

Trade Show and Events Guidelines training

May 2025



GE HealthCare

Meet our trainer



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Governance Specialist

Purpose of this document

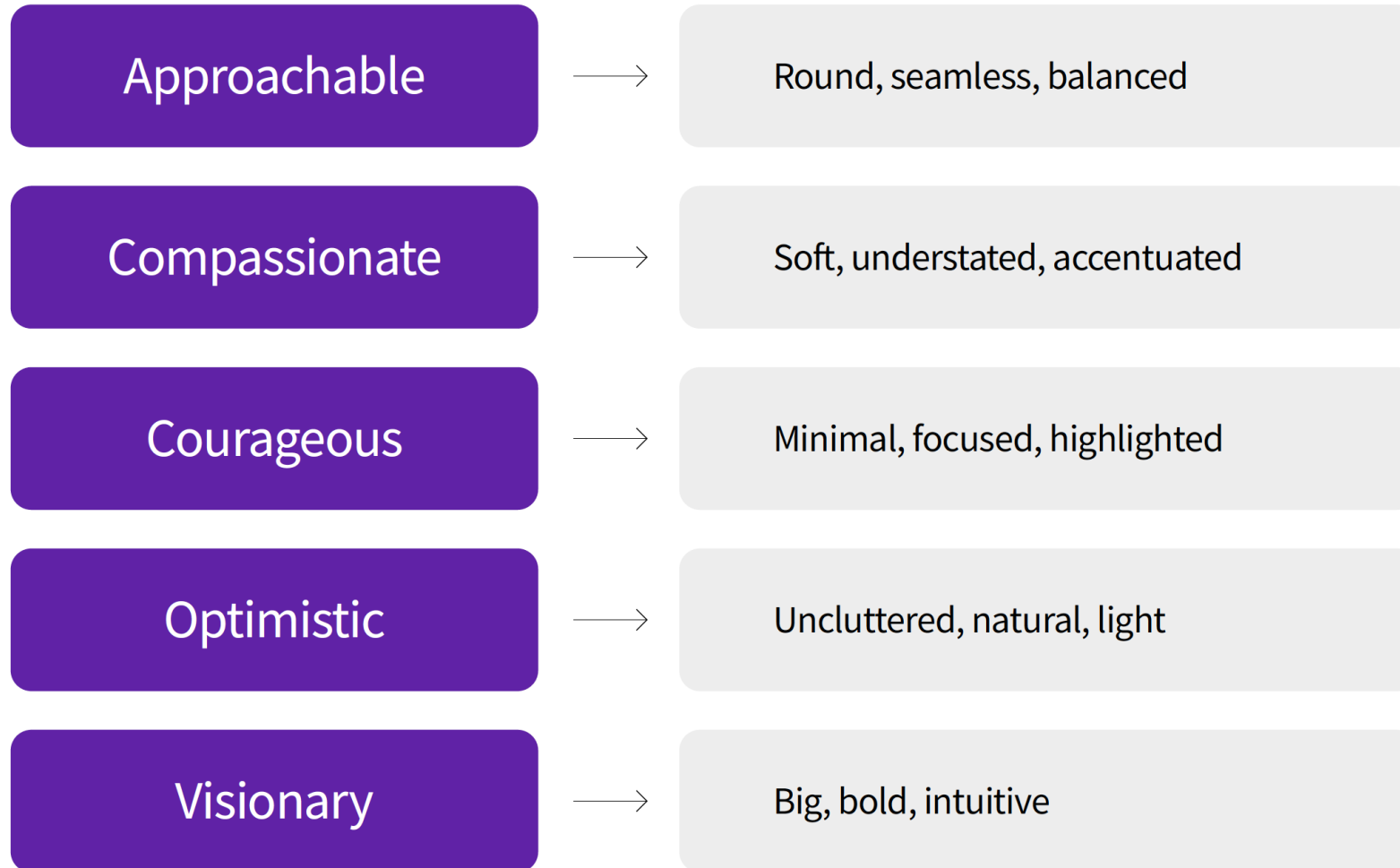
The purpose of this guide is to enhance and create a **cohesive appearance** of our GE HealthCare brand. It provides guidance and inspiration on how we show up in a physical environment to ensure flexibility, so **no matter the scale**, we remain consistent and coherent to our brand.

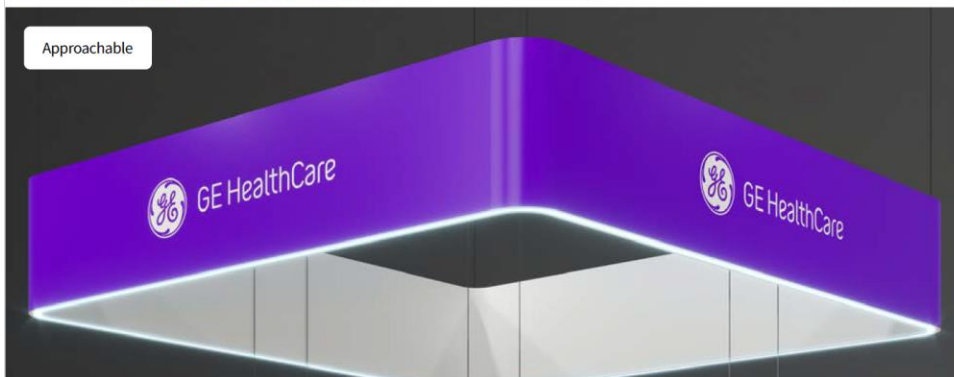
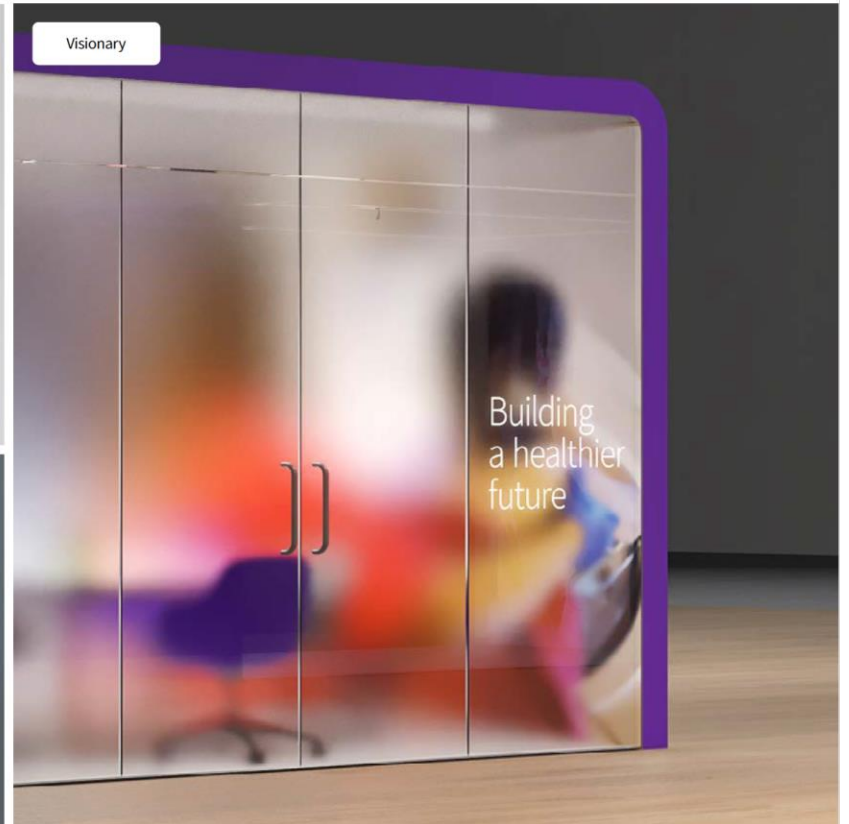
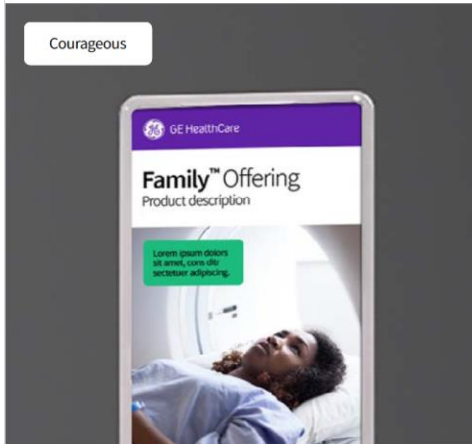
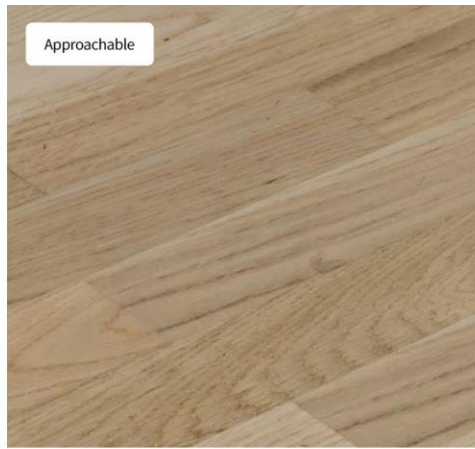
Our experience principles and design language provide a **north star** for brand expression in these physical spaces, followed by tactical examples and guidance for bringing specific touchpoints to life.

Tradeshaw & events

Experience principles

Experience principles and visual criteria





Site branding

Design language

Design language

Forms and shapes

Rounded corners



Materials and finishes

Translucent material



Typography

Scale of typography



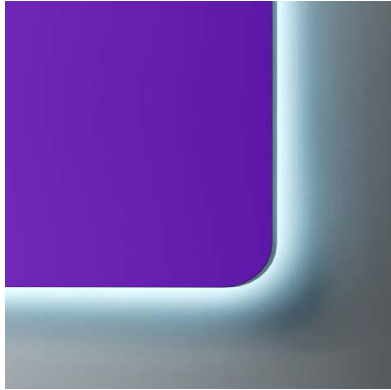
Decor

Furniture, flooring, greenery



Lighting

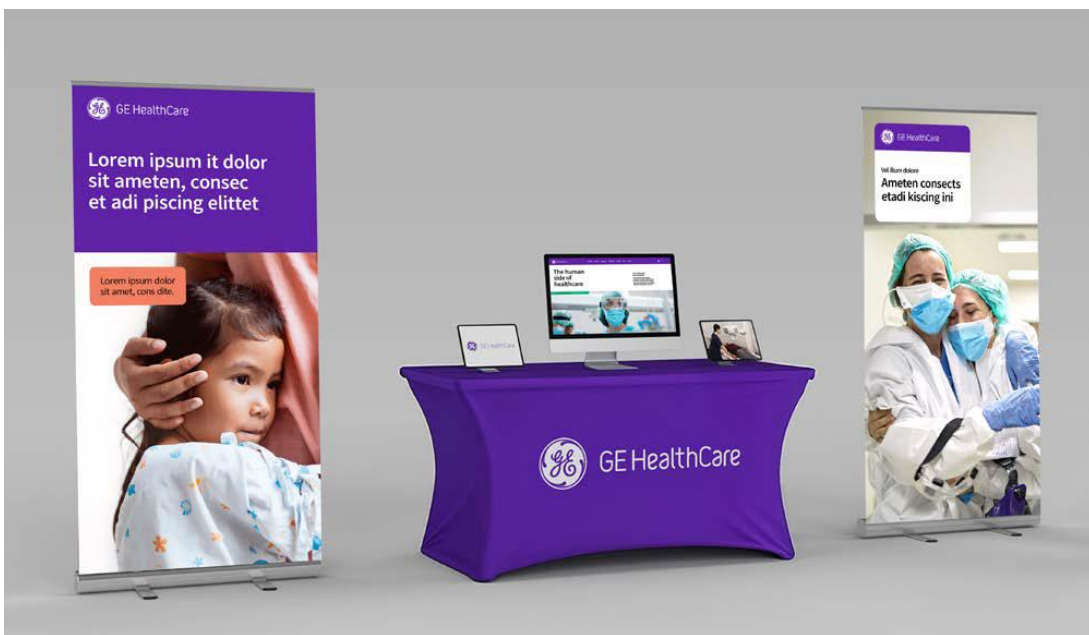
Indirect, back lighting



Parent brand vs. product brand visuals

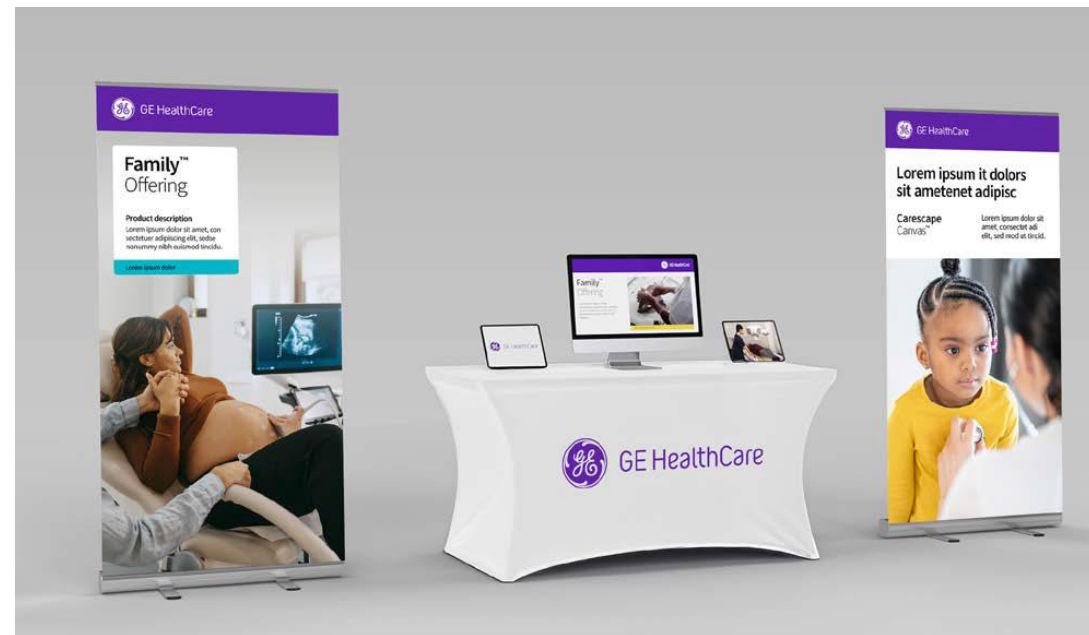
Parent brand: for overarching brand vision and messages

For Parent brand, Compassion Purple should be the more dominant color in layouts to reinforce the brand. Please refer to 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. Color ratio breakdown of product brand is about 20% Compassion Purple, 75% white space/imagery and 5% accent colors



Pull-up banners

Parent brand led

Parent brand design communicates our overarching brand vision and messages. When using a range of banners, ensure to include enough variety of designs especially when they appear together.

Full bleed image and Compassion Purple



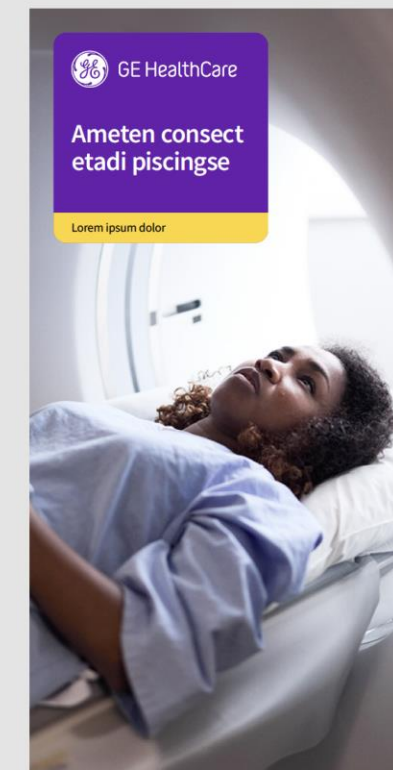
Messaging-led banner



Full bleed image with graphic device



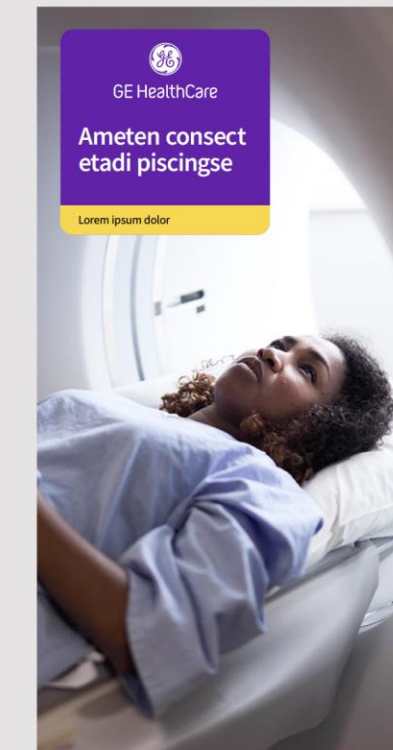
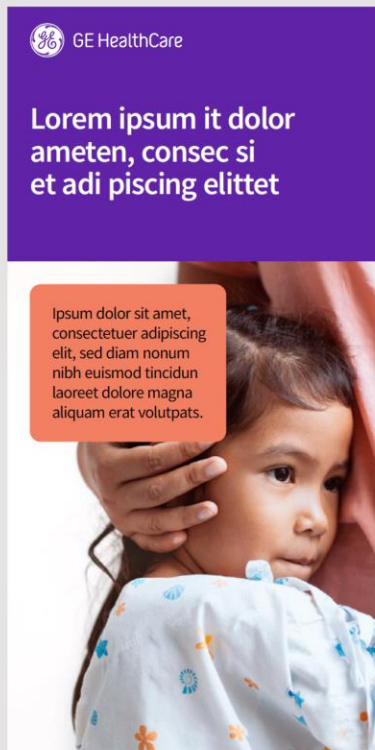
Graphic device on full bleed image and accent color



Pull-up banners don'ts

Parent brand led

These are a few examples of designs to avoid when creating pull-up banners or other touchpoints related to parent brand applications.

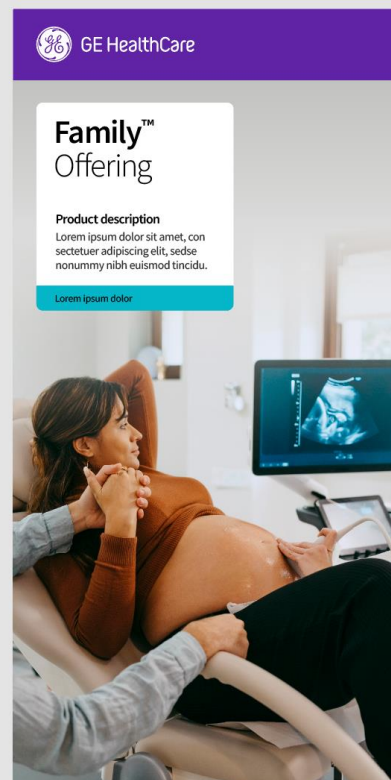


Pull-up banners

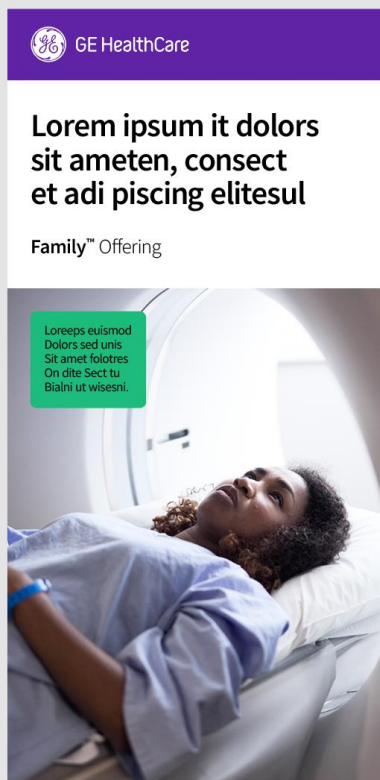
Product brand led

A few key signatures of our product brand design system include the logo in a Compassion Purple bar, the use of the Family Offering typographic lockup to represent the product name, the prominent use of white space and accent colors used in a functional way.

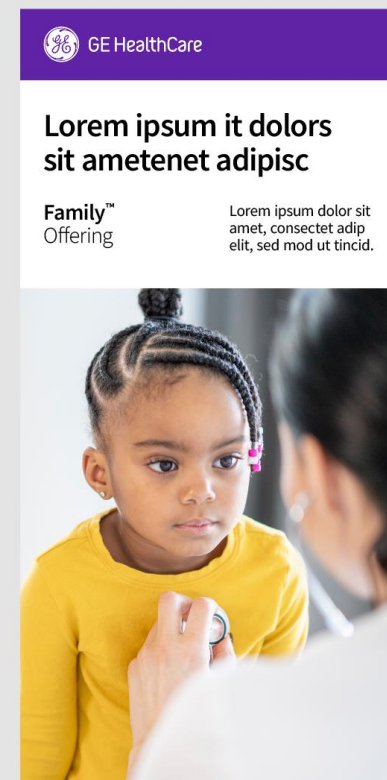
Prominent Family Offering banner



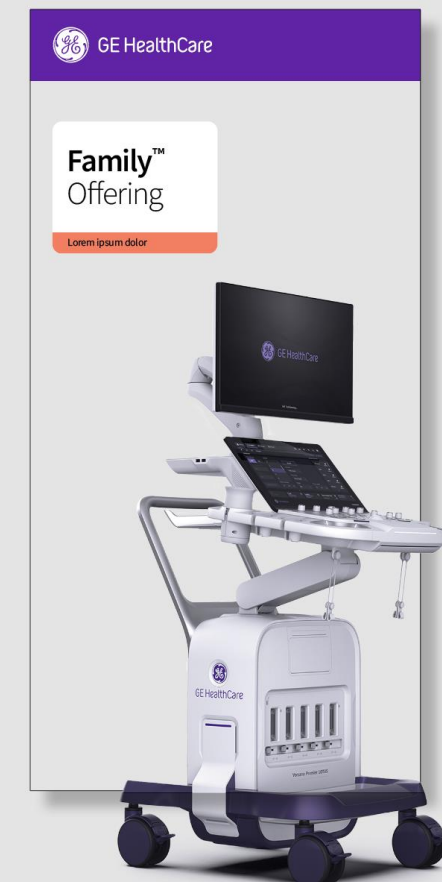
Messaging-led banner



Messaging-led banner without accent color



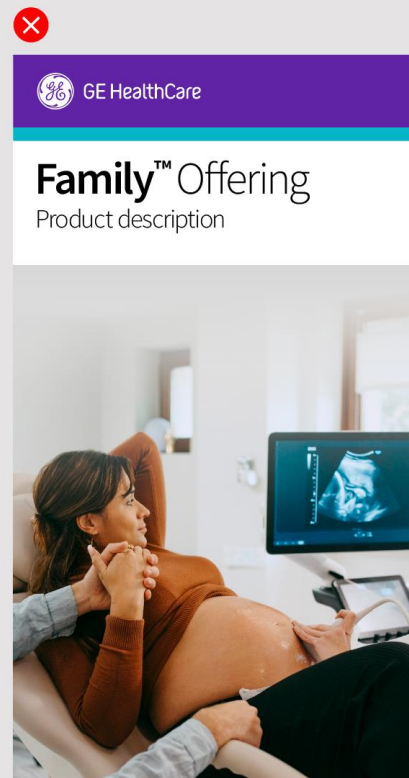
Product feature



Pull-up banners don'ts

Product brand led

These are a few examples of designs to avoid when creating pull-up banners or other touchpoints related to product brand applications.

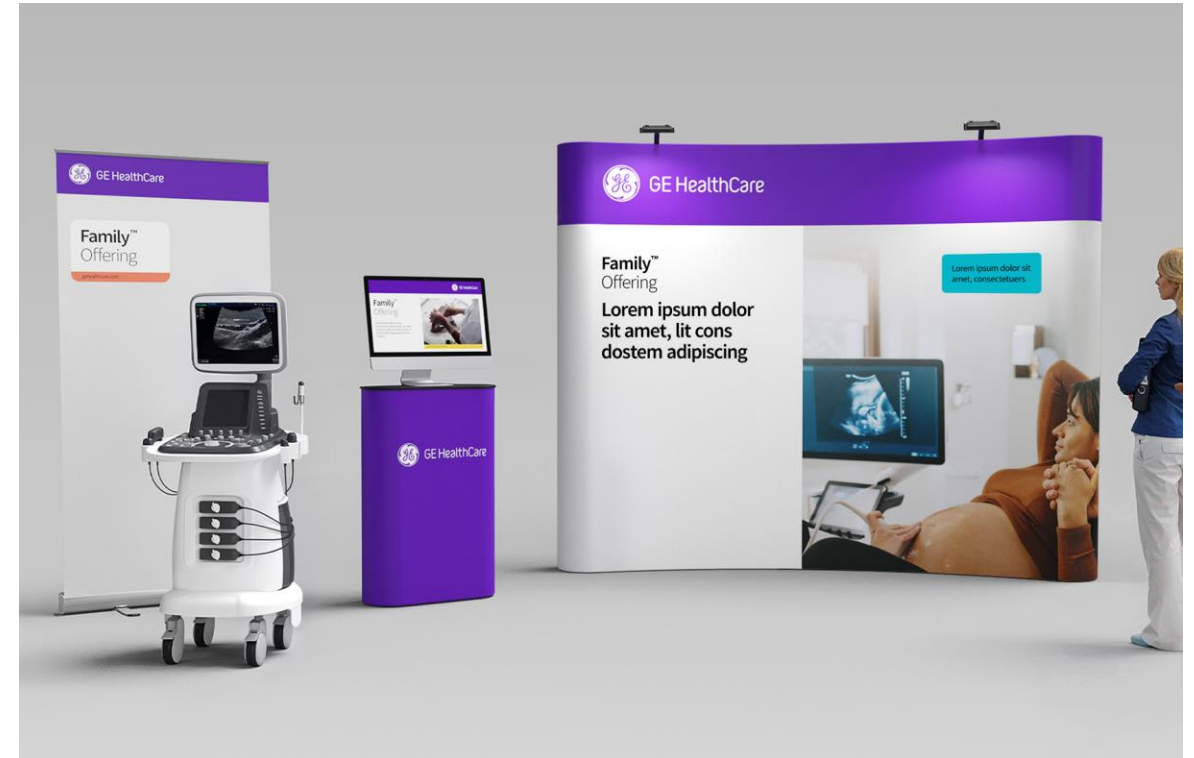


Skyline display

For larger footprints, we can create presence using a larger set of assets. A skyline display can feature an impactful backdrop of Compassion Purple or imagery, along with a podium and pull-up banners.



Parent brand led



Product brand led

Booth graphic

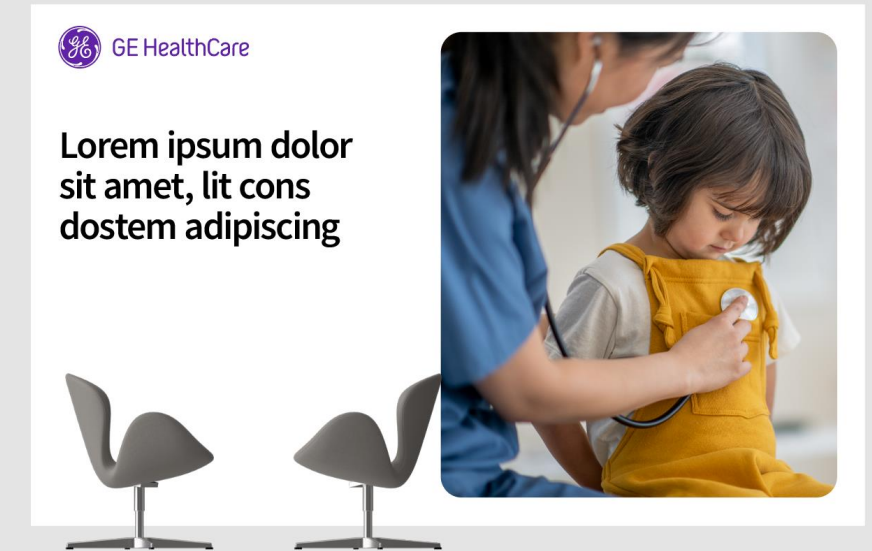
Parent brand led back wall

Booth graphics are meant to draw the audience in with a compelling message. These are a few examples that showcase how we can be direct and break through the clutter.

Messaging only back wall



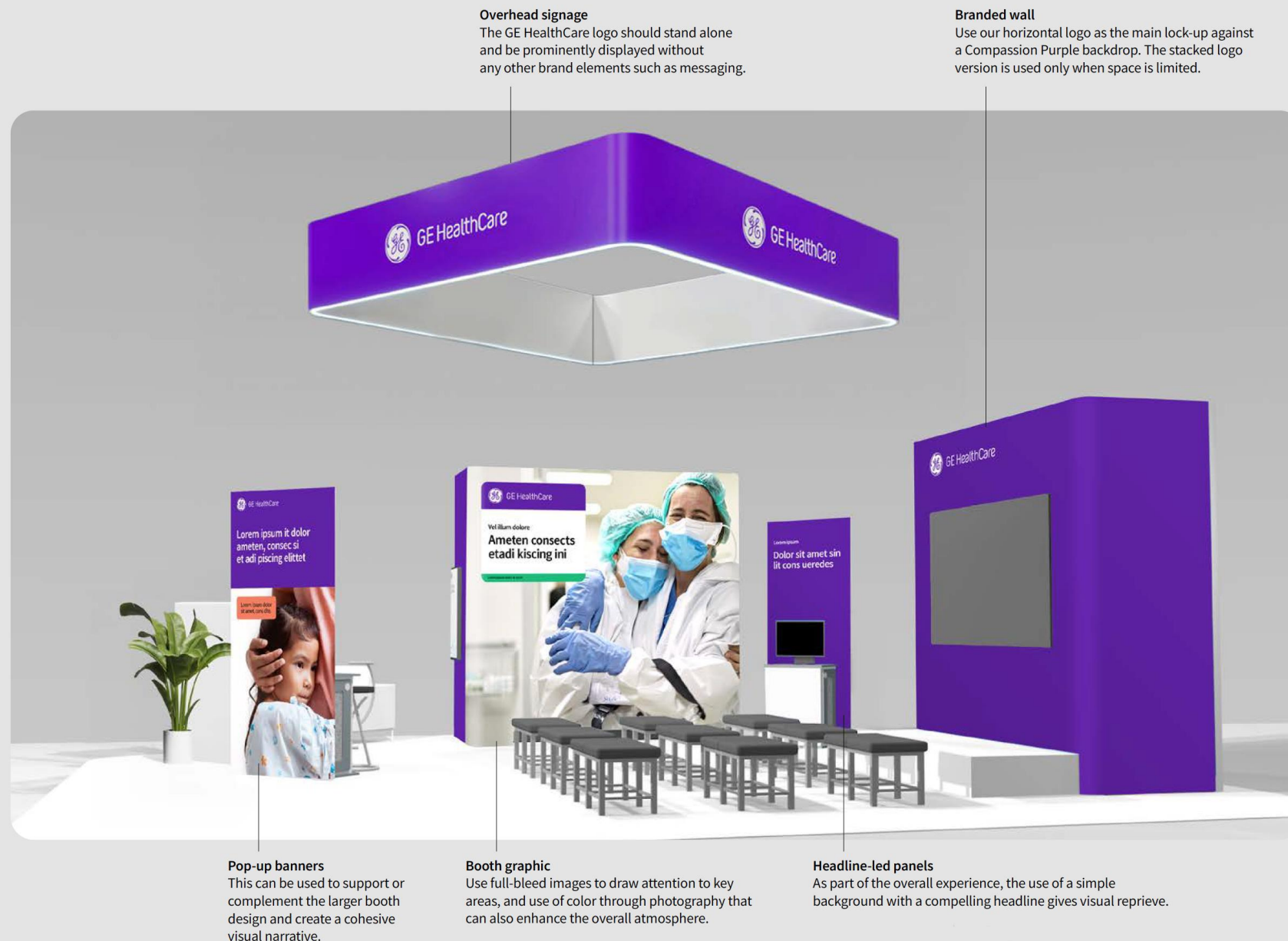
Messaging and image back wall



Booth graphic configuration

Parent brand led (expanded)

In a larger space that needs extra panels for communication, we create a cohesive experience by combining various assets that ensure strong brand recognition. Incorporating photography alongside graphic elements like typography and accent colors enhances our storytelling.



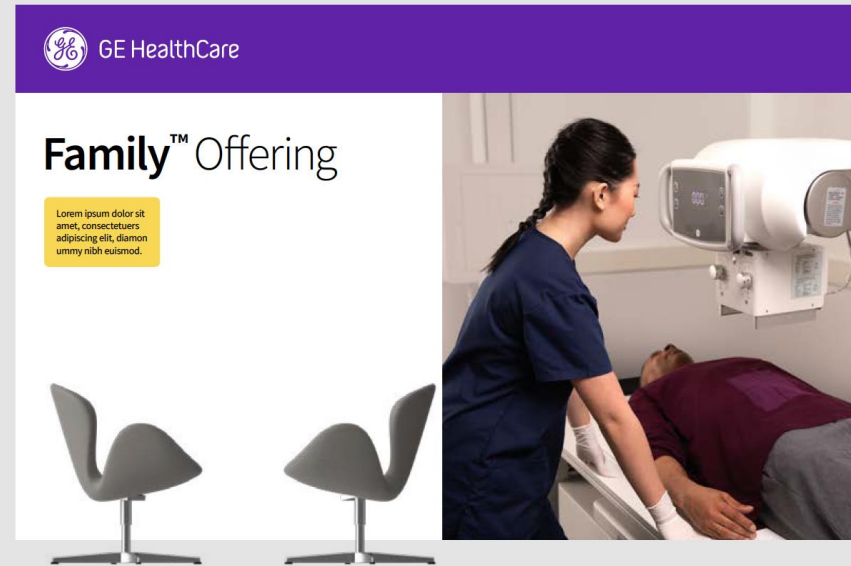
Booth graphic

Product brand led back wall

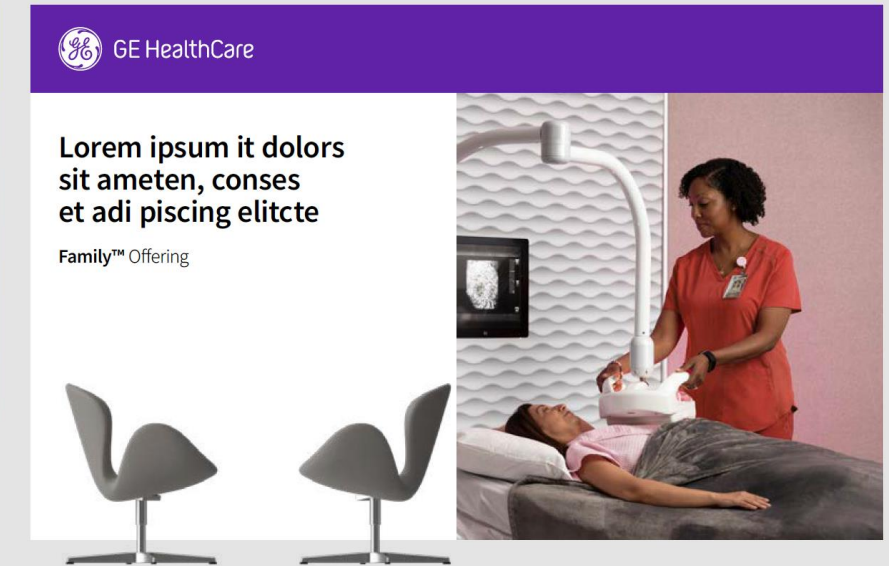
Use the product brand look and feel when the content is about GE HealthCare products and services.

For the purpose of readability, ensure information is not positioned too low to the ground to avoid content from being obstructed from view.

Prominent Family Offering back wall



Messaging-led back wall without accent color



Booth graphic configuration

Product brand led

In a larger space that needs extra panels for communication, we create a cohesive experience by combining various assets that ensure strong brand recognition. Incorporating photography alongside graphic elements like typography and accent colors enhances our storytelling.

Logo
Allow the logo to have clear space and anchor our messaging below.

Imagery
For product brand, complement the product with imagery that supports the narrative to show product benefits or outcomes.



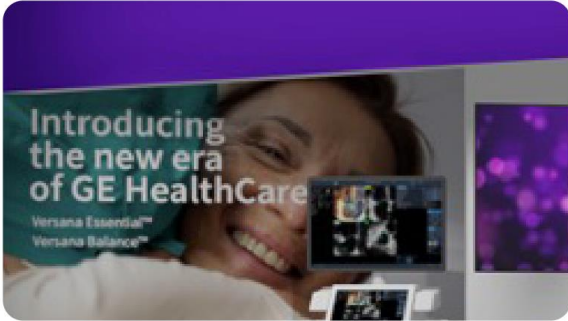
Family™ Offering
This is a unique treatment we use for product names in product brand design.

Booth graphics don'ts

To create cohesion in the main areas of our trade show or event spaces, we need to showcase our brand consistently. Here are some examples of what to avoid.



Avoid using messaging with our logo and duplicating it on adjacent facing panels. To keep messaging clean and clear, place the logo on separate panels.



Don't put messaging on top of a busy image.



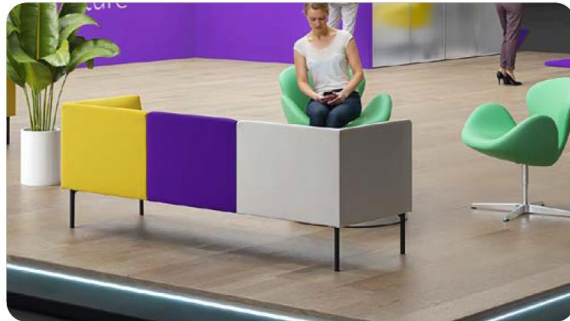
Don't use imagery that's off brand. We try to maintain consistency of human and product-centric photography within our trade show experience.



Don't use accent color for decorative purpose.



Don't dominate the whole space with Compassion Purple. There should be a good balance of white space and use of our accent colors.



Don't bring accent colors into the furniture. Proper use of accent colors should be integrated into our communication pieces instead of it being a decorative element.

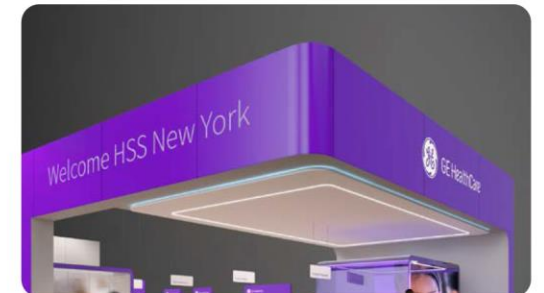
Overhead signage and messaging

In physical environments, the GE HealthCare logo should stand alone and be prominently displayed without any other brand elements such as messaging. This approach ensures that attendees can easily recognize our brand from a distance and helps maintain a clear and focused identity.

Static signage



LED signage with alternating dynamic content

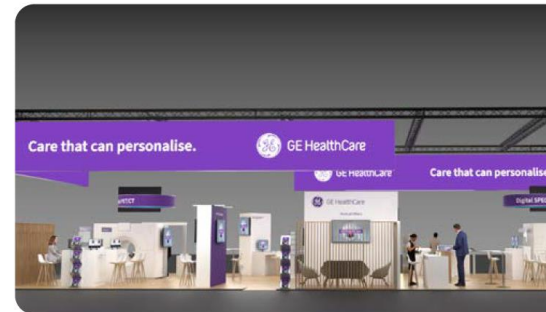


Overhead signage and messaging don'ts

Using signage and messaging correctly is an important way to maintain brand consistency. Here are use cases to avoid.



Don't put messaging at the same level as the GE HealthCare logo in signage, unless it's done on an LED screen where different content can be animated and changed.



Do not place the messaging at the same level as the GE HealthCare logo in overhead static signage. The logo should be positioned in its own panel, with the messaging placed on a separate, lower panel. This ensures a stronger impact for our identity and helps declutter both the logo and the messaging.



When possible, don't use the stacked logo as primary signage. Instead, create overhead signage that fits our main horizontal logo.



Don't use busy backgrounds behind messaging.



Don't use materials other than a clean Compassion Purple background behind our logo. While the use of wooden materials is acceptable, our main asset should remain true to our brand equity.



Don't create overhead signage without Compassion Purple. For maximum impact, feature our logo on a Compassion Purple background.

Wayfinding

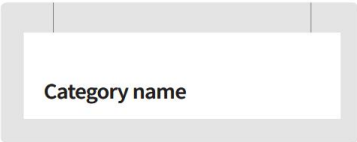
Wayfinding can be implemented in two ways: a simplified approach with a white background or expanded for larger footprints and complex layouts, by incorporating accent colors.

Simplified wayfinding: using white backgrounds

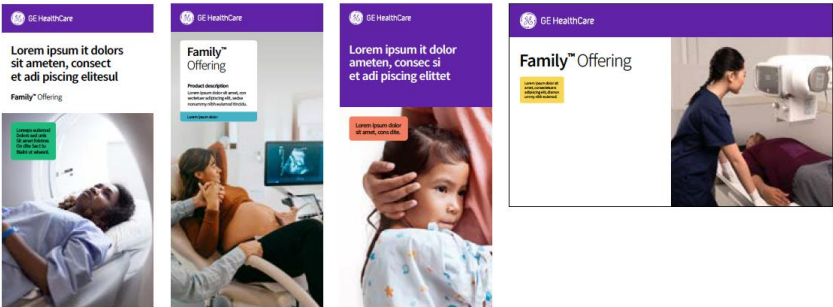


Section area color treatment
Within the section area, the design can incorporate both the parent and component brand treatments.

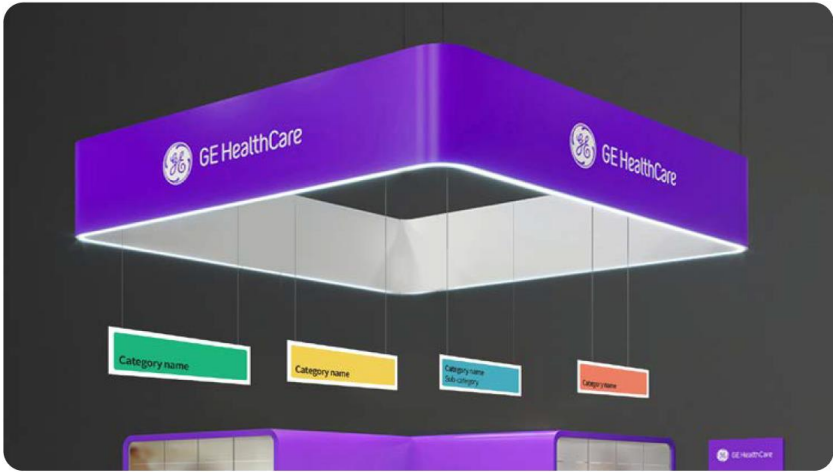
Section signage



Design element treatment in the section area

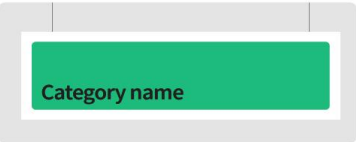


Expanded wayfinding: using accent colors

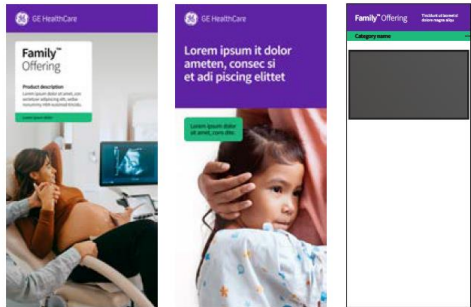


Section area color treatment
The design elements in the surrounding area should align with the section color. For instance, if the section color is green, the accent colors used in the design elements should also be green.

Section signage



Design element treatment in the section area



Accent color must be used functionally with a description or CTA and only used immediately adjacent to a Compassion Purple bar that **does not** have the GE HealthCare logo.

Podium/ welcome desk

A rounded corner shape podium or welcome desk is recommended as an approachable design inspired by our experience principles. Underlighting can also enhance the overall experience by creating a warm and inviting ambiance while reducing harsh shadows and distracting glare.

If rounded corners and back lighting are not feasible, a straight-edge geometric shape can be used instead.

Welcome desk with rounded corners and underlighting



Geometric podium



Pop-up podium



Stage design

For stage design, we want the audience's attention focused on the speaker or speakers while creating an engaging atmosphere that enhances the overall experience. The space should be clean and simple, with the presentation serving as a backdrop that complements the narrative without overshadowing the speaker.



Do's and don'ts

Using podium and stage design correctly is an important way to maintain brand consistency. Here are use cases to avoid.



Don't use a shape that crops corners of our graphic device shape.



For primary elements that are the first point of entry at a trade show or event, use the horizontal logo. The stacked logo version is used in smaller formats and when space is limited.



Don't add branded messages on the podium. It should be reserved for logo branding only for impact.



Don't overfill the content.



Don't create content that's too low that it can't be seen by the audience.



Don't use colorful furniture on stage in a decorative way.



Promotional items and uniforms

GE HealthCare has aligned with a shift in global policies regarding giveaways and, per Compliance, branded/promotional items (mugs, pens and notepads...) are **prohibited unless explicitly permissible per local country codes**.

Reach out to the local compliance leader in your region or refer to the Compliance page on The Beat, for further information on what is appropriate in the trade show environment.

If permitted, apparel and promotional items need to be carefully selected to appropriately represent GE HealthCare's brand. Our brand should not be walked on, eaten, or used on throw away items—like napkins or face masks.



Brand vision

No limits





Image is for illustrative purposes only.



Building
a healthier
future

GE Healthcare

GE Healthcare

Family Offering

Surgical Imagery

Computed Tomography



Questions?

Q&A



GE HealthCare