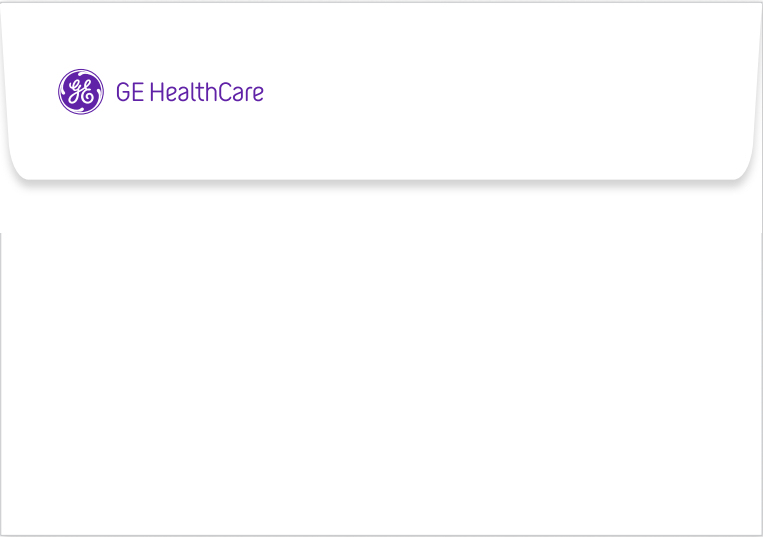
Whether it's a formal letter, an invoice or a personalized note, envelopes can serve as the first of many important touchpoints we have with our customers.

Adobe InDesign templates have been created for professional printing. They are available in both US and ISO sizes. See system specifications for detailed measurements and specifications.

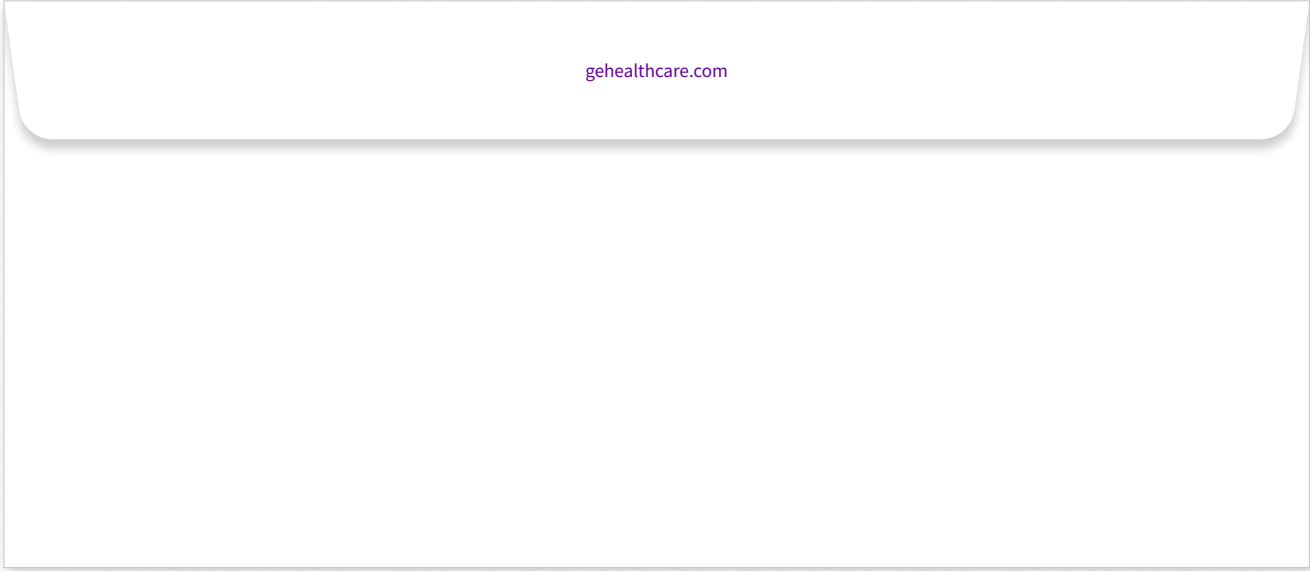
Business envelope front



Notecard envelope back



Business envelope back



Fax cover page

Our fax template provides a standardized and structured format for sending faxed documents, ensuring that essential information is presented in a clear and organized manner.

Microsoft Word templates are available in both US and ISO sizes, and may be accessed [here](#). Each template comes with pre-defined styles and formatting instructions with details on how to use them included in each file.



GE HealthCare

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

Letterhead

Used for letters, proposals, contracts, and a variety of other business documents, our multiple letterhead options bring our brand to life in a professional, consistent manner while complying with legal requirements.

Microsoft Word templates are available in both US and ISO sizes, and may be accessed [here](#). Each template comes with pre-defined styles and formatting instructions with details on how to use them included in each file.

Adobe InDesign templates have been created for professional printing. They are available in both US and ISO sizes. See system specifications for detailed measurements and specifications.



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

{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: 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

Page 1 of 1

General use



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

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 +1 123 456 7890

F +1 123 456 7890

gehealthcare.com

Logo only



Memo

Memos, short for memorandums, can be used to communicate important information within our organization in a concise and formal manner.

Microsoft Word templates are available in both US and ISO sizes, and may be accessed [here](#). Each template comes with pre-defined styles and formatting instructions with details on how to use them included in each file.



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

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

{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 2

Notecards

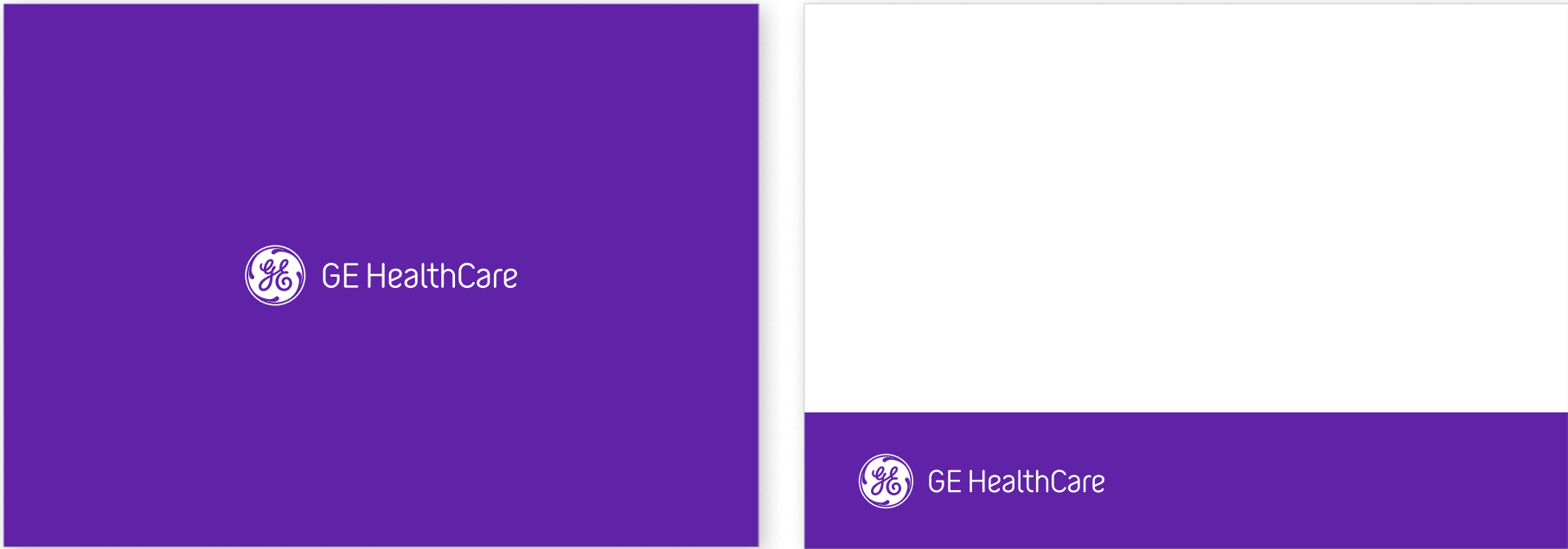
Notecards are an effective way to express gratitude and appreciation to customers, clients, colleagues, and partners. They can be used in a variety of situations, such as after a successful business transaction, a job well done, or as a gesture of goodwill.

Adobe InDesign templates have been created for professional printing. They are available in both US and ISO sizes. See system specifications for detailed measurements and specifications.

Folding notecards



Flat notecards



Notepads large

Notepads are a convenient tool for jotting down quick reminders, notes, and to-do lists while working and are available in both letter and half-letter sizes.

Adobe InDesign templates have been created for professional printing. They are available in both US and ISO sizes. See system specifications for detailed measurements and specifications.

Lined



gehealthcare.com

Unlined



Notepads small

Notepads are a convenient tool for jotting down quick reminders, notes, and to-do lists while working and are available in both letter and half-letter sizes.

Adobe InDesign templates have been created for professional printing. They are available in both US and ISO sizes. See system specifications for detailed measurements and specifications.

Lined

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

gehealthcare.com

Unlined



gehealthcare.com

Personalized



Firstname Lastname (Pronoun/Pronoun/Pronoun - Optional)

M +1 123 456 7890

O +1 123 456 7890

first.lastname@gehealthcare.com

gehealthcare.com

Policies

When developing, updating, and maintaining a comprehensive set of policies, we maintain brand consistency and legal compliance within our policy documents.

Microsoft Word templates are available in both US and ISO sizes, and may be accessed [here](#). The template comes with pre-defined styles and formatting instructions with details on how to use them included in the file.

Note

The use of all caps can be used in legal documents only when another level of hierarchy is needed.



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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 3.1.1. Subtitle of subtitle of Policy statement {Style: 1.1.1 Heading 3}4

 3.1.1.1. Subtitle of subtitle of subtitle of Policy statement {Style: 1.1.1 Heading 4}4

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Press release

Our press release serves the dual purpose of effectively sharing news or information with the media and the public while also strengthening our brand identity and conveying professionalism and credibility.

Microsoft Word templates are available in both US and ISO sizes, and may be accessed [here](#). 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: List Bullet} Callout / highlights here
- {Style: List Bullet} Callout / highlights here
- {Style: List Bullet} Callout / highlights here
- {Style: List Bullet} Callout / highlights here

{Style: Body Text} CITY — Date — Statement

{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

{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 2} Beatae vitae dicta sunt explicabo
 - {Style: List Bullet 3} ipsam voluptatem quia voluptas aspernatur aut odit

{Style: Heading 3}, Table Title

Column Header	Column Header	Column Header	Column Header
Table Data	Table Data	Table Data	Table Data
Table Data	Table Data	Table Data	Table Data
Table Data	Table Data	Table Data	Table Data
Table Data	Table Data	Table Data	Table Data
Total	998	908	90

Source: Fictitious data, for illustration purposes only

{Style: Heading 3} Sed ut perspiciatis unde omnis

{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

{Style: Heading 4}, GE HealthCare Investor Contact:

{Style: Body Text 2} First Lastname
O +000 123 456 7890 O
M +000 123 456 7890
first.lastname@gehealthcare.com

Imperial (inch) specifications

The following examples provide instruction, measurements and elements for all of our stationery templates.

Business card front

- 1

Name
Source Sans Pro Semibold
12pt/12pt
100% Compassion Purple
- 2

Pronouns, optional
Source Sans Pro Regular
7pt/11pt
100% Compassion Purple
- 3

Title
Source Sans Pro Regular
7pt/11pt
100% Compassion Purple
- 4

Email
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

- 5

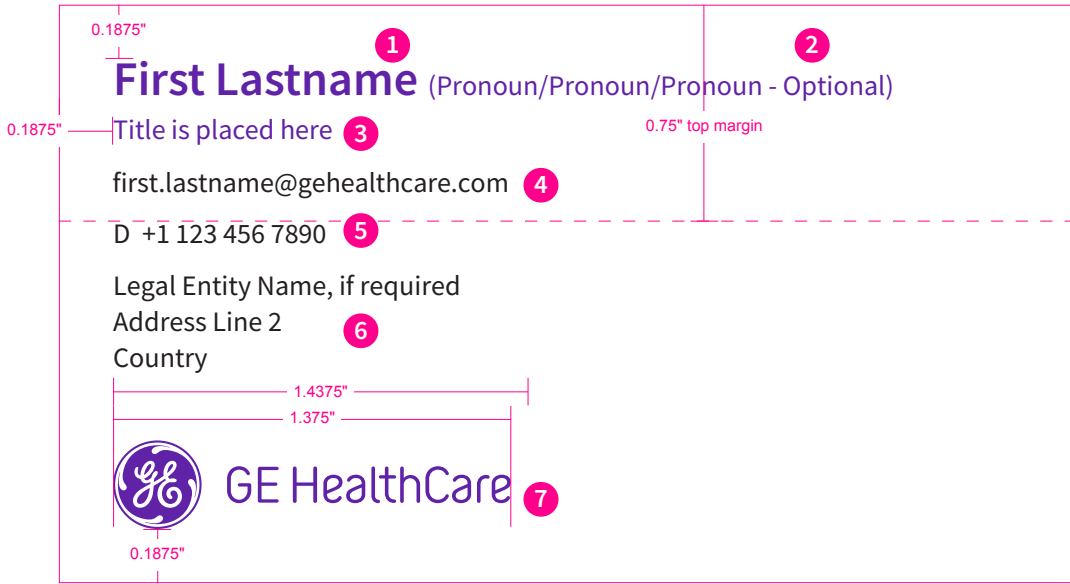
Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
1 line max
- 6

Address
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
3 lines max
- 7

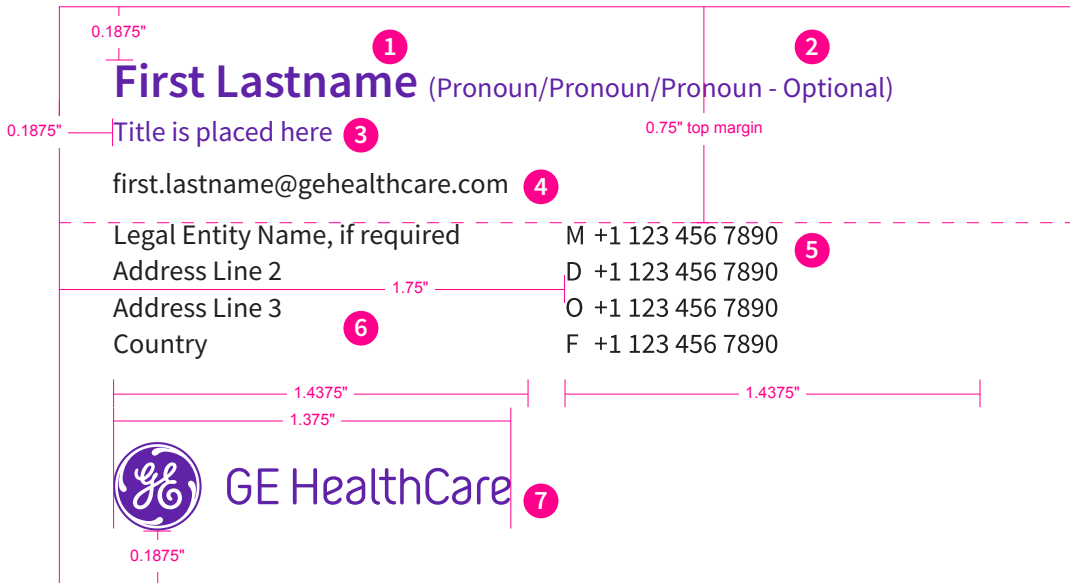
GE HealthCare logo
1.375" wide
100% Compassion Purple

Note
Exhibits not shown at actual size

US 3.5" × 2", Single column



US 3.5" × 2", Double column

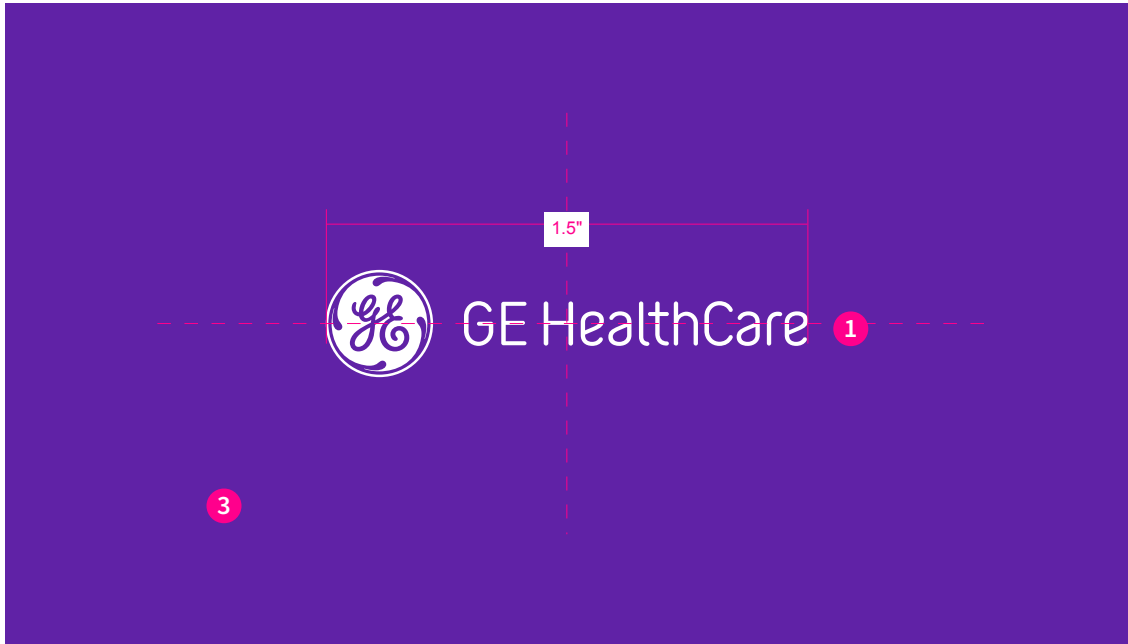


Business card back

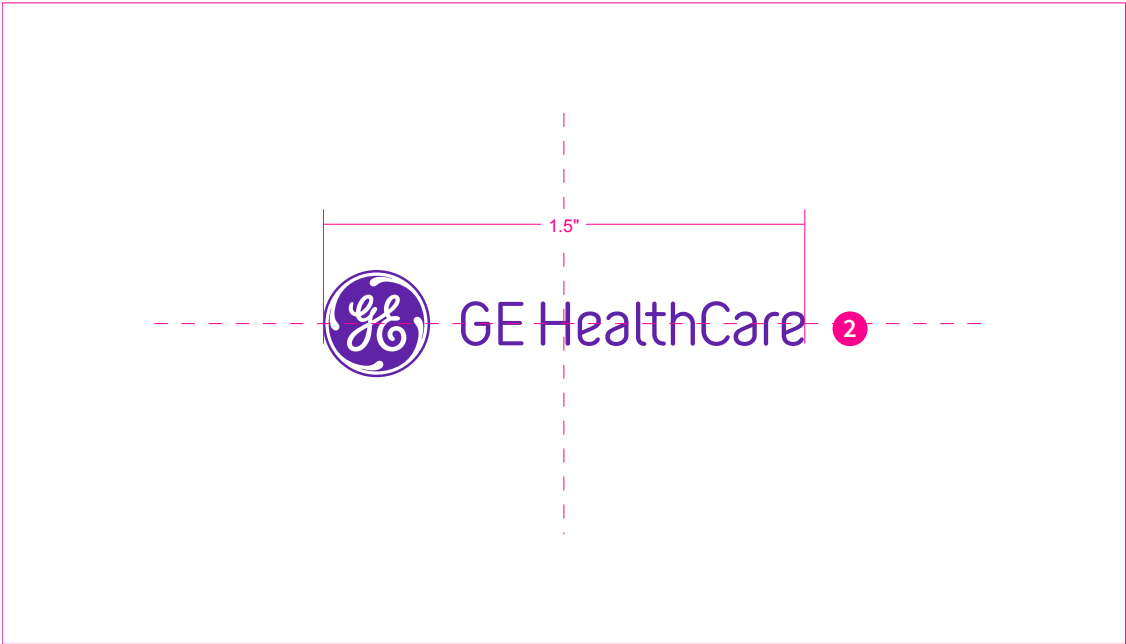
- 1 GE HealthCare logo
1.5" wide, centered
100% Knockout (white)
- 2 GE HealthCare logo
1.5" wide, centered
100% Compassion Purple
- 3 Color
100% Compassion Purple

Note
Exhibits not shown at actual size

US 3.5" × 2", Option 1



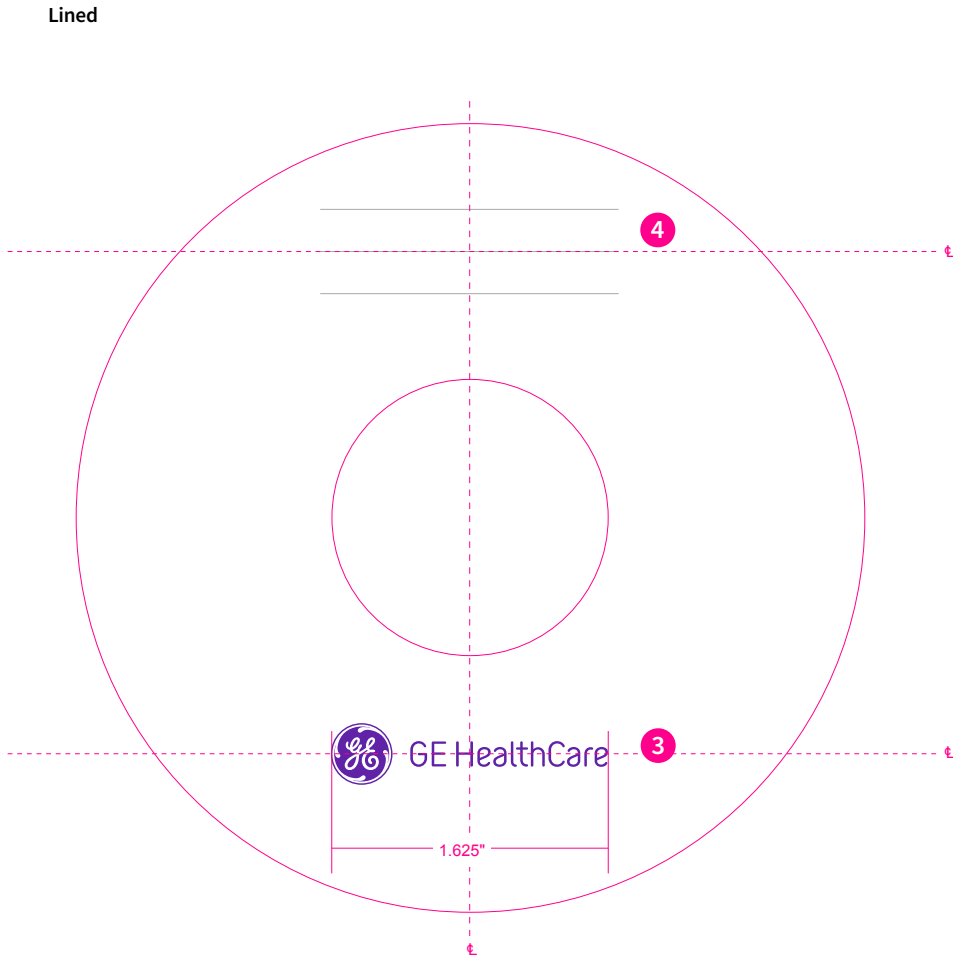
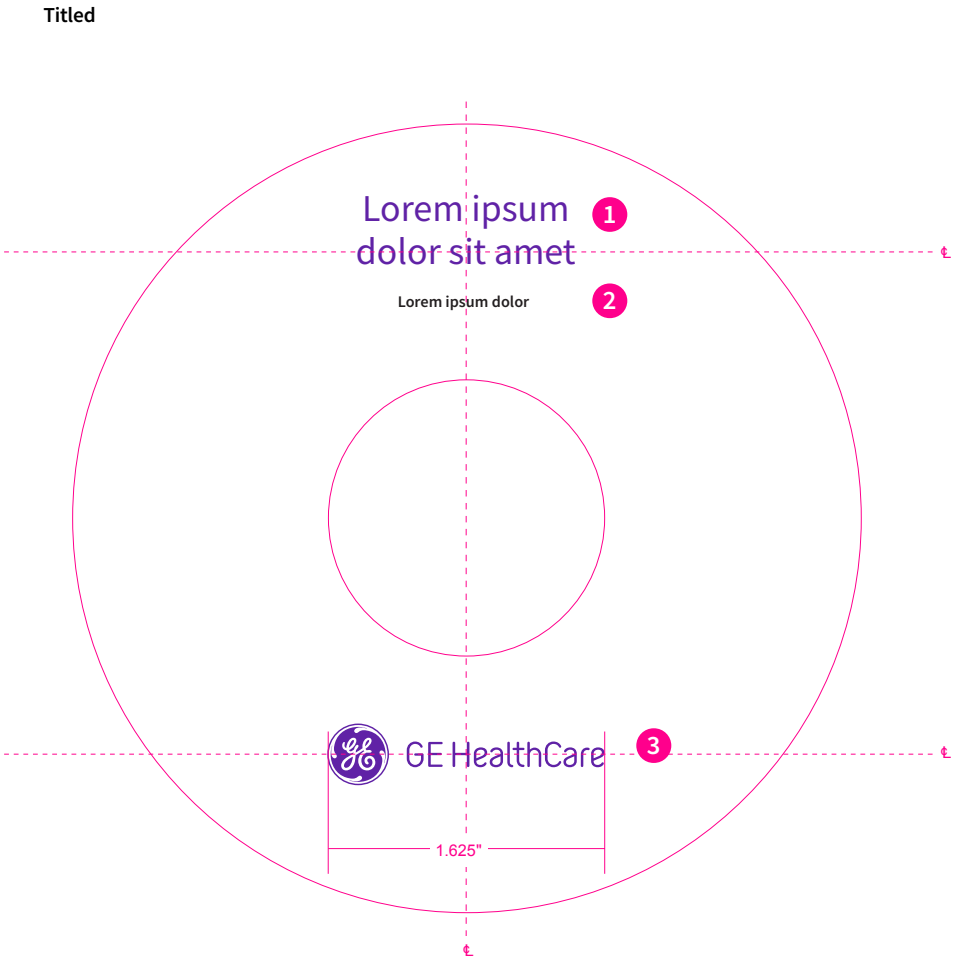
US 3.5" × 2", Option 2



CD/DVD label

- 1 Title
Source Sans Pro Regular
16pt/18pt
100% Compassion Purple
- 2 Subtitle
Source Sans Pro Semibold
10pt/18pt
100%K (black)
- 3 GE HealthCare logo
1.625" wide
100% Compassion Purple
- 4 Rules
0.5pt stroke / 0.25" spacing
100% Cool Gray 7 C

Note
Exhibits not shown at actual size



Envelope business size

- 1

GE HealthCare logo
1.375" wide
100% Compassion Purple
- 2

Legal entity name/Customer solution
Source Sans Pro Semibold
7pt/9pt
100% Compassion Purple
- 3

Address
Source Sans Pro Regular
7pt/9pt
100%K (black),
4pt space before block
- 4

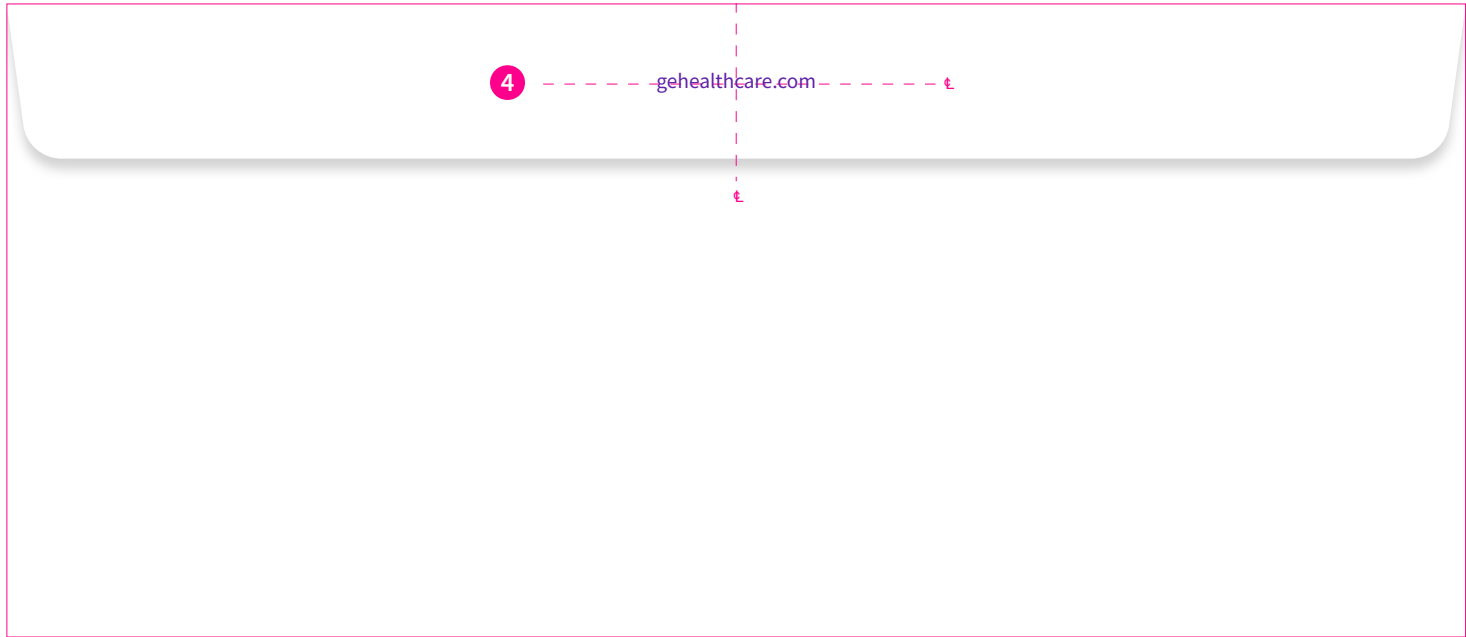
Flap URL
Source Sans Pro Semibold,
centered
10pt/12pt
100% Compassion Purple

Note
Exhibits not shown at actual size

US No. 10, Front



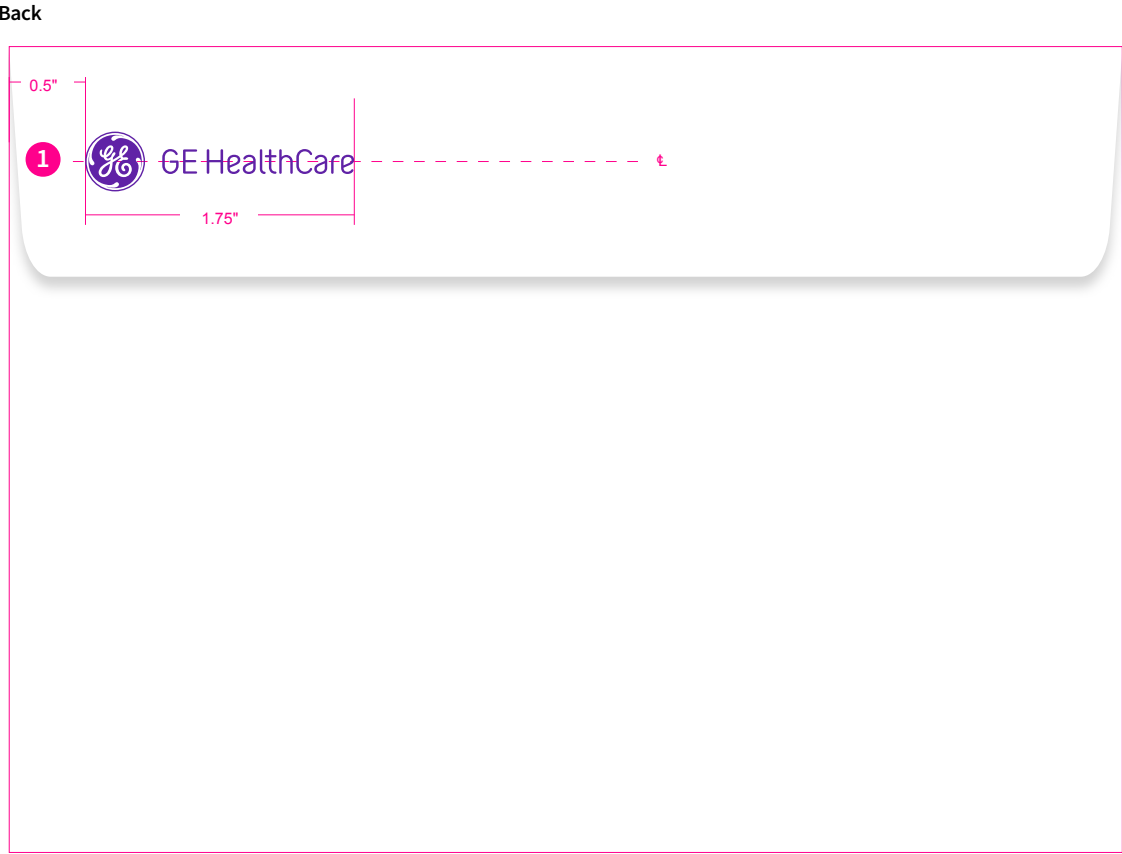
US No. 10, Back



Envelope
notecard size

- 1 GE HealthCare logo
1.75" wide
100% Compassion Purple

Notes
Exhibits not shown at actual size



Letterhead general use

- 1

GE HealthCare logo
1.75" wide
100% Compassion Purple
- 2

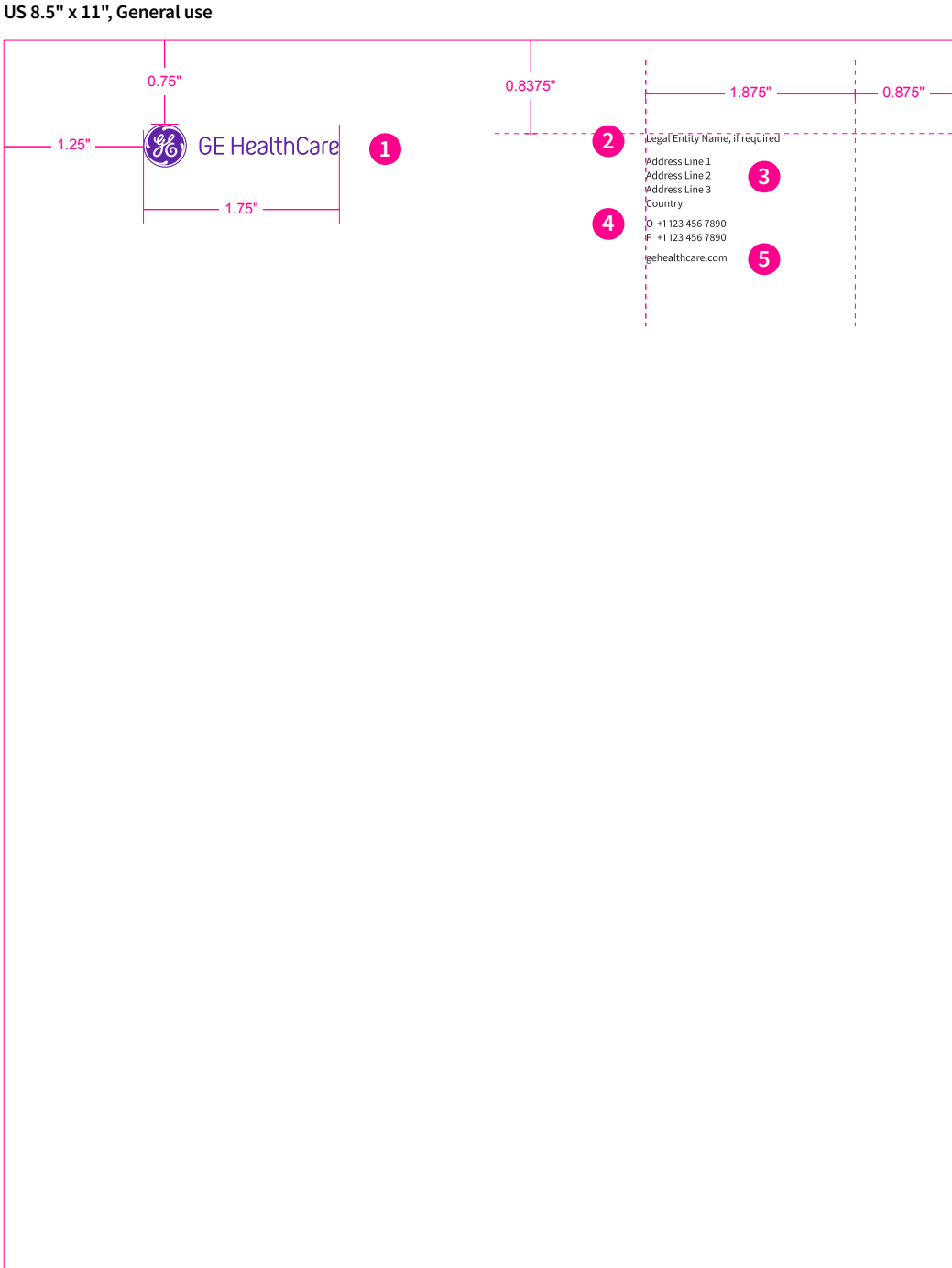
Legal Entity Name, if required
Source Sans Pro Regular
7pt/9pt
100%K (black),
- 3

Address
Source Sans Pro Regular
7pt/9pt
100%K (black),
4pt space before block
- 4

Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
- 5

URL
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

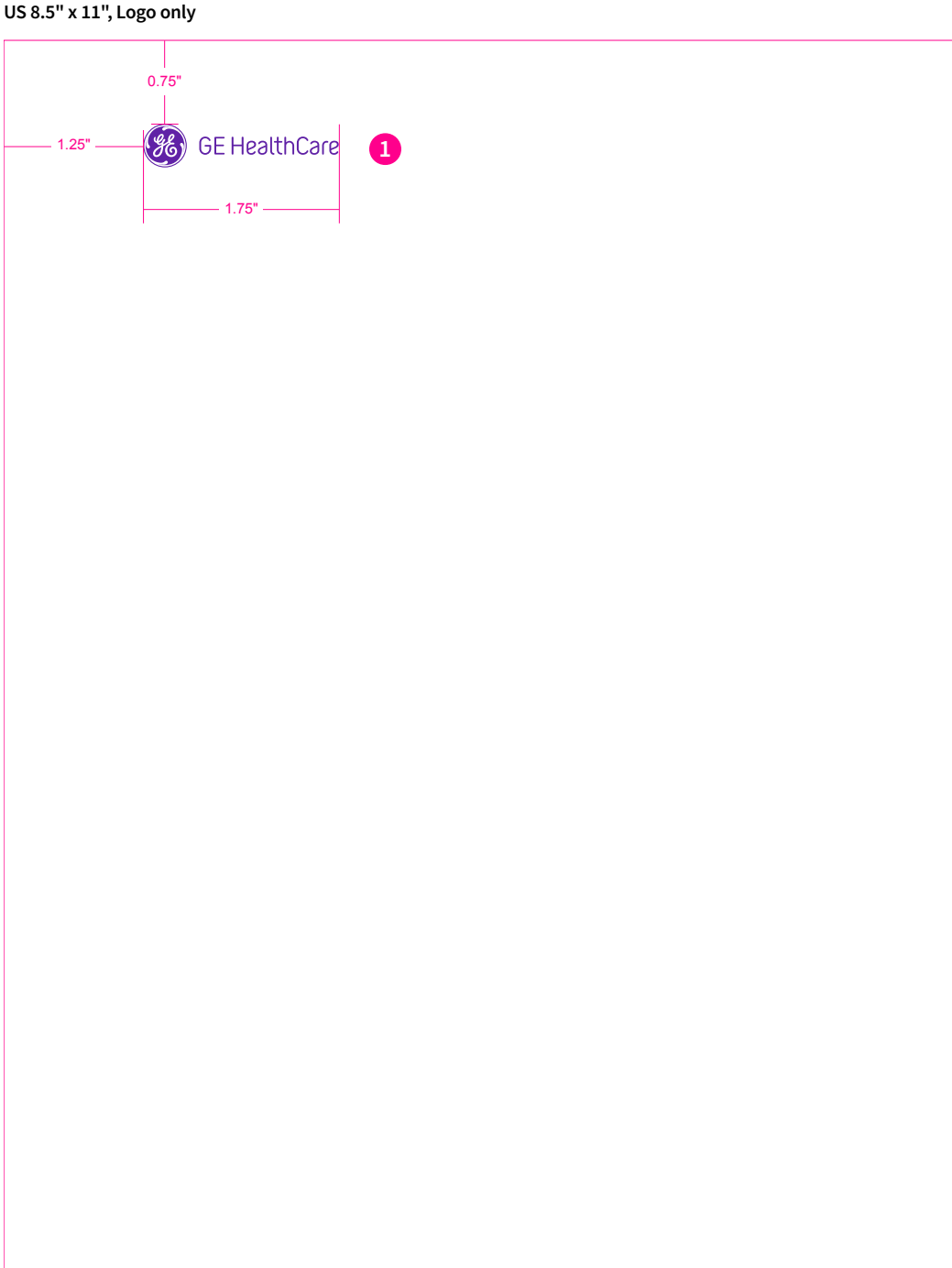
Note
Exhibits not shown at actual size



Letterhead logo only

- 1 GE HealthCare logo
1.75" wide
100% Compassion Purple

Note
Exhibits not shown at actual size



Letterhead personalized

- 1

GE HealthCare logo
1.75" wide
100% Compassion Purple
- 2

Name
Source Sans Pro Semibold
7pt/9pt
100% Compassion Purple
- 3

Pronouns, optional
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple
- 4

Title
Source Sans Pro Regular
7pt/9pt
100%K (black)
- 5

Legal Entity Name, if required
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
4 lines max

- 6

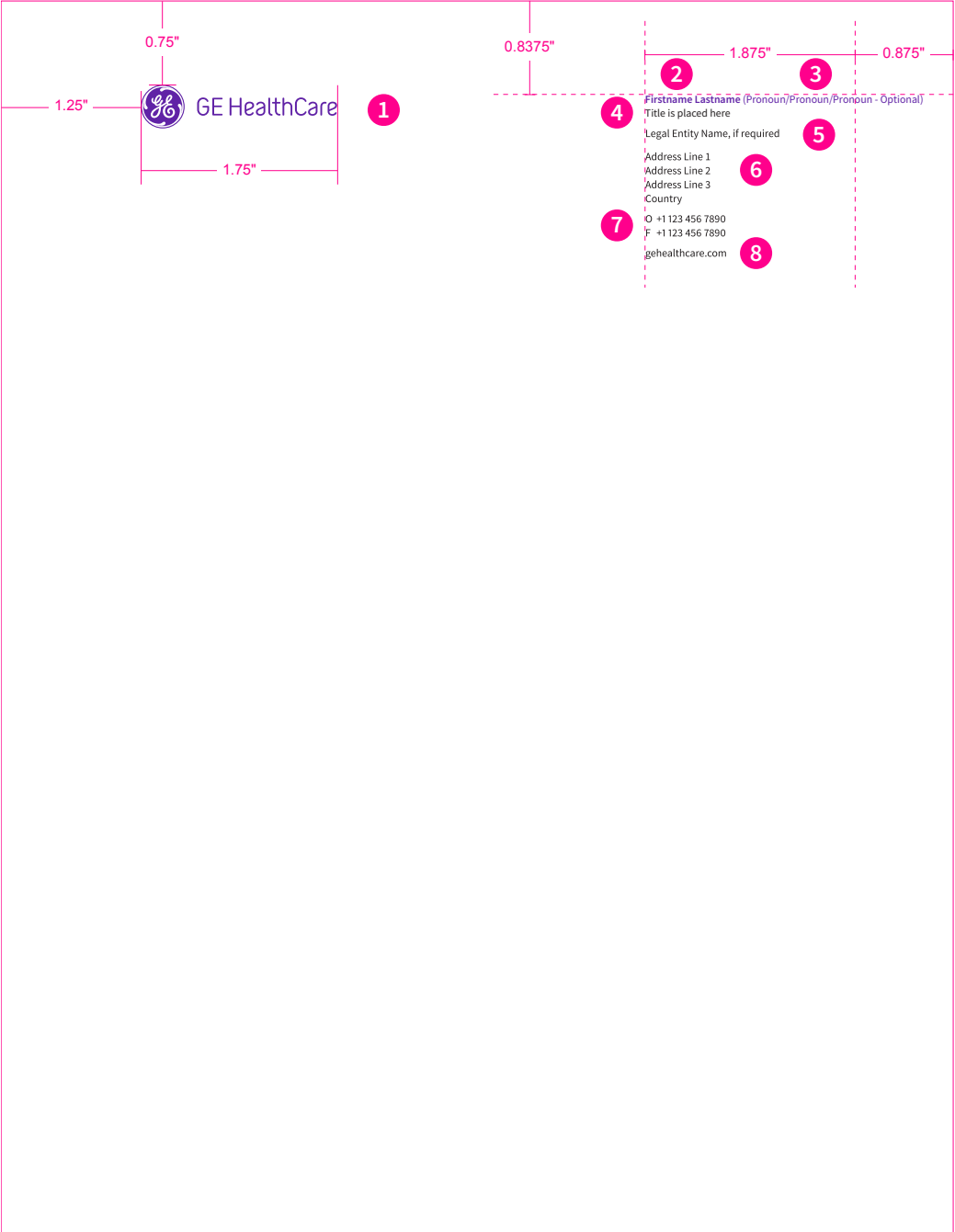
Address
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
4 lines max
- 7

Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
4 lines max
- 8

URL
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space/after before block

Note
Exhibits not shown at actual size

US 8.5" x 11", Personalized



Mailing label

- 1

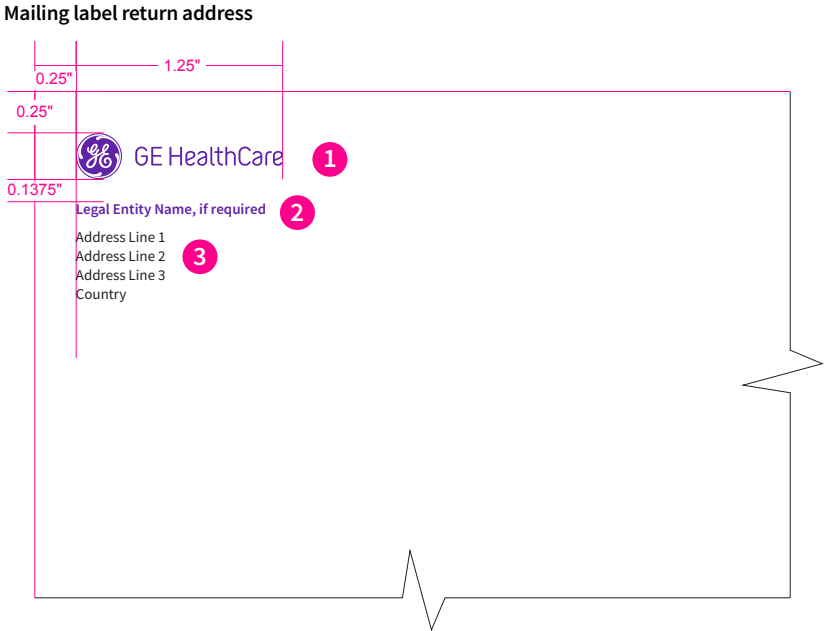
GE HealthCare logo
1.25" wide
100% Compassion Purple
- 2

Legal entity name, if required
Source Sans Pro Semibold
7pt/9pt
100% Compassion Purple
4pt space before block
- 3

Address
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

Notes

- Exhibit not shown at actual size
- The finished size of a mailing label may vary. Please keep the return address in the upper left corner following these specifications.

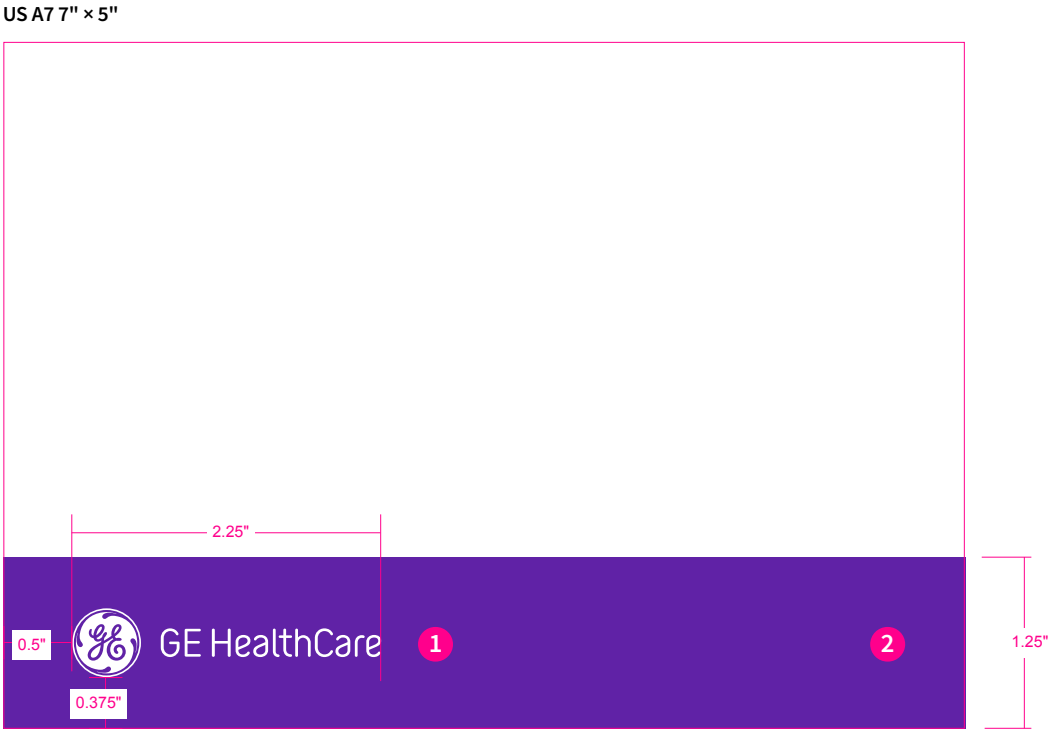


Notecard flat card

- 1 GE HealthCare logo
2.25" wide
100% Knockout (white)

- 2 Color
100% Compassion Purple

- Notes
- Exhibit not shown at actual size
 - This card is blank on the reverse



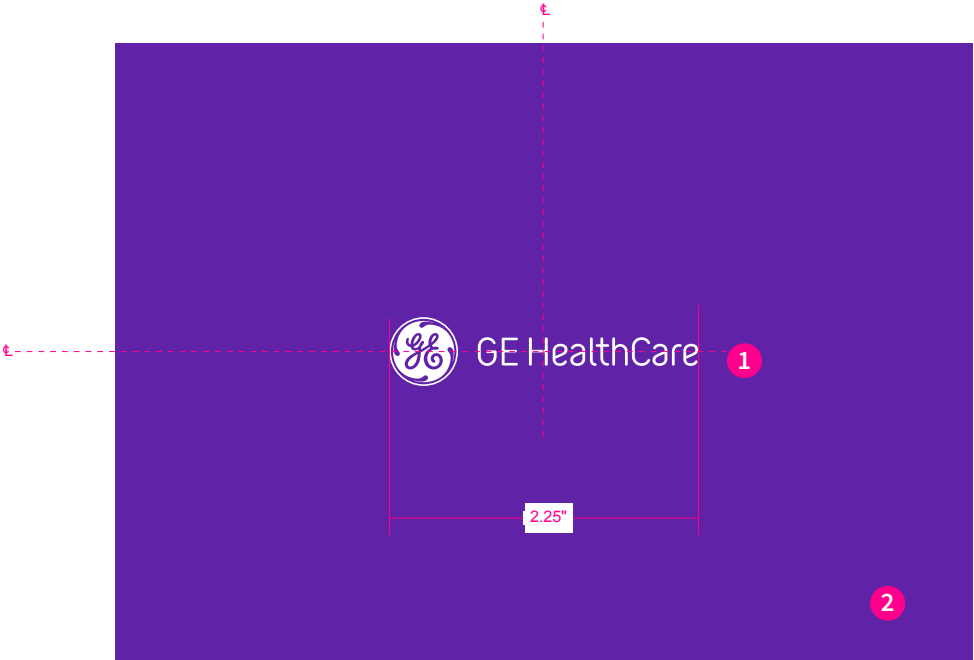
Notecard flat card, logo only

US A6, 6.25" x 4.5"

- 1 GE HealthCare logo
2.25" wide
100% Knockout (white)

- 2 Color
100% Compassion Purple

- Notes
- Exhibit not shown at actual size
 - This card is blank on the reverse



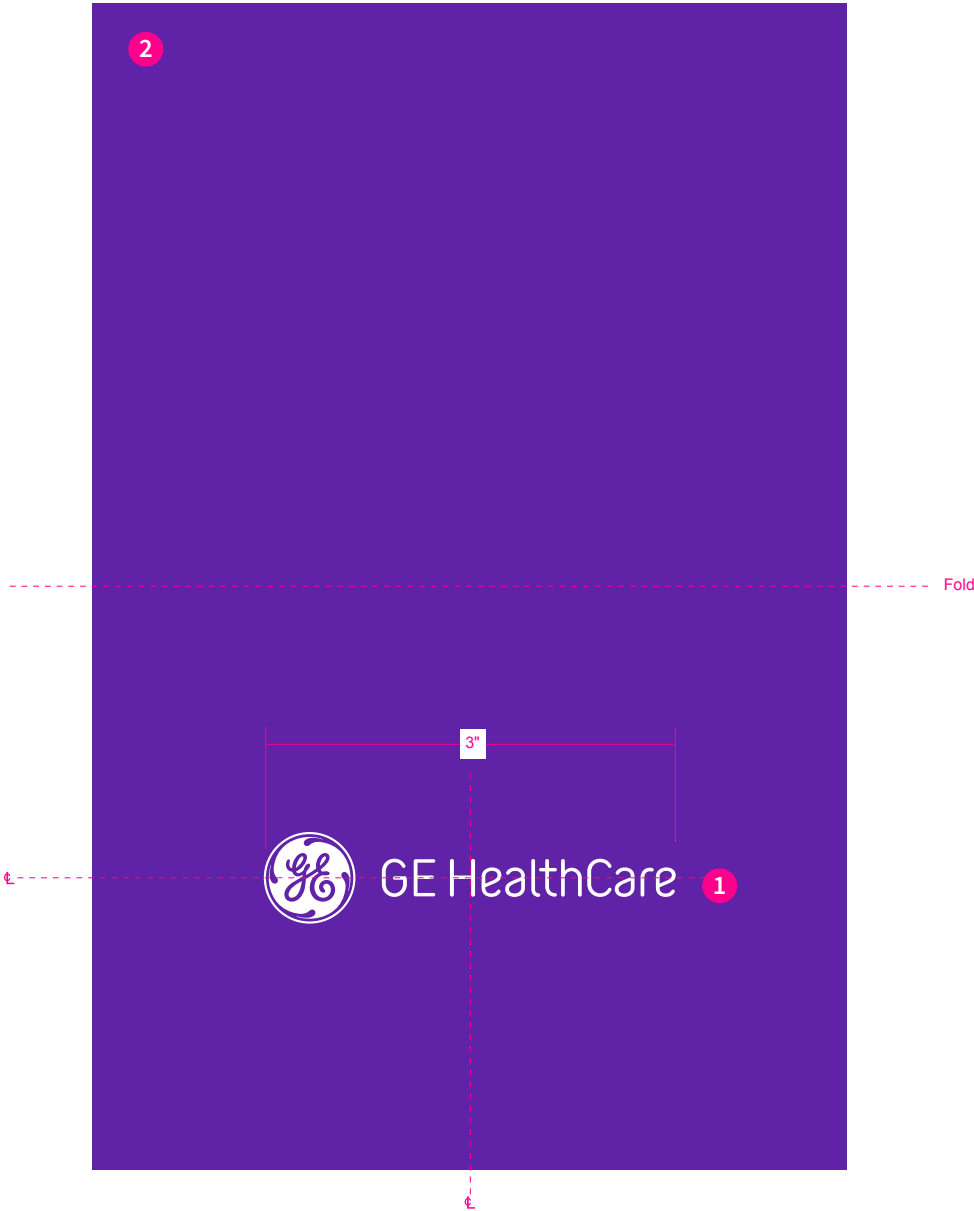
Notecard folding, logo only

1 GE HealthCare logo
1.625" wide
100% Knockout (white)

2 Color
100% Compassion Purple

- Notes
- Exhibit not shown at actual size
 - This card folds and is blank on the interior

US A2, 5.5" × 8.5"
Exterior



Notecard folding, photo

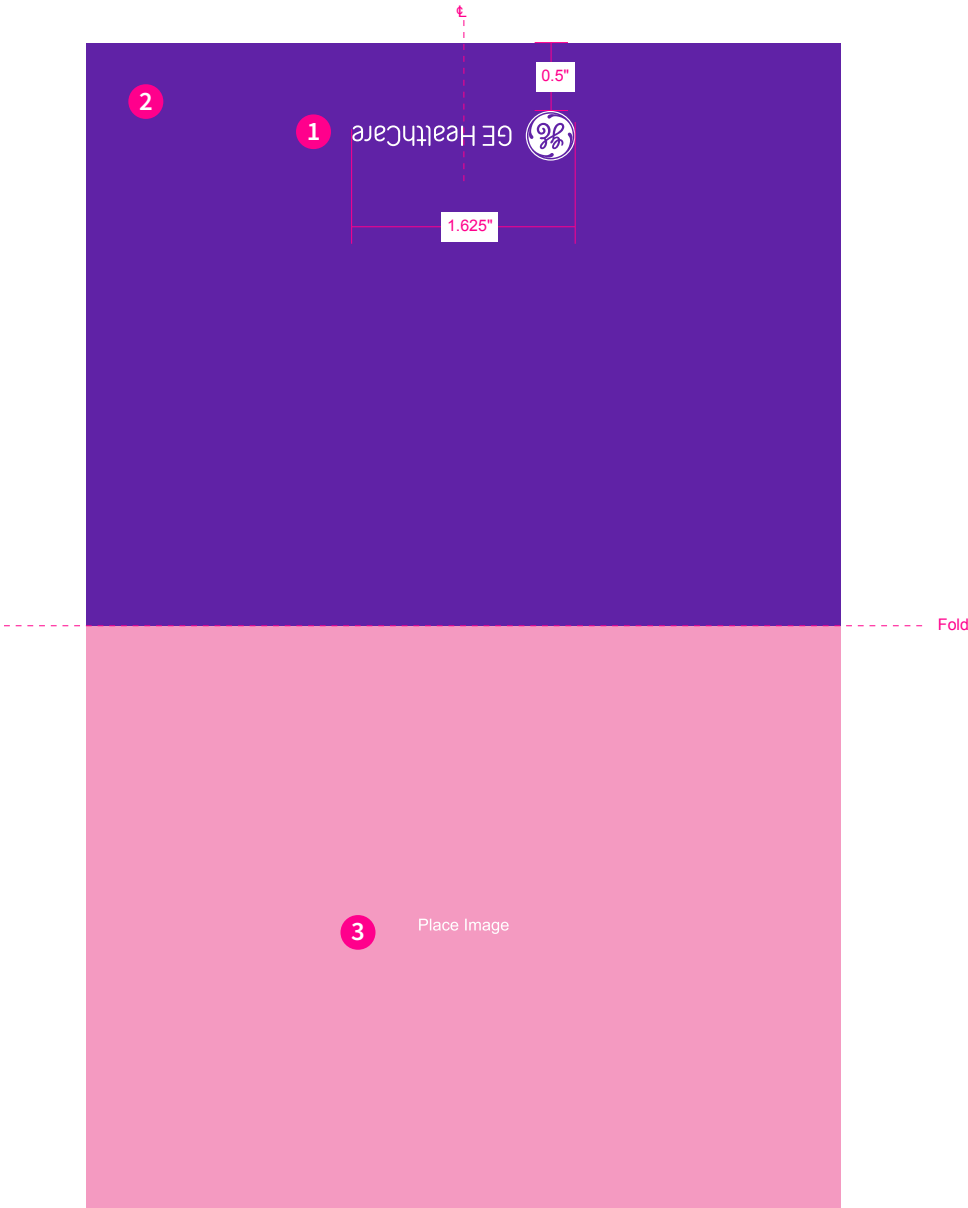
1 GE HealthCare logo
1.625" wide
100% Knockout (white)

2 Color
100% Compassion Purple

3 Photo area
Fill this area with one (1)
approved image

- Notes**
- Exhibit not shown at actual size
 - This card folds and is blank on the interior
 - The magenta color represents where an image should be placed. The magenta does not print and should be replaced with an approved image.

US A2, 5.5" × 8.5"
Exterior

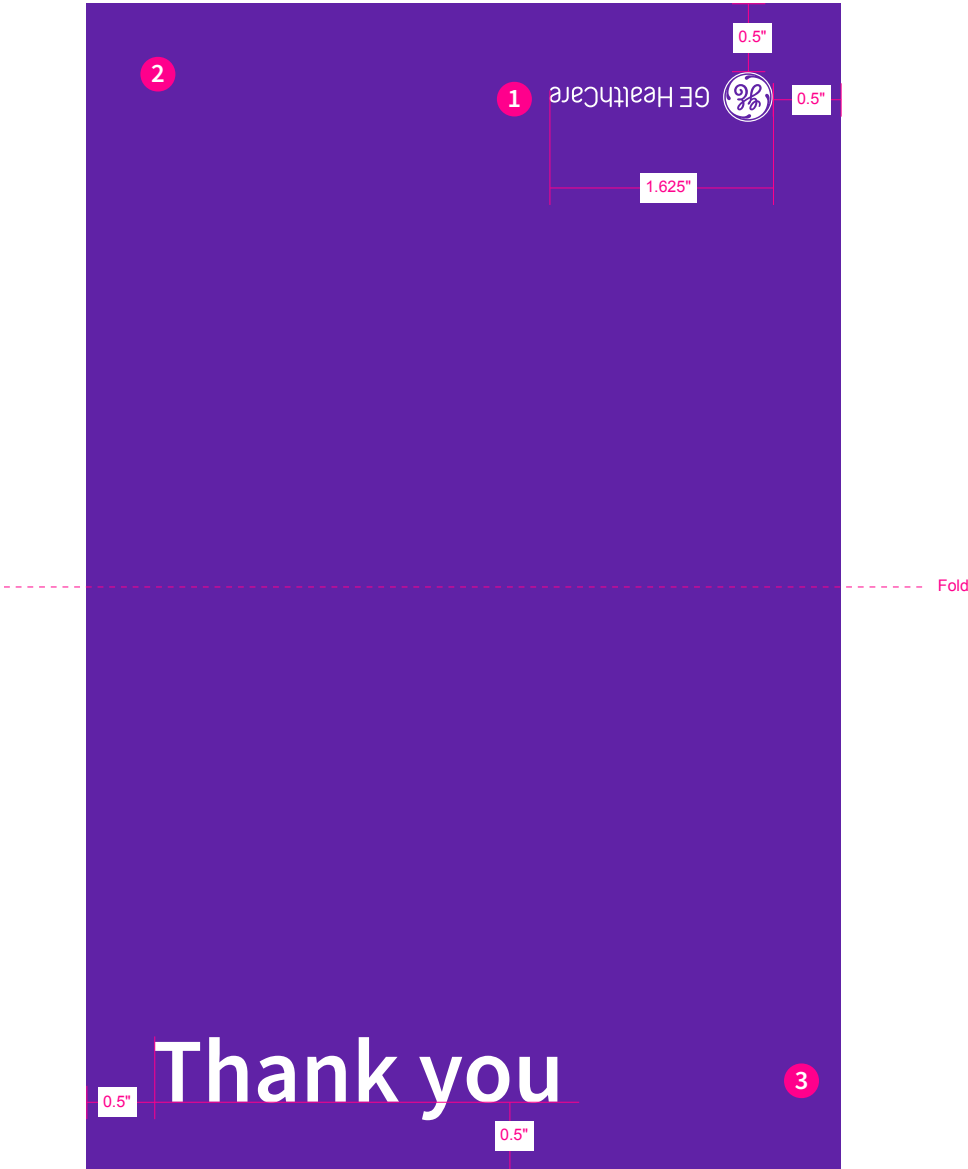


Notecard folding, Thank you

- 1 **GE HealthCare logo**
1.625" wide
100% Knockout (white)
- 2 **Color**
100% Compassion Purple
- 3 **Thank you**
Source Sans Pro Semibold
48pt
100% Knockout (white)

- Notes**
- Exhibits not shown at actual size
 - This card folds and is blank on the interior
 - “Thank you” may be translated for local language needs

US A2, 5.5" × 8.5"
Exterior, Option 1



US A2, 5.5" × 8.5"
Exterior, Option 2



Notepad large

- 1

GE HealthCare logo
1.75" wide
100% Compassion Purple
- 2

Rules
0.5pt stroke / 0.25" spacing
100% Cool Gray 7 C
- 3

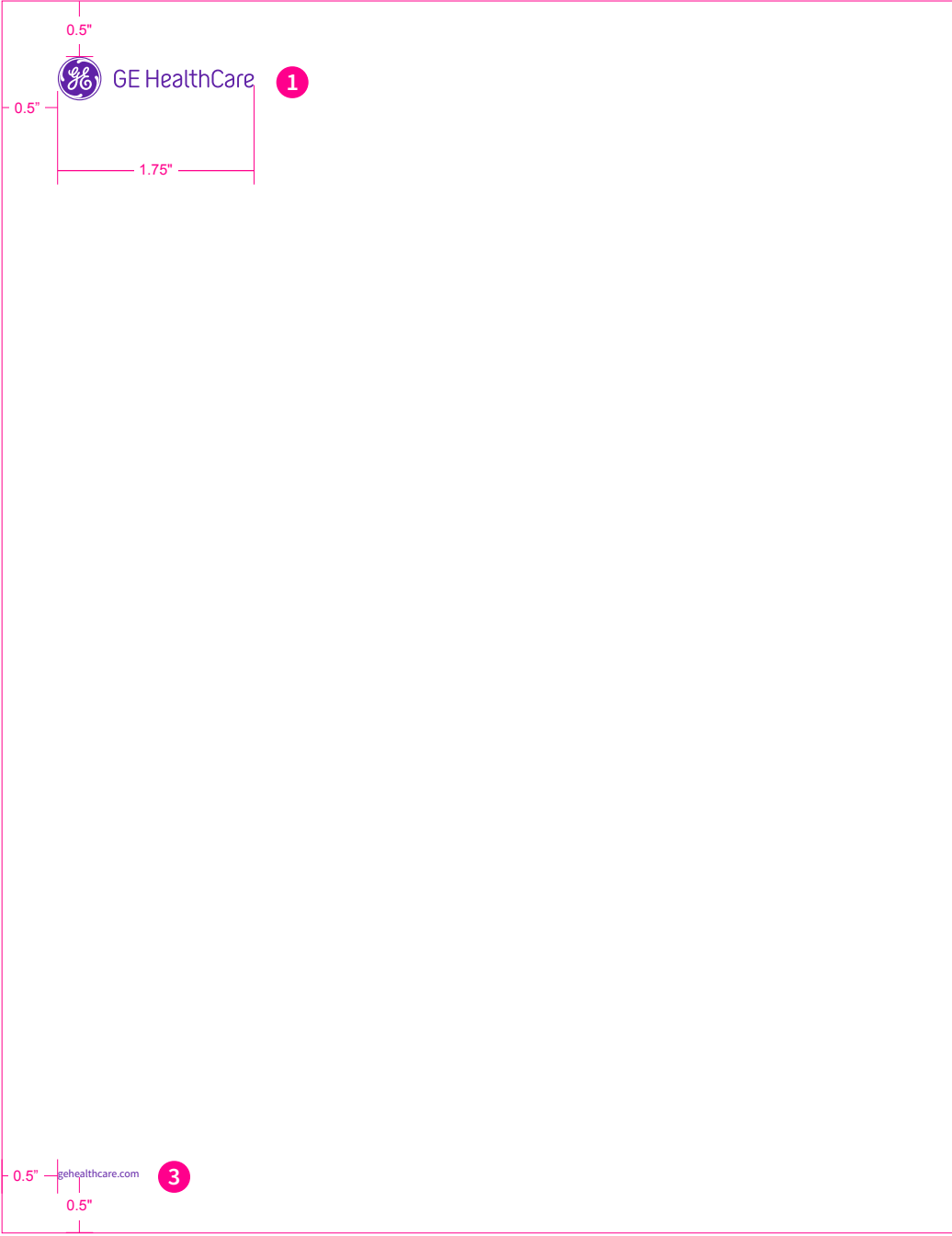
URL
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple

- Notes**
- Exhibits not shown at actual size
 - Rule spacing may be adjusted starting from the top, as needed

US 8.5" x 11", Lined



US 8.5" x 11", Unlined



Notepad small

- 1

GE HealthCare logo
1.75" wide
100% Compassion Purple
- 2

Rules
0.5pt stroke / 0.25" spacing
100% Cool Gray 7 C
- 3

URL
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple
- 4

Name
Source Sans Pro Semibold
7pt/9pt
100% Compassion Purple
- 5

Pronouns, optional
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple
- 6

Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
- 7

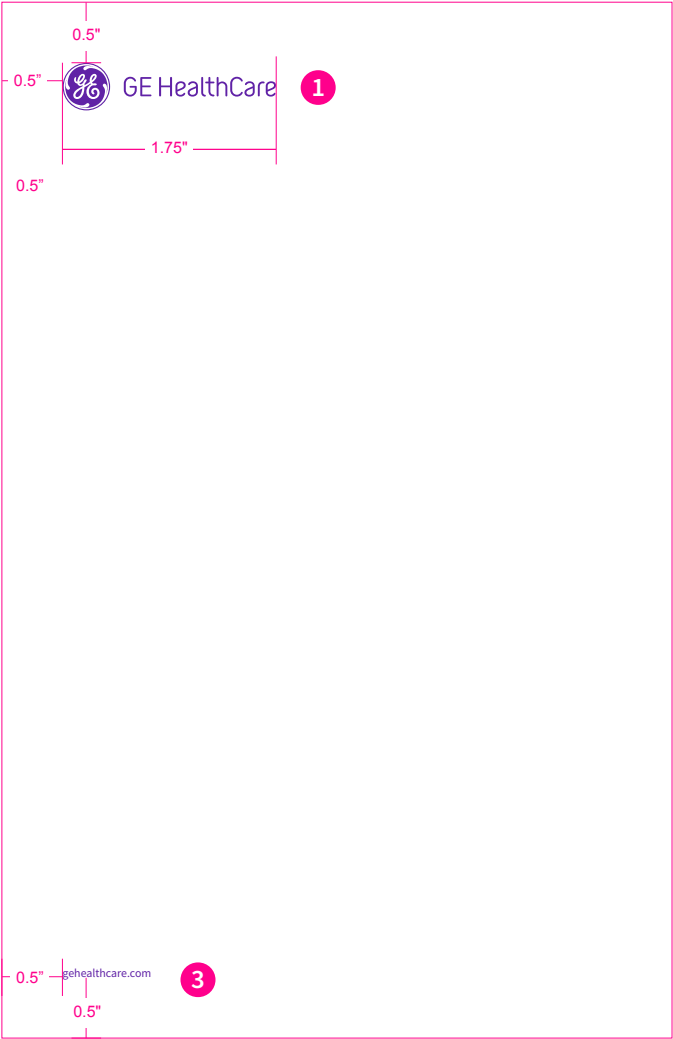
Email
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

- Notes
- Exhibits not shown at actual size
 - Rule spacing may be adjusted starting from the top, as needed

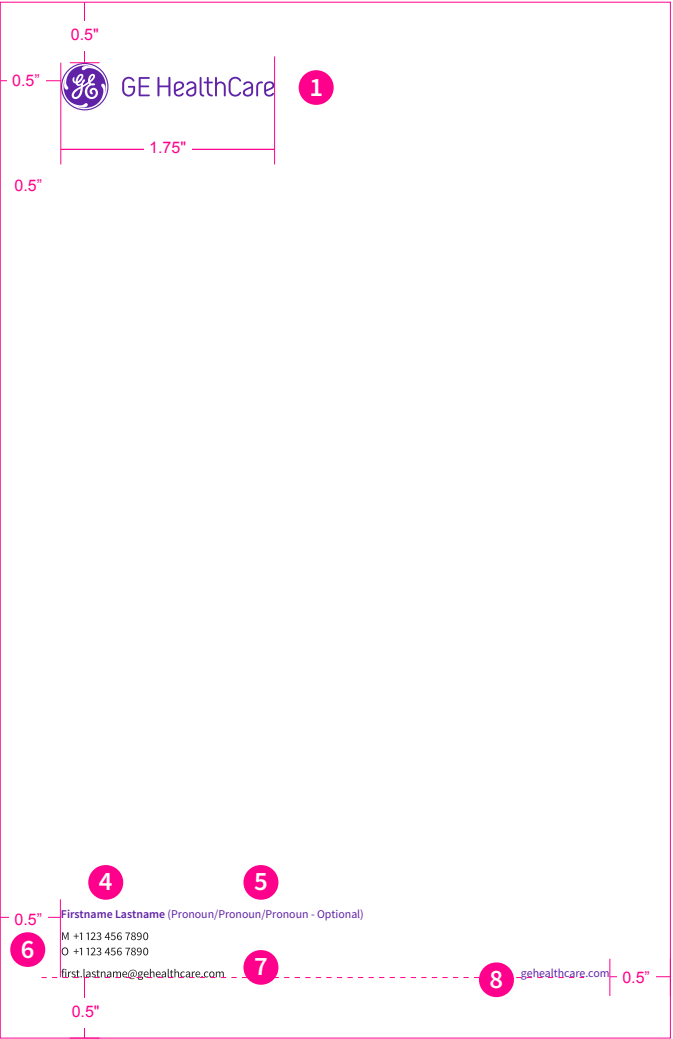
US 5.5" x 8.5", Lined



US 5.5" x 8.5", Unlined



US 5.5" x 8.5", Personalized



ISO (metric) specifications

The following examples provide instruction, measurements and elements for all of our stationery templates.

Business card front

- 1

Name
Source Sans Pro Semibold
12pt/12pt
100% Compassion Purple
- 2

Pronouns, optional
Source Sans Pro Regular
7pt/11pt
100% Compassion Purple
- 3

Title
Source Sans Pro Regular
7pt/11pt
100% Compassion Purple
- 4

Email
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

- 5

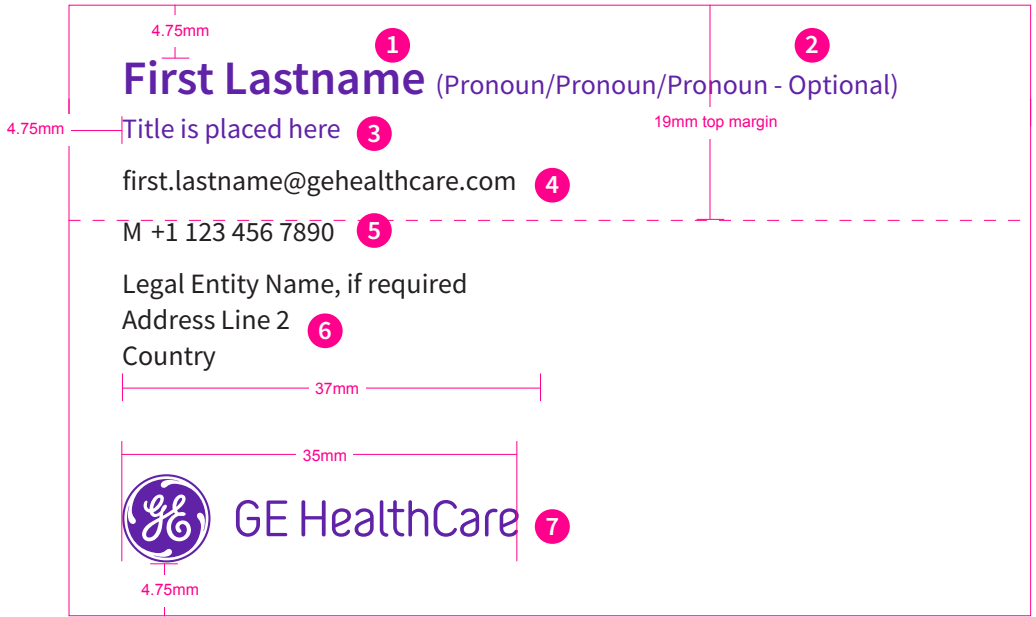
Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
1 line max
- 6

Address and Legal Entity Name, if required
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
3 lines max
- 7

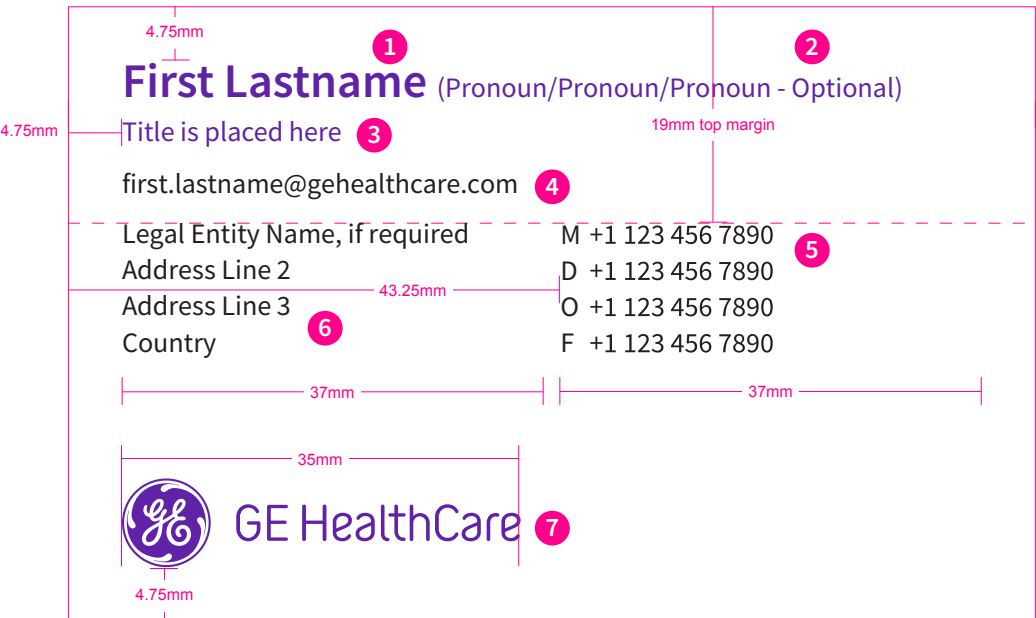
GE HealthCare logo
47.5mm wide
100% Compassion Purple

Note
Exhibits not shown at actual size

ISO 85mm × 55mm, Single column



ISO 85mm × 55mm, Double column

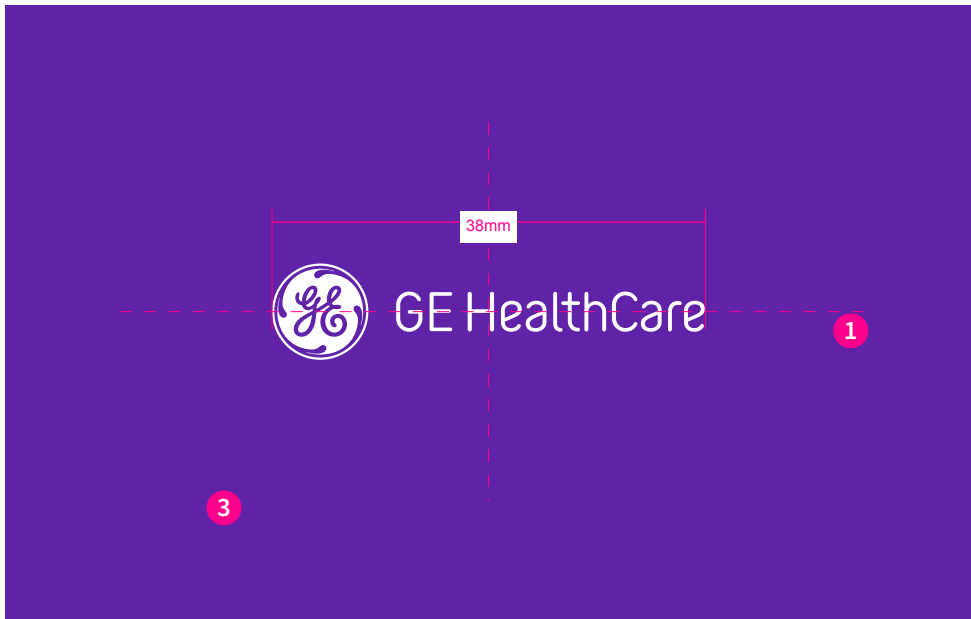


Business card back

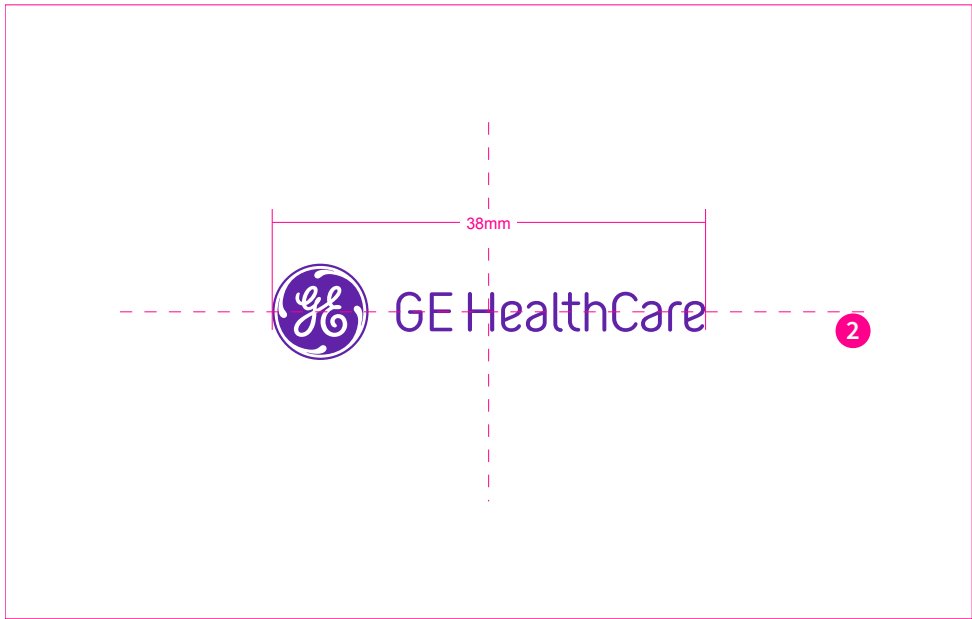
- 1 GE HealthCare logo
38mm wide, centered
100% Knockout (white)
- 2 GE HealthCare logo
38mm wide, centered
100% Compassion Purple
- 3 Color
100% Compassion Purple

Note
Exhibits not shown at actual size

ISO 85mm × 55mm, Option 1



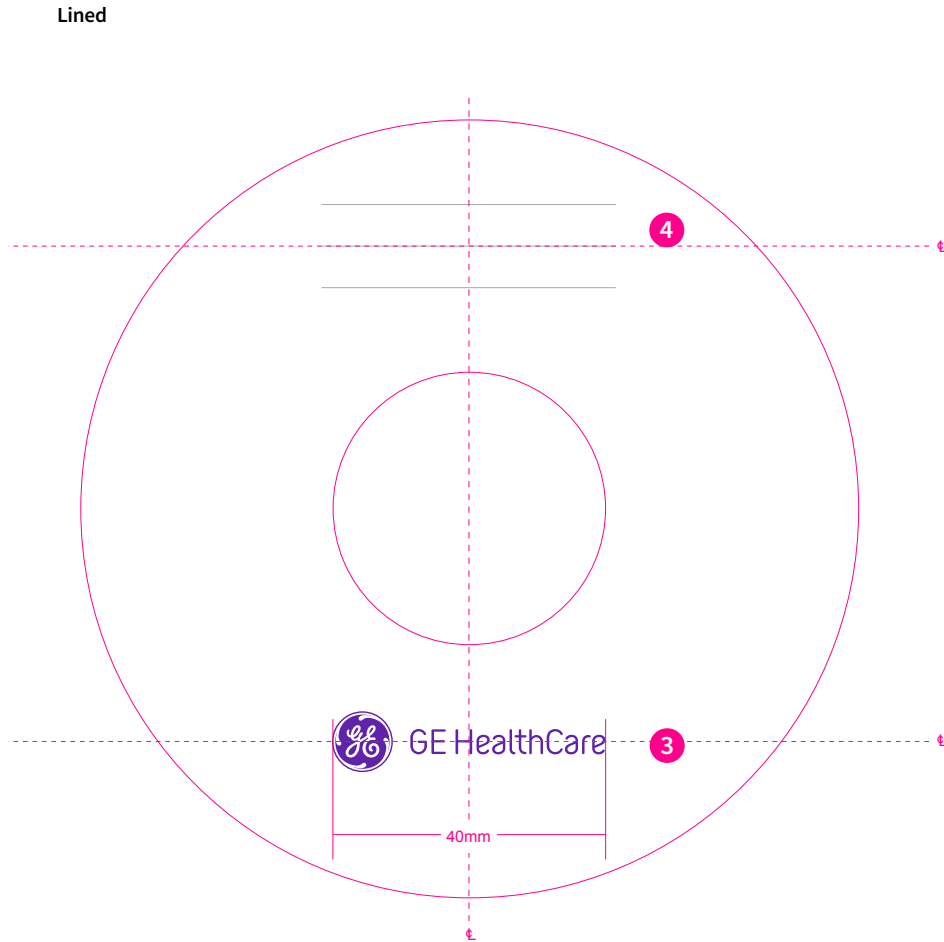
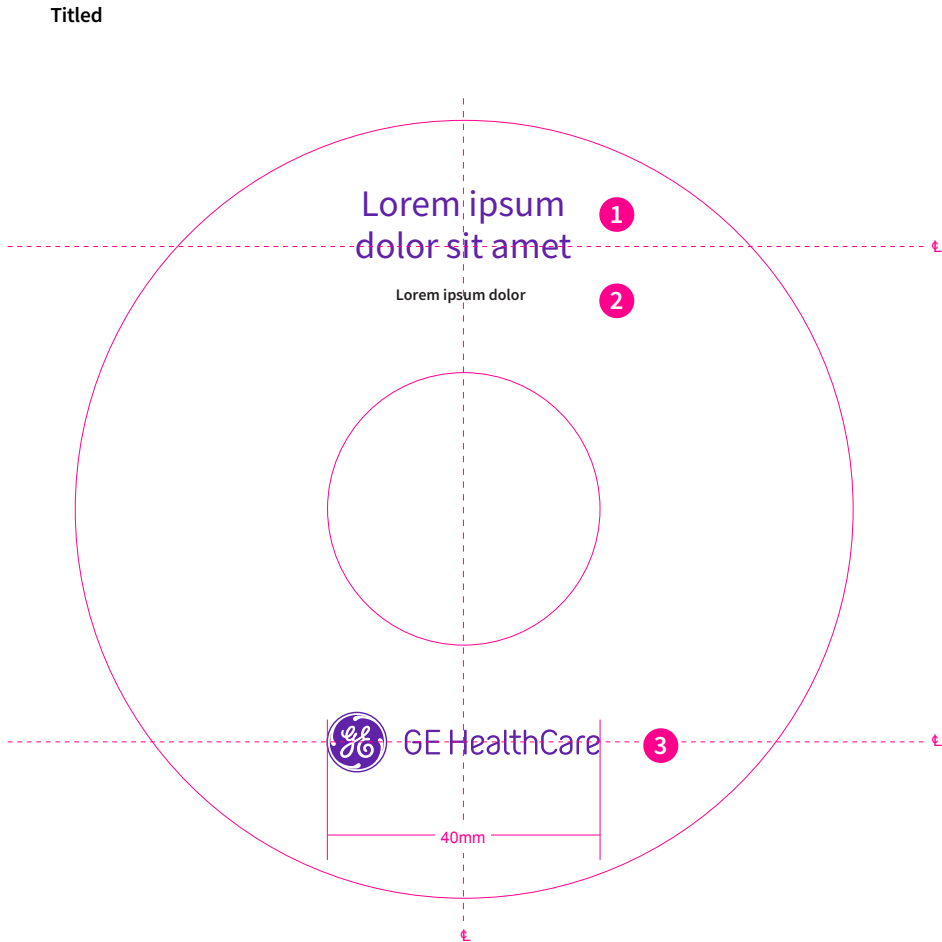
ISO 85mm × 55mm, Option 2



CD/DVD label

- 1 **Title**
Source Sans Pro Regular
16pt/18pt
100% Compassion Purple
- 2 **Subtitle**
Source Sans Pro Semibold
10pt/18pt
100%K (black)
- 3 **GE HealthCare logo**
41.25mm wide, centered
100% Compassion Purple
- 4 **Rules**
0.5pt stroke /6.5mm spacing
100% Cool Gray 7 C

Note
Exhibits not shown at actual size



Envelope business size

- 1

GE HealthCare logo
35mm wide
100% Compassion Purple
- 2

Legal entity name, if required
Source Sans Pro Semibold
7pt/9pt
100% Compassion Purple
- 3

Address
Source Sans Pro Regular
7pt/9pt
100%K (black),
4pt space before block
- 4

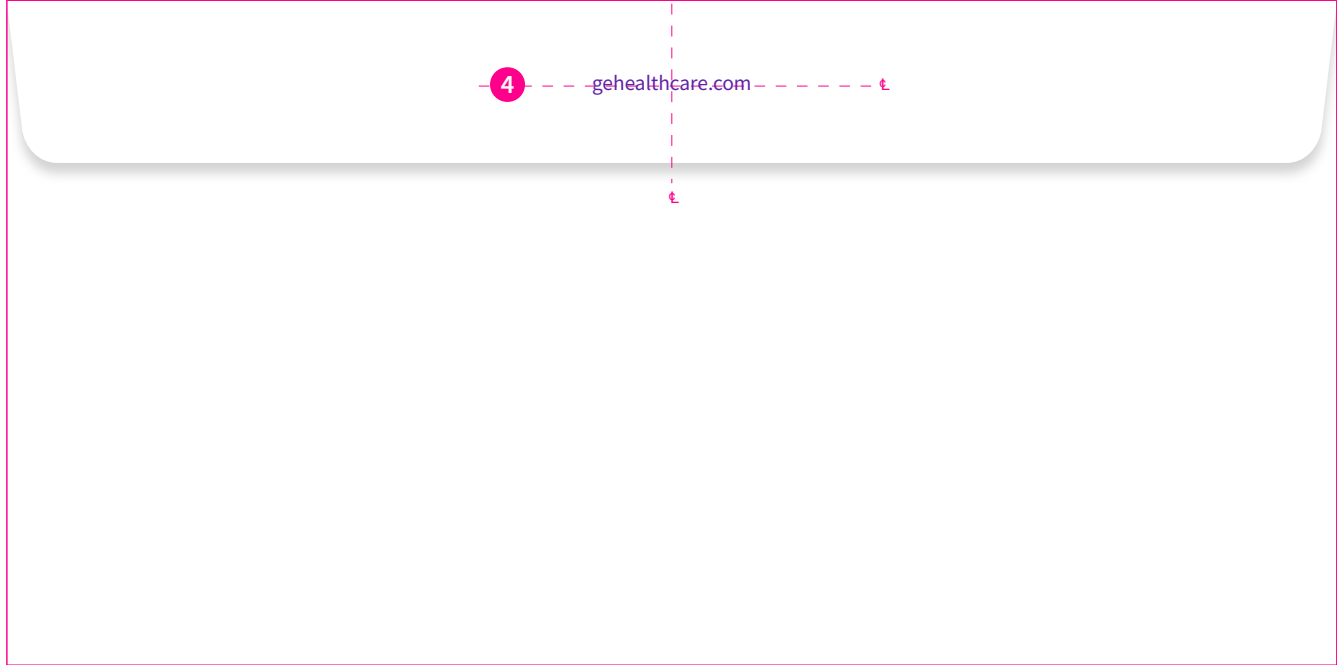
Flap URL
Source Sans Pro Semibold,
centered
10pt/12pt
100% Compassion Purple

Note
Exhibits not shown at actual size

ISO DL, Front



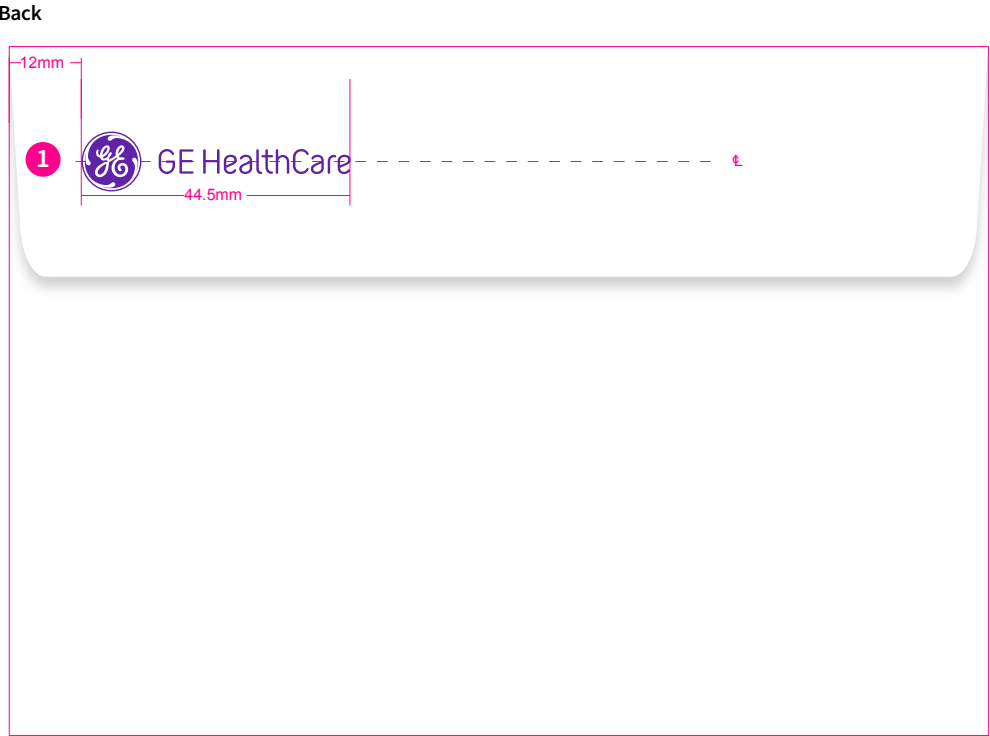
ISO DL, Back



Envelope
notecard size

- 1 GE HealthCare logo
44.5mm wide
100% Compassion Purple

Note
Exhibit not shown at actual size



Letterhead general use

- 1

GE HealthCare logo
44.5mm wide
100% Compassion Purple
- 2

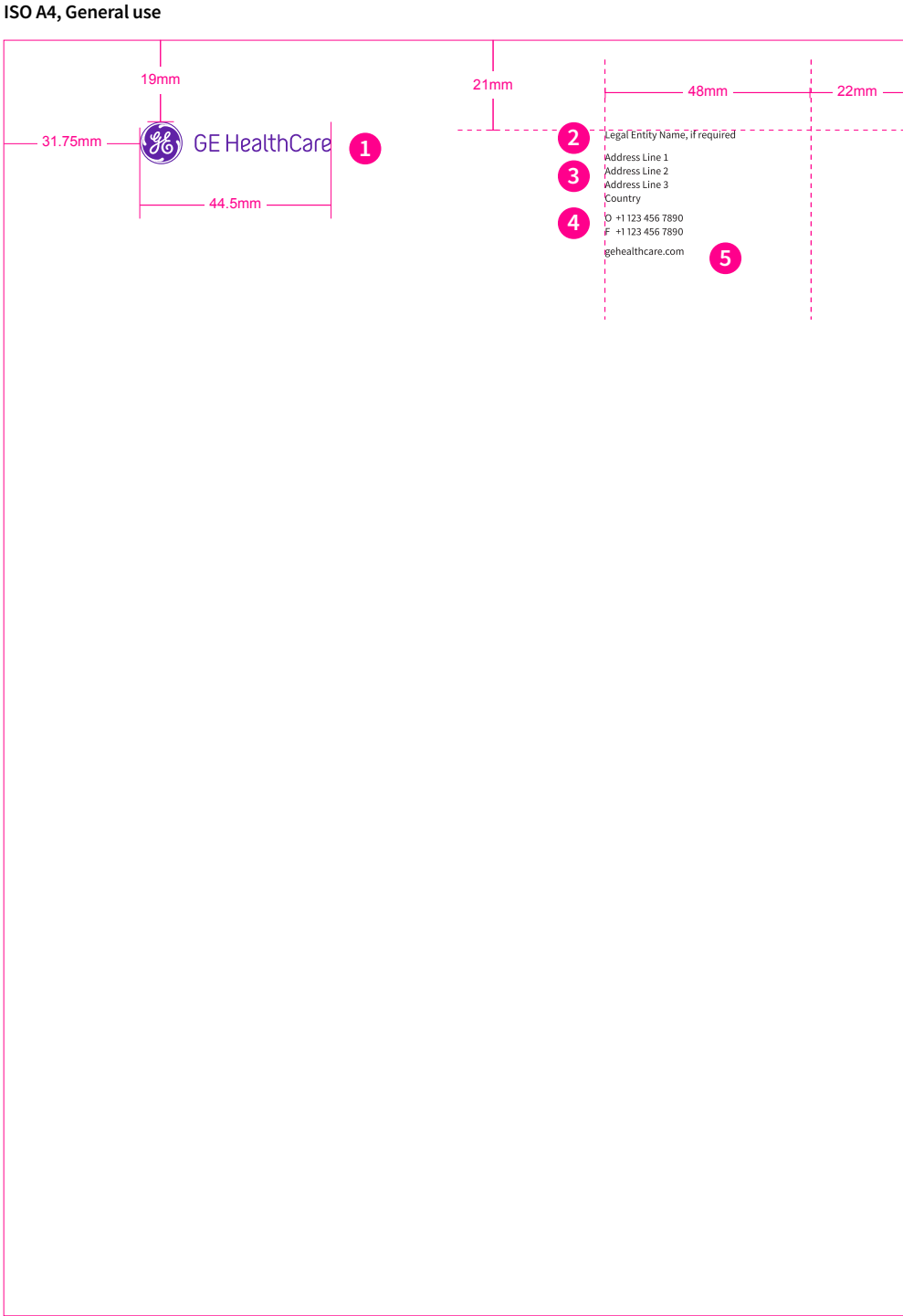
Legal Entity Name, if required
Source Sans Pro Regular
7pt/9pt
100%K (black)
- 3

Address
Source Sans Pro Regular
7pt/9pt
100%K (black),
4pt space before block
- 4

Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
- 5

URL
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

Note
Exhibit not shown at actual size



Letterhead logo only

- 1 GE HealthCare logo
44.5mm wide
100% Compassion Purple

Note
Exhibit not shown at actual size



Letterhead personalized

- 1

GE HealthCare logo
44.5mm wide
100% Compassion Purple
- 2

Name
Source Sans Pro Semibold
7pt/9pt
100% Compassion Purple
- 3

Pronouns, optional
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple
- 4

Title
Source Sans Pro Regular
7pt/9pt
100%K (black)
- 5

Legal Entity Name, if required
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

- 6

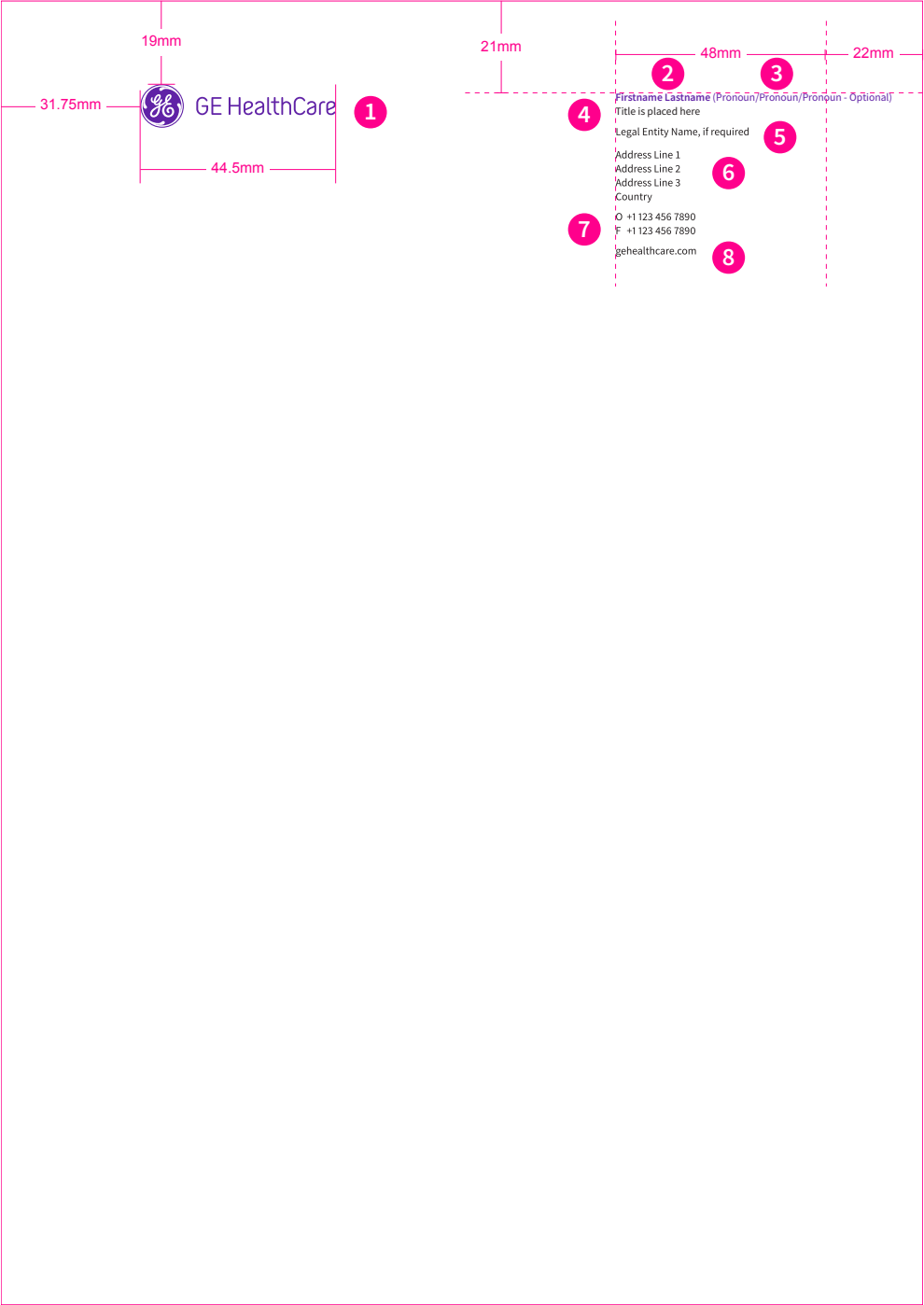
Address
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
4 lines max
- 7

Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
4 lines max
- 8

URL
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space/after before block

Note
Exhibit not shown at actual size

ISO A4, Personalized



Mailing label

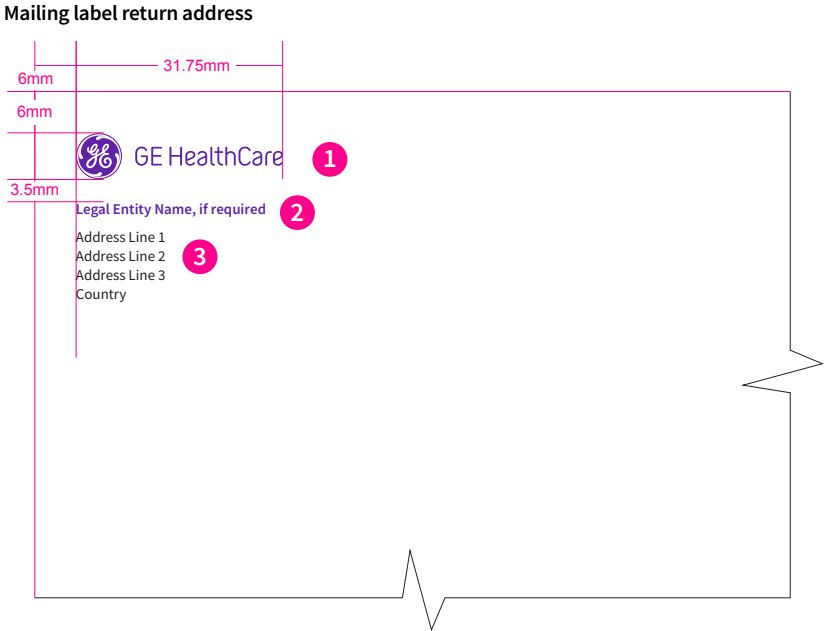
- 1

GE HealthCare logo
31.75mm wide
100% Compassion Purple
- 2

Legal entity name, if required
Source Sans Pro Semibold
7pt/9pt
100% Compassion Purple
4pt space before block
- 3

Address
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

- Notes**
- Exhibit not shown at actual size
 - The finished size of a mailing label may vary. Please keep the return address in the upper left corner following these specifications.

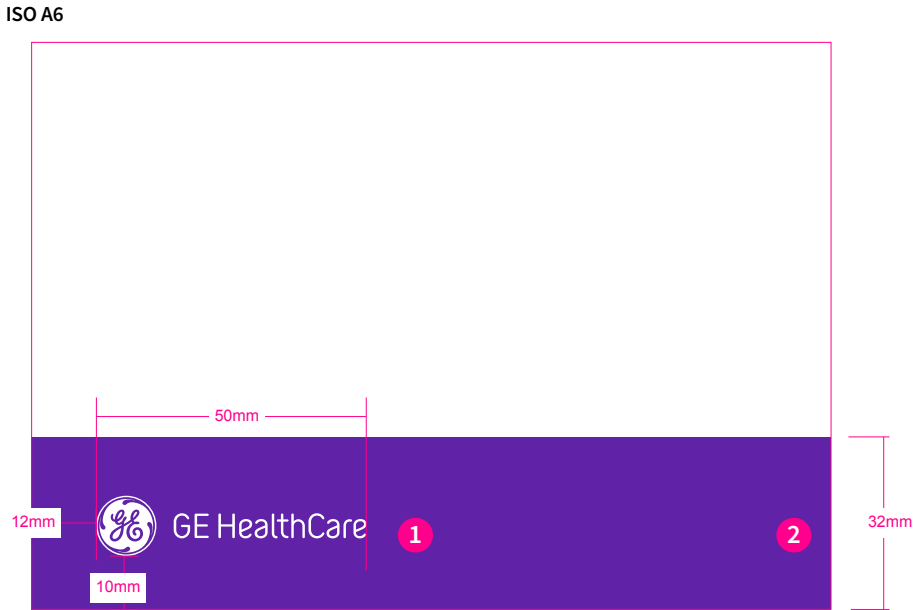


Notecard flat card

- 1 GE HealthCare logo
50mm wide
100% Knockout (white)

- 2 Color
100% Compassion Purple

- Notes
- Exhibit not shown at actual size
 - This card is blank on the reverse

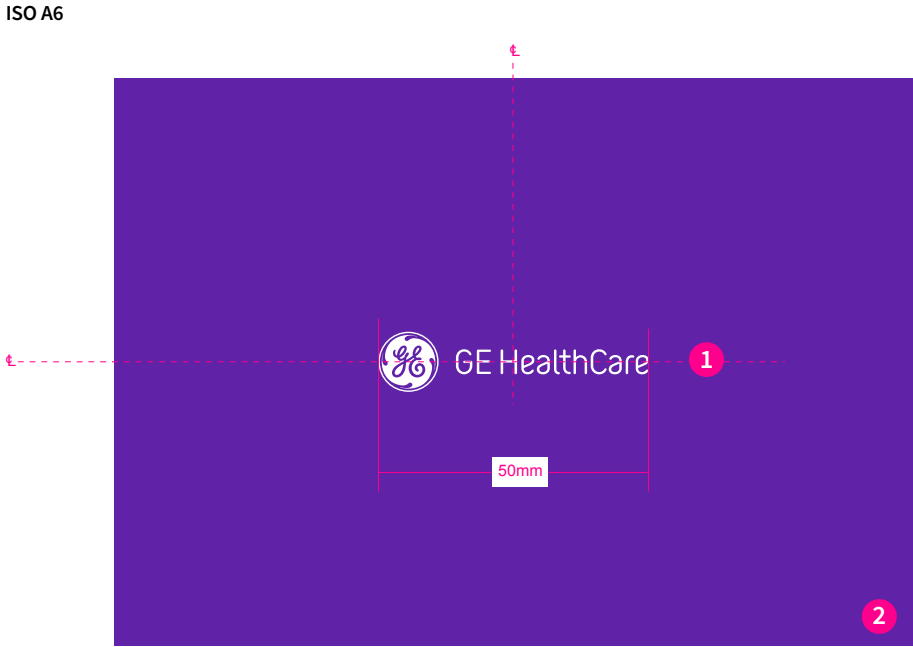


Notecard
flat card, logo only

- 1 GE HealthCare logo
50mm wide
100% Knockout (white)

- 2 Color
100% Compassion Purple

- Notes
- Exhibit not shown at actual size
 - This card is blank on the reverse

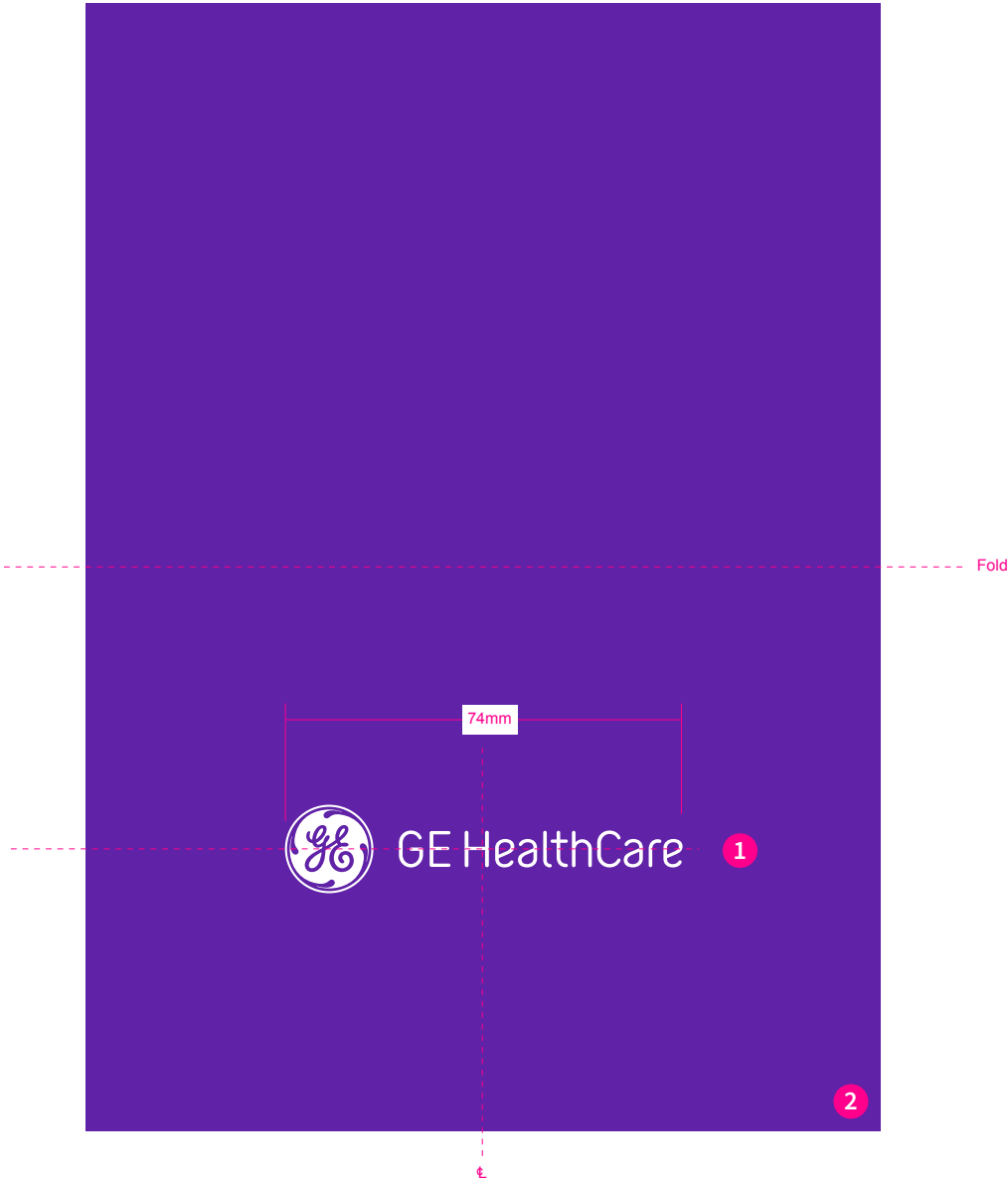


Notecard folding, logo only

- 1 GE HealthCare logo
40mm wide
100% Knockout (white)
- 2 Color
100% Compassion Purple

- Notes
- Exhibit not shown at actual size
 - This card folds and is blank on the interior

ISO A6
Exterior



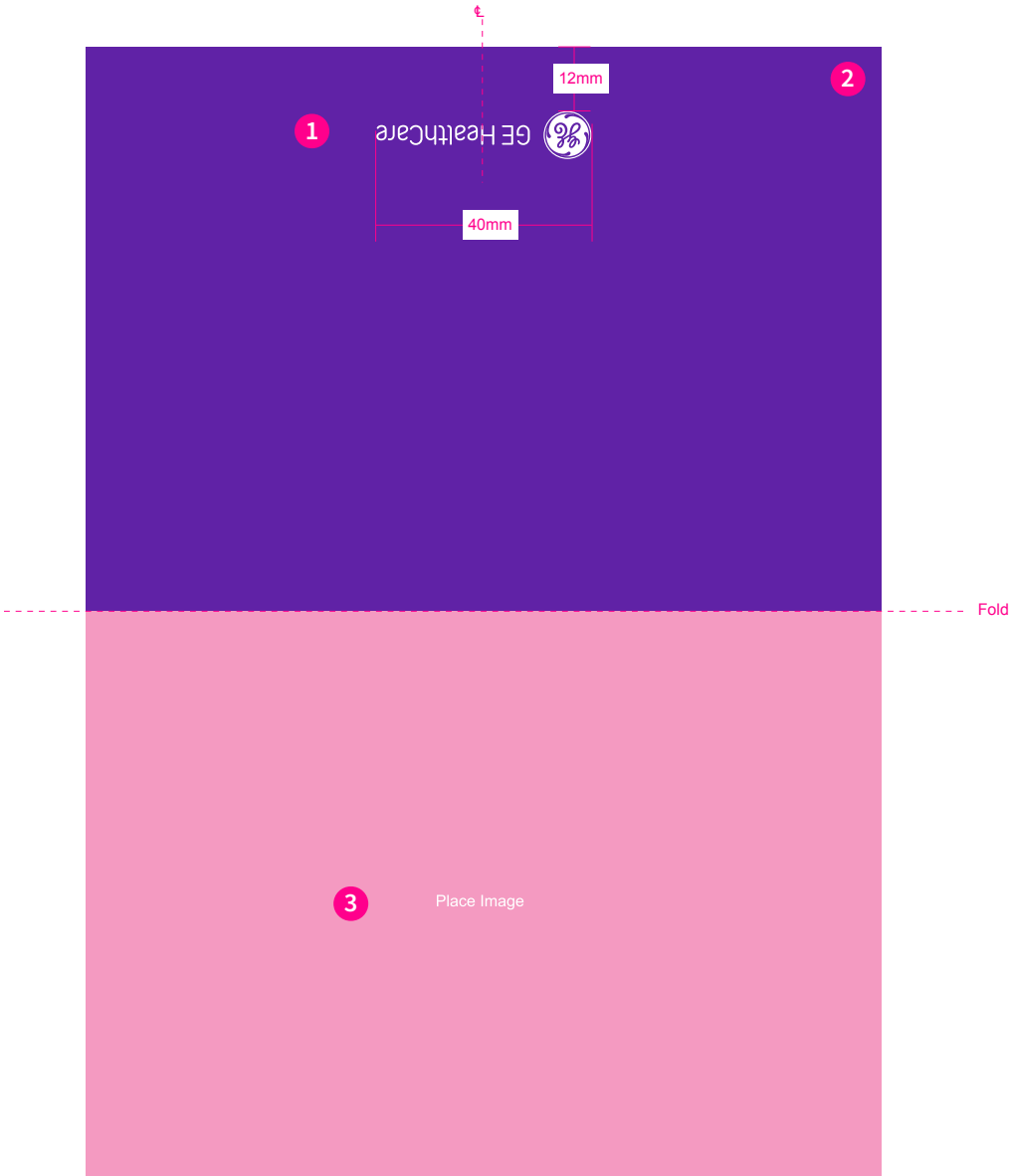
Notecard folding, photo

ISO A6
Exterior

- 1 GE HealthCare logo**
40mm wide
100% Knockout (white)
- 2 Color**
100% Compassion Purple
- 3 Photo area**
Fill this area with one (1)
approved image

Notes

- Exhibit not shown at actual size
- This card folds and is blank on the interior
- The magenta color represents where an image should be placed. The magenta does not print and should be replaced with an approved image.

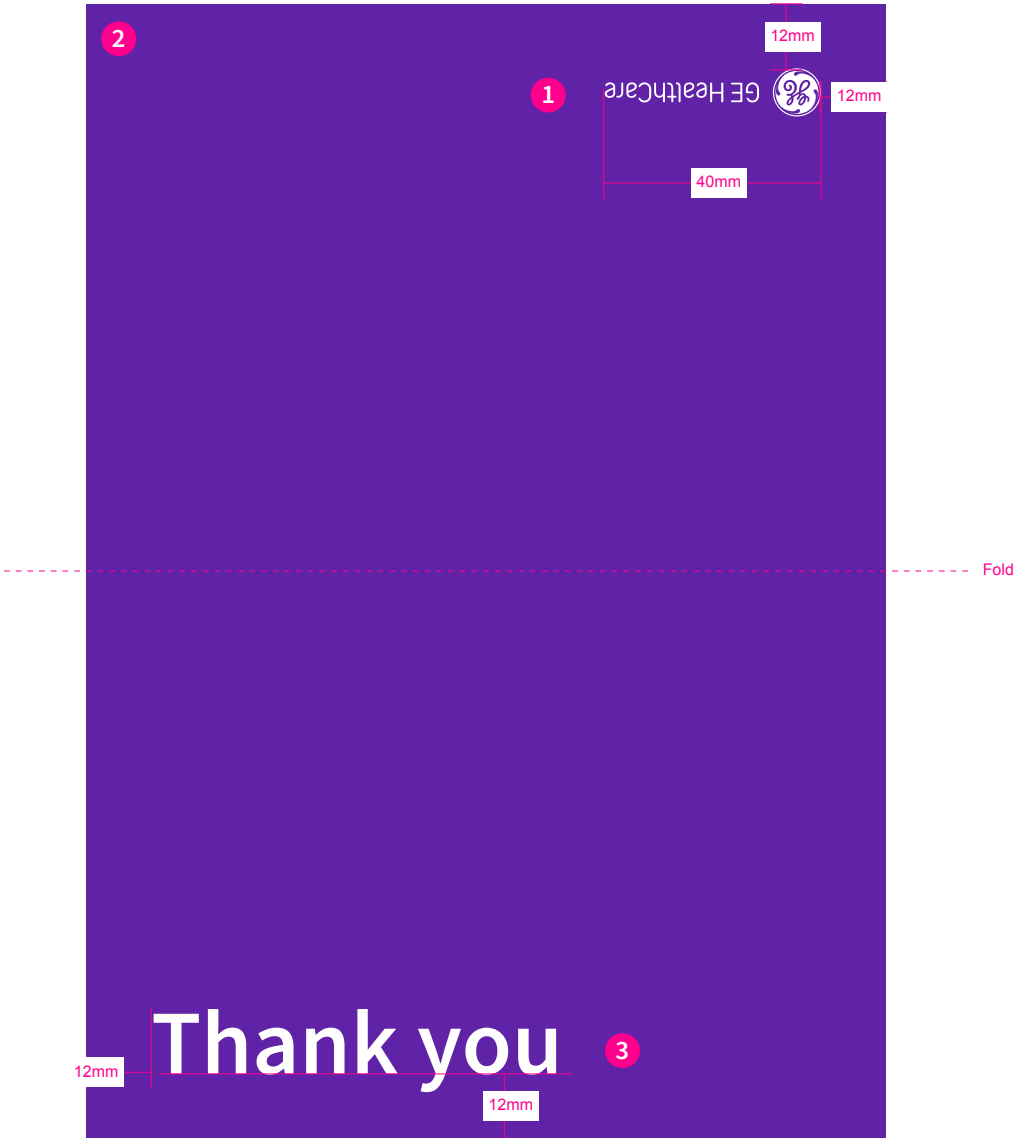


Notecard folding, Thank you

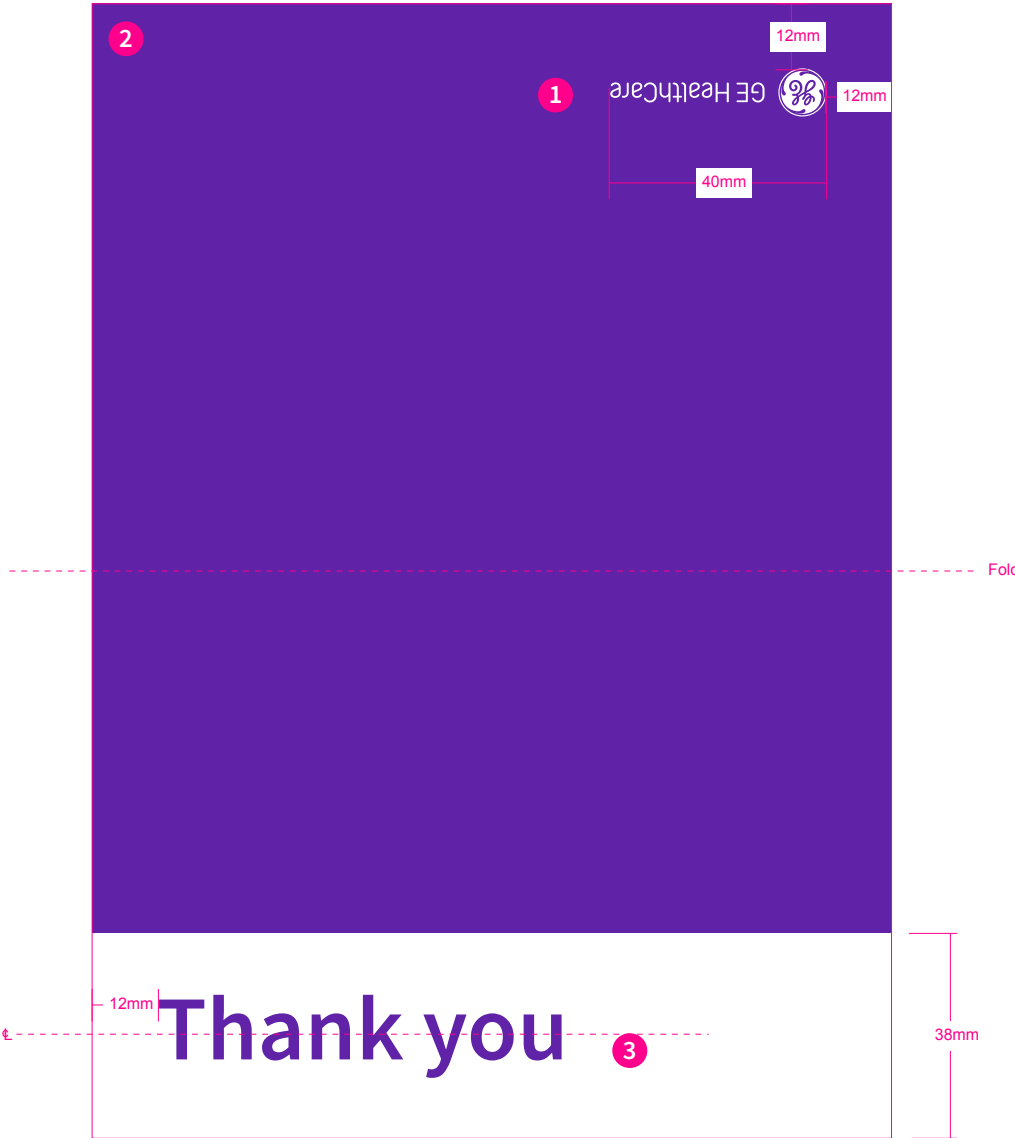
- 1 **GE HealthCare logo**
40mm wide
100% Knockout (white)
- 2 **Color**
100% Compassion Purple
- 3 **Thank you**
Source Sans Pro Semibold
48pt
100% Knockout (white)

- Notes**
- Exhibits not shown at actual size
 - This card folds and is blank on the interior
 - “Thank you” may be translated for local language needs

ISO A6
Exterior, Option 1



ISO A6
Exterior, Option 2



Notepad large

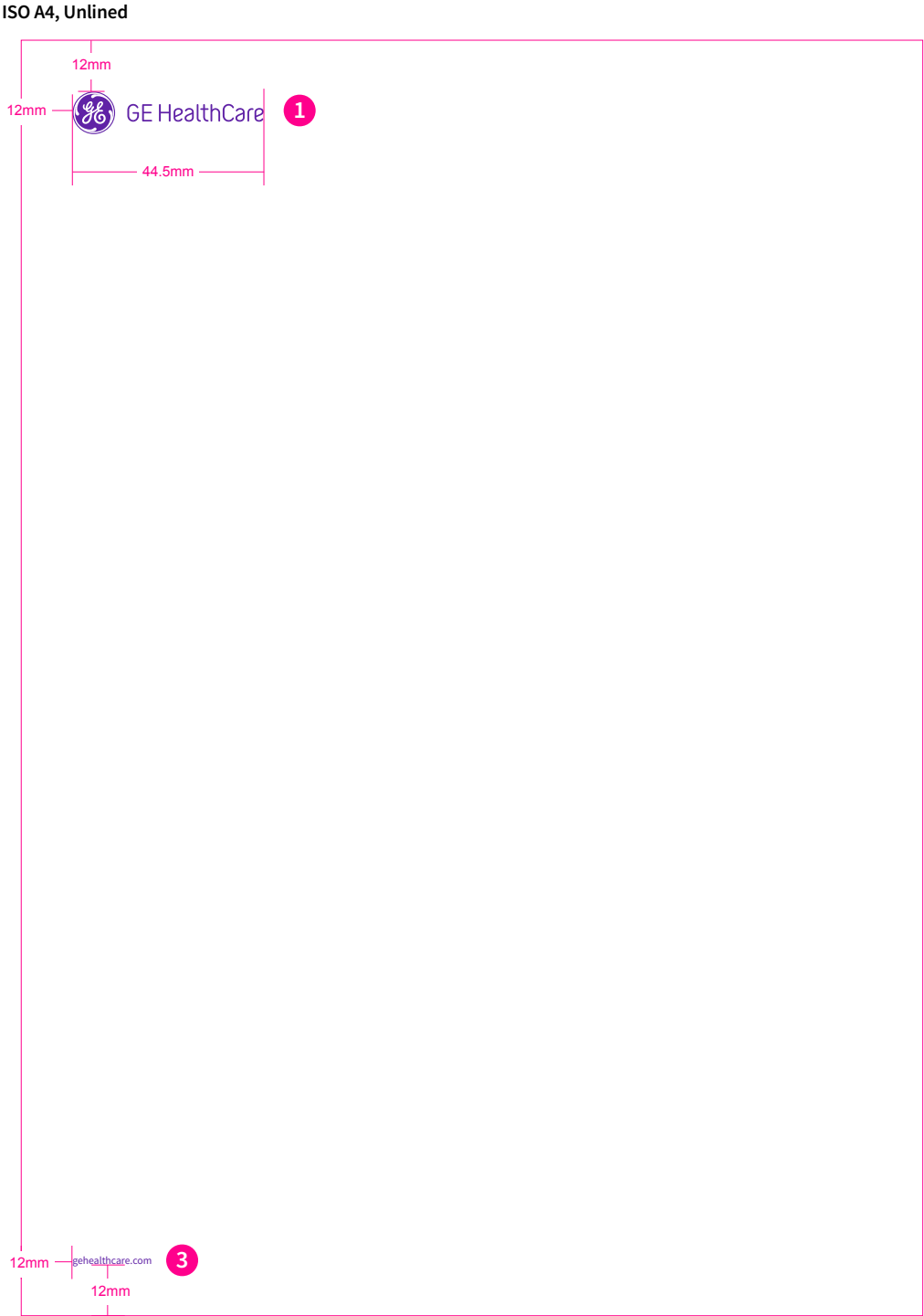
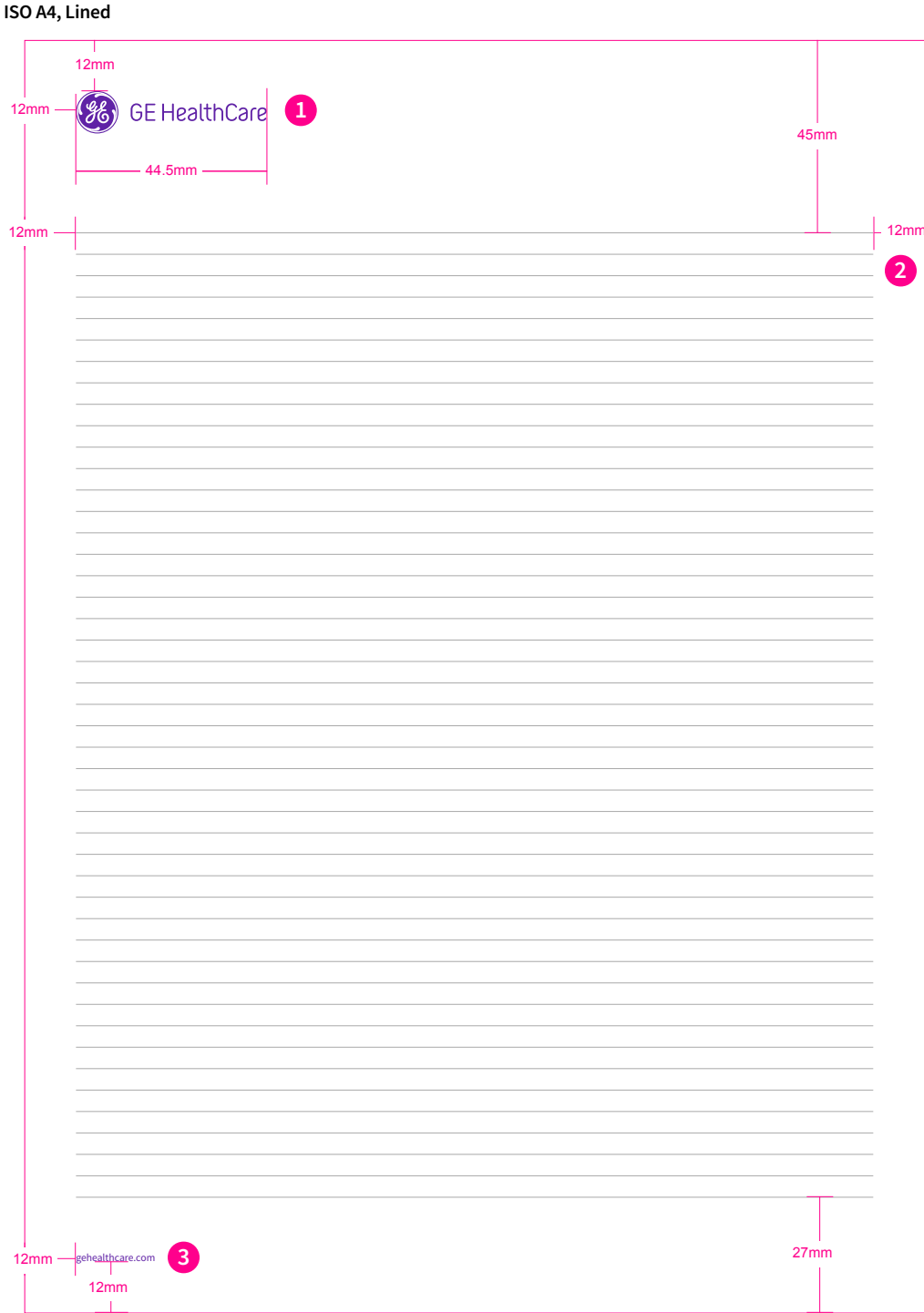
- 1

GE HealthCare logo
44.5mm wide
100% Compassion Purple
- 2

Rules
0.5pt stroke / 0.25” spacing
100% Cool Gray 7 C
- 3

URL
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple

- Notes**
- Exhibits not shown at actual size
 - Rule spacing may be adjusted starting from the top, as needed



Notepad small

- 1

GE HealthCare logo
44.5mm wide
100% Compassion Purple
- 2

Rules
0.5pt stroke / 0.25” spacing
100% Cool Gray 7 C
- 3

URL
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple
- 4

Name
Source Sans Pro Regular
7pt/9pt
100%K (black)
- 5

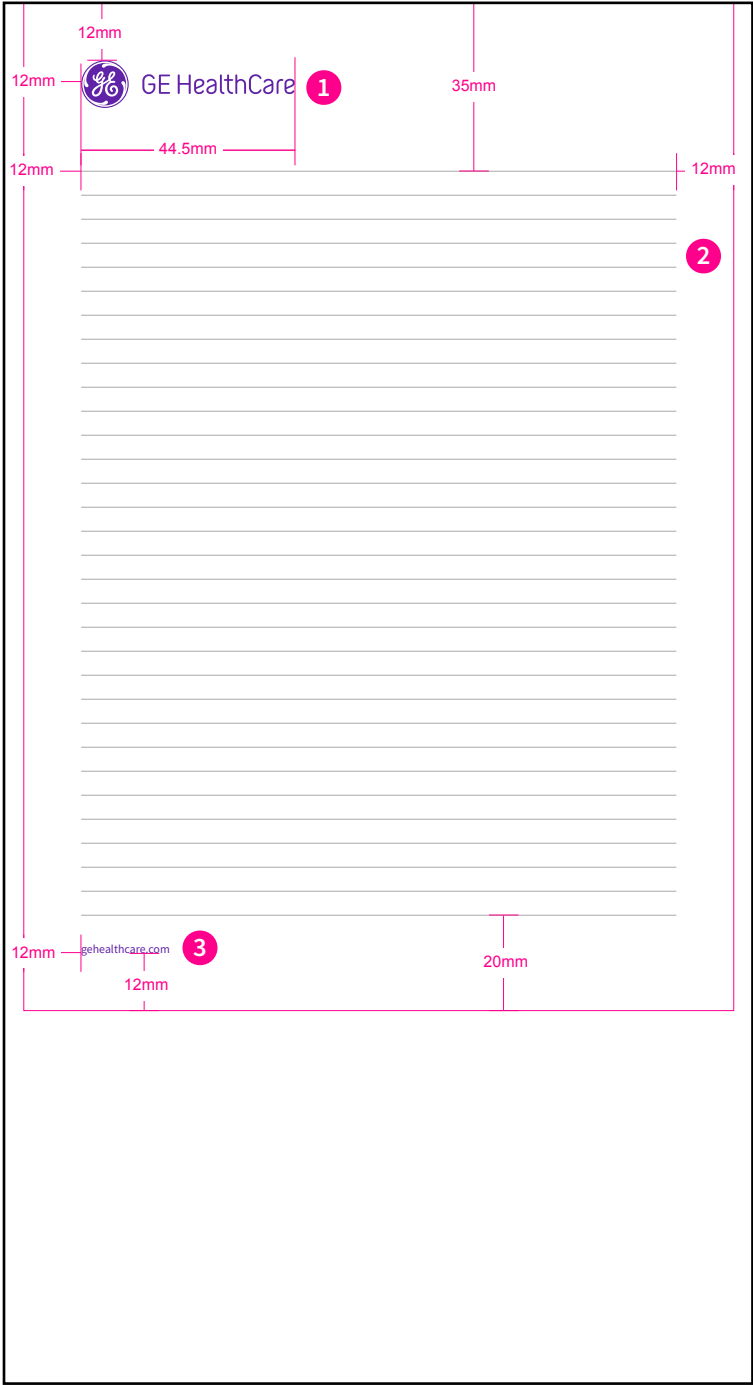
Pronouns, optional
Source Sans Pro Regular
7pt/9pt
100% Compassion Purple
- 6

Phone
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block
- 7

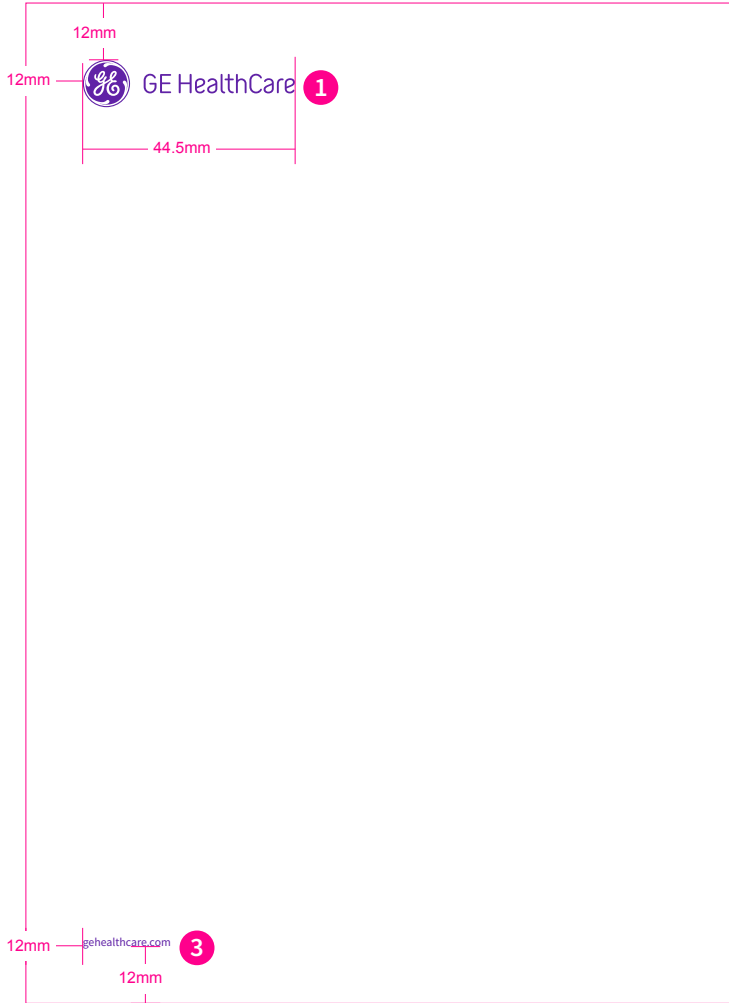
Email
Source Sans Pro Regular
7pt/9pt
100%K (black)
4pt space before block

- Notes**
 - Exhibits not shown at actual size
 - Rule spacing may be adjusted starting from the top, as needed

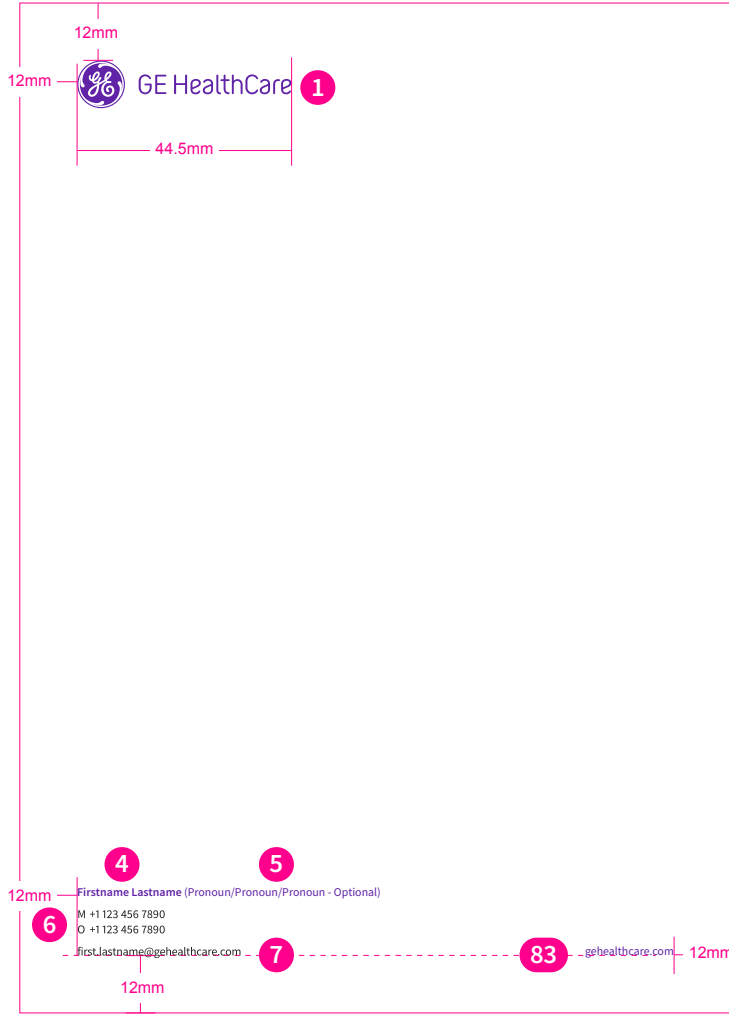
ISO A5, Lined



ISO A5, Unlined



ISO A5, Personalized



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

Please contact your local printer and provide them with the Adobe InDesign Stationery templates. You will find all resources on this article on [The Beat](#) and the [Agency Brand Portal](#).

For more information on our stationery system or for support on additional items, contact the Brand Team at brand.health@gehealthcare.com.