

Trade Show and Events Guidelines

Purpose of this document

The purpose of this guide is to enhance and create a cohesive appearance of our GE HealthCare brand for current and future designs. 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.

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Brand assets

Our Trade Show and Events Guidelines align with our parent brand's usage standards, including elements like our logo, color palette, fonts, and other visual elements. Maintaining consistency in branding fosters trust and recognition among attendees.

Element overview

For additional details on our visual elements, please refer to GE Healthcare's Brand Guidelines.

These are available to download from the [Brand page of The Beat](#) and the [Agency Brand Portal](#).

For product and service design guidance, please refer to [Product Brand Guidelines](#).

Logo



Typography

Source
Sans Pro
AaBbCc

Color

PRIMARY

Compassion Purple

Pastime
 #000000
 CMYK
 100,100,100,0
 RGB
 0,0,0
 HEX
 #000000

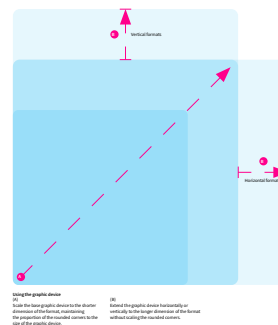
White
 CMYK
 0,0,0,0
 RGB
 255,255,255
 HEX
 #FFFFFF

Gray
 Pastime
 Cool Gray 5
 CMYK
 60,60,60,10
 RGB
 149,149,149
 HEX
 #959595

ACCENT

Purple				Yellow				Green				Coral			
Pastime	CMYK	RGB	HEX	Pastime	CMYK	RGB	HEX	Pastime	CMYK	RGB	HEX	Pastime	CMYK	RGB	HEX
20%	100,0,0,0	0,255,0	#00FF00	20%	0,0,100,0	255,0,0	#FF0000	20%	0,0,100,0	0,255,0	#00FF00	20%	100,0,0,0	255,0,0	#FF0000
40%	100,0,0,0	0,255,0	#00FF00	40%	0,0,100,0	255,0,0	#FF0000	40%	0,0,100,0	0,255,0	#00FF00	40%	100,0,0,0	255,0,0	#FF0000
60%	100,0,0,0	0,255,0	#00FF00	60%	0,0,100,0	255,0,0	#FF0000	60%	0,0,100,0	0,255,0	#00FF00	60%	100,0,0,0	255,0,0	#FF0000
80%	100,0,0,0	0,255,0	#00FF00	80%	0,0,100,0	255,0,0	#FF0000	80%	0,0,100,0	0,255,0	#00FF00	80%	100,0,0,0	255,0,0	#FF0000

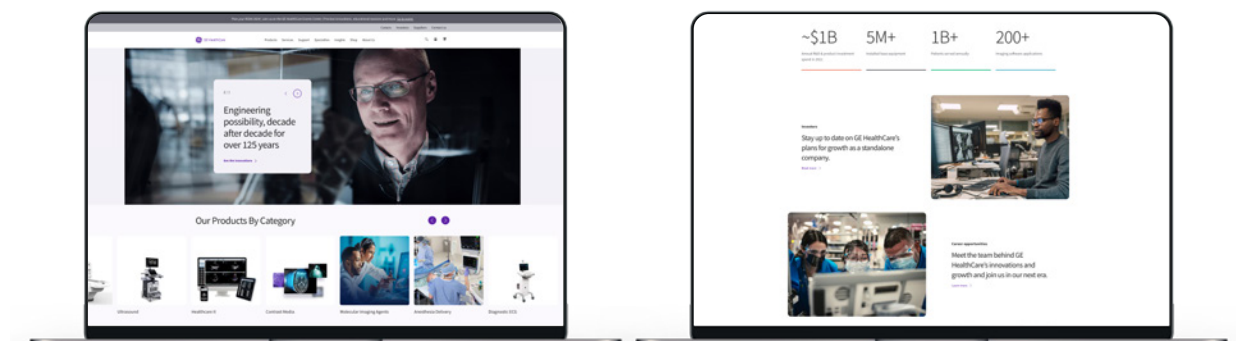
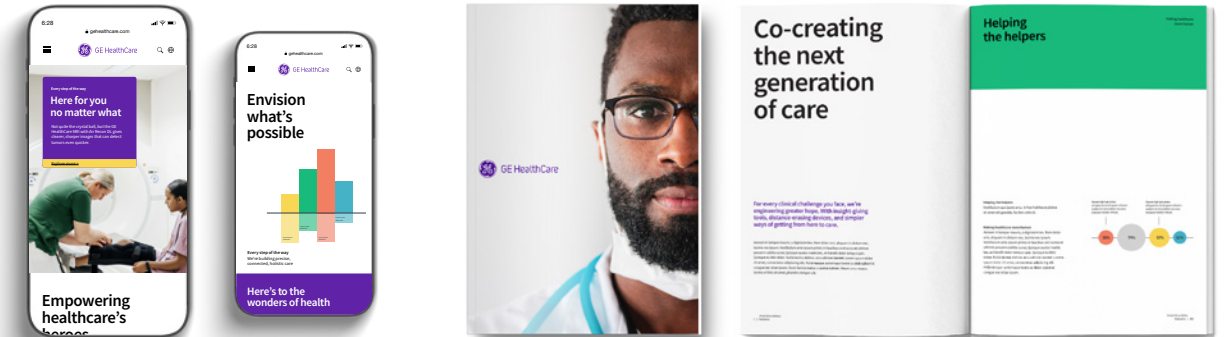
Graphic device



Photography



Iconography



Color overview

Informed by our brand strategy, the GE HealthCare color palette embodies our identity, grounded in compassion, innovation, and humanity.

Use color strategically, not decoratively. Our palette should support content and establish information hierarchy to communicate succinctly and effectively.

We should not assign specific colors to a particular product, product family, group, or team.

Primary palette

Compassion Purple is our primary color. It should be the dominant color used in our branded communications combined with white space and gray, if needed. Black should be used for typography only.

Within a composition, gray helps highlight secondary information and balances the contrast of an overly white layout. Three additional grays are used solely for infographics and are specified in the [Infographic Guidelines](#).

Accent palette

Our accent color palette highlights the diversity, empathy, and optimism of our brand. As a secondary design element, our accent palette should be used to categorize and separate information, build hierarchy or signify an interactive element. The accent palette consists of Turquoise, Yellow, Green, and Coral. Tints of our accent colors act as an addendum to the accent palette. They are used primarily to highlight or differentiate information in infographics, charts, and tables. **Accent colors should never be used for decorative purposes only.**

For further information, please refer to our [Accent Colors Guidelines](#).

PRIMARY

Compassion Purple

Pantone
267 C

CMYK
81/99/0/0

RGB
96/34/166

HEX
#6022A6

White

CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF

Gray

Pantone
Cool Gray 1 C

CMYK
0/0/0/10

RGB
228/228/228

HEX
#E4E4E4

ACCENT

Turquoise				Yellow				Green				Coral			
Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX	Pantone	CMYK	RGB	HEX
7703 C	80/12/9/3	69/178/197	#45B2C5	129 C	0/14/90/0	248/215/84	#F8D754	2416 C	80/0/61/0	25/187/124	#19BB7C	4057 C	0/67/56/0	243/127/99	#F37F63
20%	40%	60%	80%	20%	40%	60%	80%	20%	40%	60%	80%	20%	40%	60%	80%

Experience principles

GE HealthCare stands for a world of healthcare that's more inclusive, resilient, and sustainable. We want our audiences to feel our optimism, compassion, and courage to reshape the industry around people, our determination to push the envelope, and our vision to pursue limitless possibilities in healthcare.

This vision helps us to create impactful experiences that ensure our audiences have a consistent emotional connection whenever they interact with our brand. Through our trade shows and events, we demonstrate what no limits can mean in physical environments.

Experience a world where healthcare has **no limits**

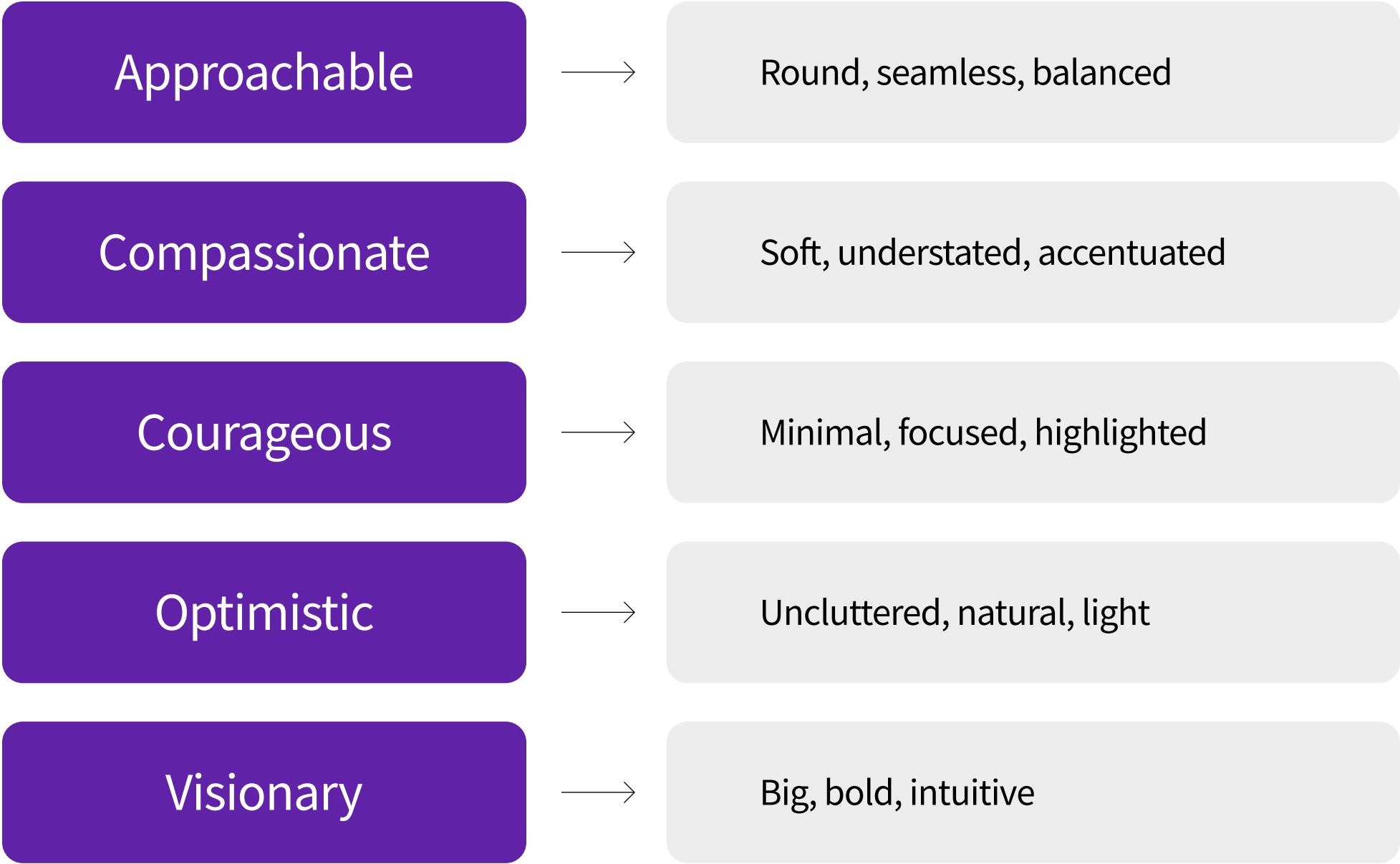
Experience principles and visual criteria

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

We translated these experience principles into visual criteria—tangible terms to guide our design.

These criteria were then applied to forms and shapes, typography, materials and finishes, decor and lighting to establish our design language.

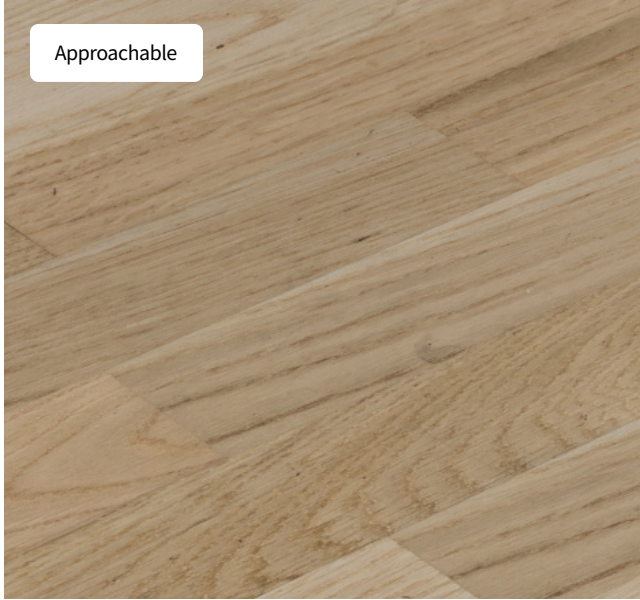
The following section visualizes some examples of how our experience principles can come to life through our design intent.



Approachable



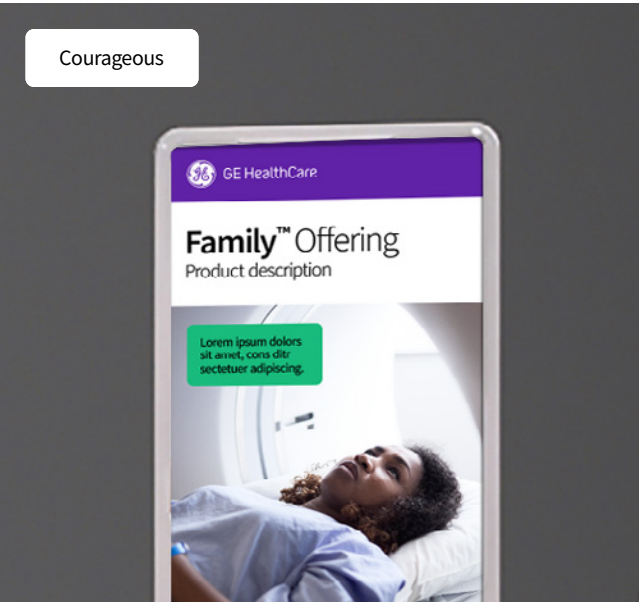
Approachable



Optimistic



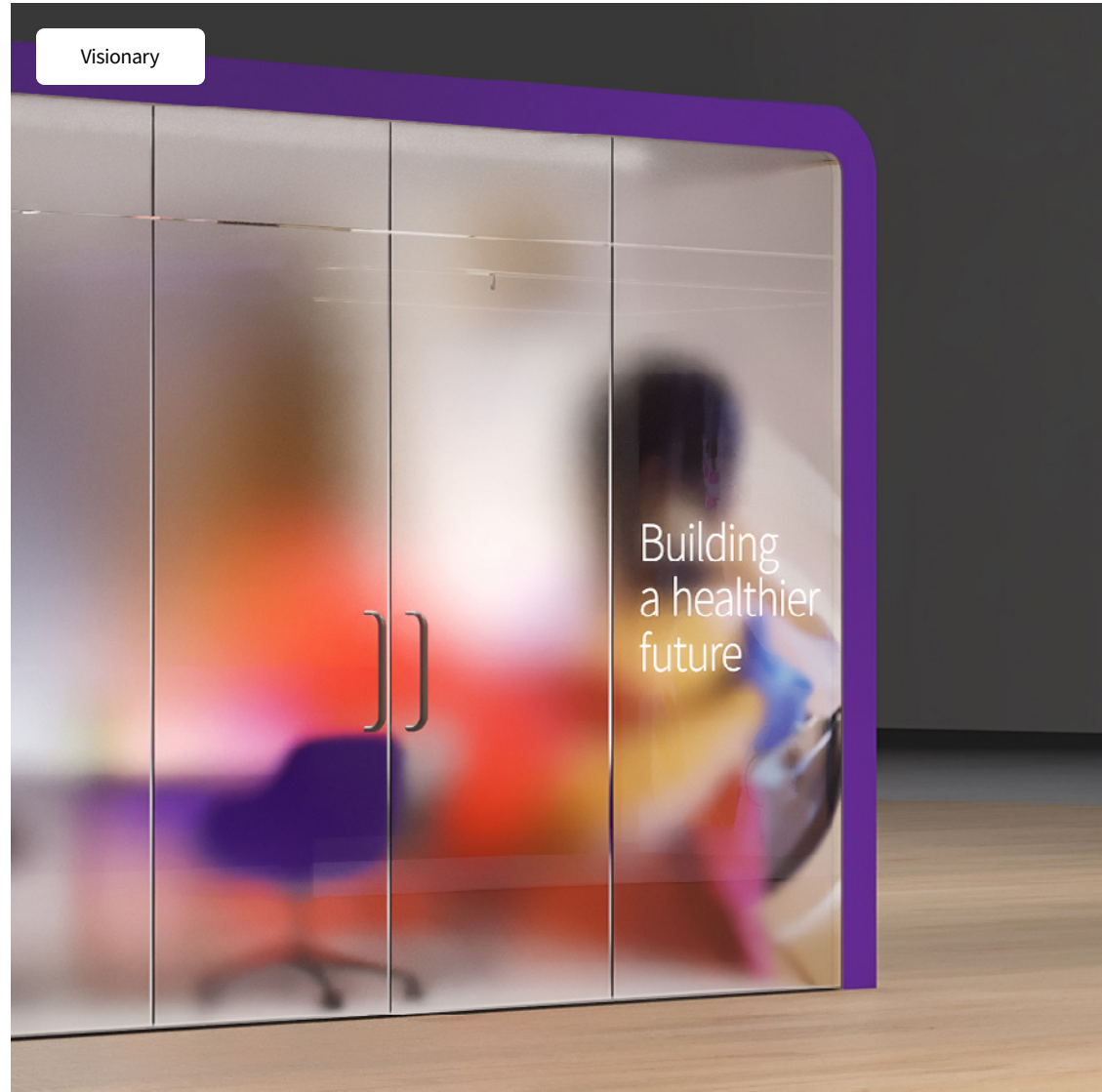
Courageous



Compassionate



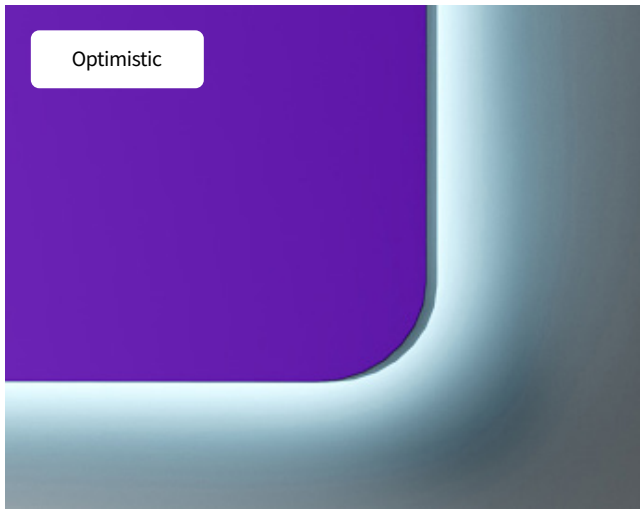
Visionary



Approachable



Optimistic



Our design language

Inspired by our experience principles, our design language serves as a cohesive system that guides the look and feel of our physical elements across trade shows and event touchpoints. They are not guardrails, but inspiration and tools for building a cohesive and engaging brand experience.

Design language

Our design language will seamlessly and naturally connect all points of engagement, from design to materials to lighting.

We focus on our assets in their simplest form and highlight the key elements that make it more ownable to GE HealthCare.

Forms and shapes

Typography

Materials and finishes

Decor

Lighting

Design language

Forms and shapes

Rounded corners

Rounded corners, inspired by the graphic device in our brand’s toolkit, can be applied to various situations and points of engagement at trade shows and events. Rounded corners also convey the idea of interconnectedness and feels more humanizing.

While rounded corners are a dominant focal point, we balance them with clear structural lines, various materials, and indirect lighting. Together, these elements create a seamless, free-flowing, effortless, and fluid experience that reflects our products and services, as well as the clinician and patient experience.

Creating simple highlights, such as wall treatments and decor with rounded corners, will not only create cohesion but set a more approachable and modern tone.



Design principles

Approachable

Round
Seamless
Balanced

Compassionate

Soft
Understated
Accentuated

Design language

Materials and finishes

Translucent material

Translucent materials are a great option for trade shows due to their sleek and professional aesthetics. Translucency enhances product visibility and creates open, inviting spaces. These types of materials can also help manage lighting effectively through various treatments:

- Tinted
- Frosted
- Etched
- Plastic sheeting

Design principles

Visionary

Big
Bold
Intuitive

Courageous

Minimal
Focused
Highlighted



Design language

Typography

Scale of typography

Using different sizes of typography establishes visual and verbal hierarchy, guiding the story, journey, and engagement. **Larger text draws initial attention**, while smaller text provides detailed information.

Presentations: When designing a slide for a presentation to be used in a screen backdrop during a speaker-related event, ensure the people on stage won't block important information by placing the text above their body.

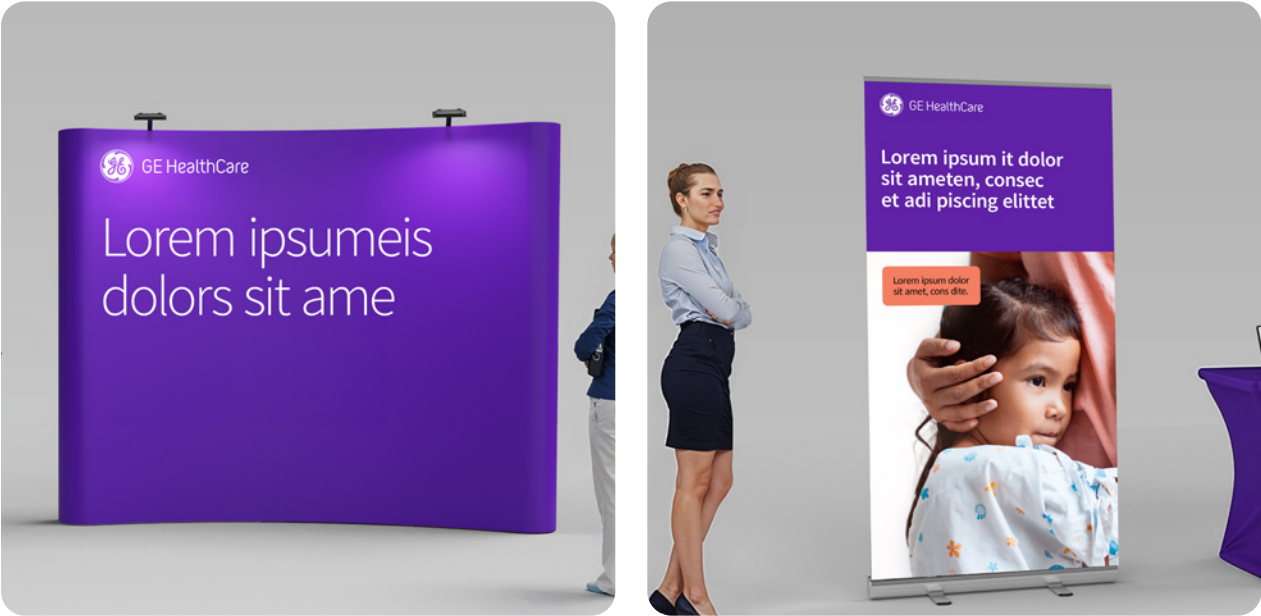
Design principles

Visionary

Big
Bold
Intuitive

Courageous

Minimal
Focused
Highlighted



Design language

Decor

Furniture

Overall, our furniture design and style is minimalistic, modern, and uncomplicated with details such as rounded vs. sharp features.

Colors are limited to mostly Compassion Purple, white, light gray and ‘natural’ material.

Design principles

Optimistic

Uncluttered
Natural
Light

Compassionate

Soft
Understated
Accentuated



Design language

Decor

Flooring

For standard use at trade shows, we avoid using only darker colors for our floors and use neutral base colors to highlight the displays and products without overwhelming the space.

Wood is a warm, natural material that represents stability and security and can inspire strength. As a natural material, it resonates with humanity and compassion.

When wood is not available, use neutral colors like carpet without patterns.

Design principles

Optimistic

Uncluttered
Natural
Light

Approachable

Round
Seamless
Balanced



Design language

Decor

Greenery

Plants are a natural and sustainable element that can be easily integrated into the trade show environment. We use them to add visual texture and architectural intrigue, breaking up the monotony of flat surfaces. Plants also bring a sense of freshness, reflecting the dynamic and ever-evolving nature of our company—signifying a limitless future, energy, growth, diversity, and uniqueness.

Recommended:

- Large Fiddle Leaf Fig tree
- Banana tree
- Monstera Deliciosa
- Philodendron Xanadu
- Rubber tree

Design principles

Optimistic

Uncluttered
Natural
Light

Compassionate

Soft
Understated
Accentuated



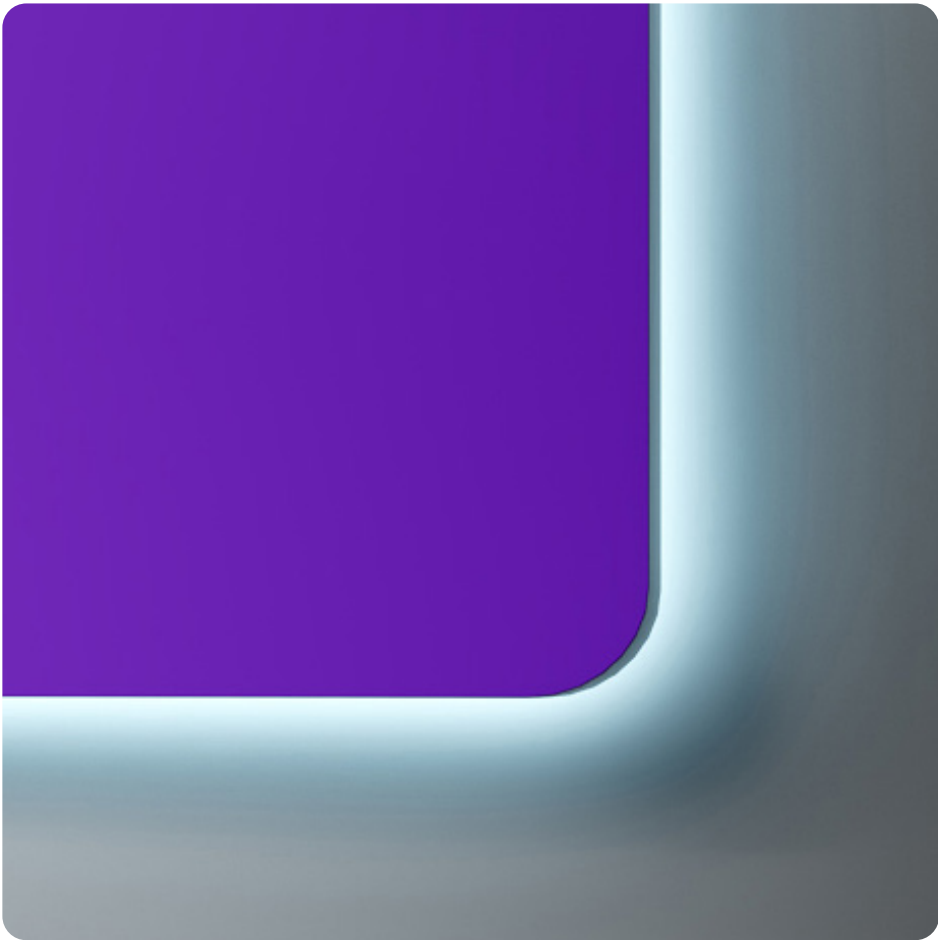
Design language

Lighting

Indirect / back lighting

Convention centers can be very dark, so indirect or back lighting is an excellent way to enhance the overall experience by creating a warm and inviting environment while reducing harsh shadows and distracting glare.

Testing the lighting beforehand is crucial, as spotlights can be too harsh and bright, especially when reflected off Compassion Purple.



Design principles

Optimistic

Uncluttered
Natural
Light

Compassionate

Soft
Understated
Accentuated

Design language

Lighting

Lighting with LED screen

Use lighting in different ways.
LED screens are bright and can attract attention from a distance, making them ideal for drawing people to your booth or display. They ensure that your space is visible, even in dimly lit convention centers.

LED screens can provide customizable lighting effects, allowing you to adjust the brightness, colors, and patterns to complement your booth's design and atmosphere. This flexibility helps in setting the right mood or highlighting specific areas of your display.

Design principles

Visionary

Big
Bold
Intuitive

Courageous

Minimal
Focused
Highlighted



Bringing our trade show and events to life

Parent brand vs. product brand

Our ambition for the GE HealthCare brand identity is to signal our unity in realizing our common purpose across our entire portfolio and drive business growth by strengthening the GE HealthCare parent brand. At trade shows and events, there will be instances when we need to determine the appropriate communication and design approach for when to use the parent brand or product brand identity.

When to use parent brand identity

The GE HealthCare parent brand should be used in any communications that do not refer to a specific product or service. This includes communications on GE HealthCare as a whole, a business unit (e.g., Imaging), or a care pathway (e.g., oncology).

Please refer to the GE HealthCare [Brand Guidelines](#) for more information on the parent brand identity.

When to use product brand identity

All of our products and services are component parts of our whole business. The product brand identity should be used in any communication around a specific product or service within GE HealthCare.

Please refer to the GE HealthCare [Product Brand Guidelines](#) for more information on product and service specific design identity.

Parent brand vs. product brand visual comparison for trade show and events

Parent brand: for overarching brand vision and messages

For parent brand, Compassion Purple should be the dominant color in layouts to reinforce the brand. Please refer to the GE HealthCare Brand Guidelines for more information on the parent brand identity.

For specific design direction/systems/tools, reference our GE HealthCare [Brand Guidelines](#).



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 colors 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.

For specific design direction/systems/tools, reference our GE HealthCare [Product Brand Guidelines](#).



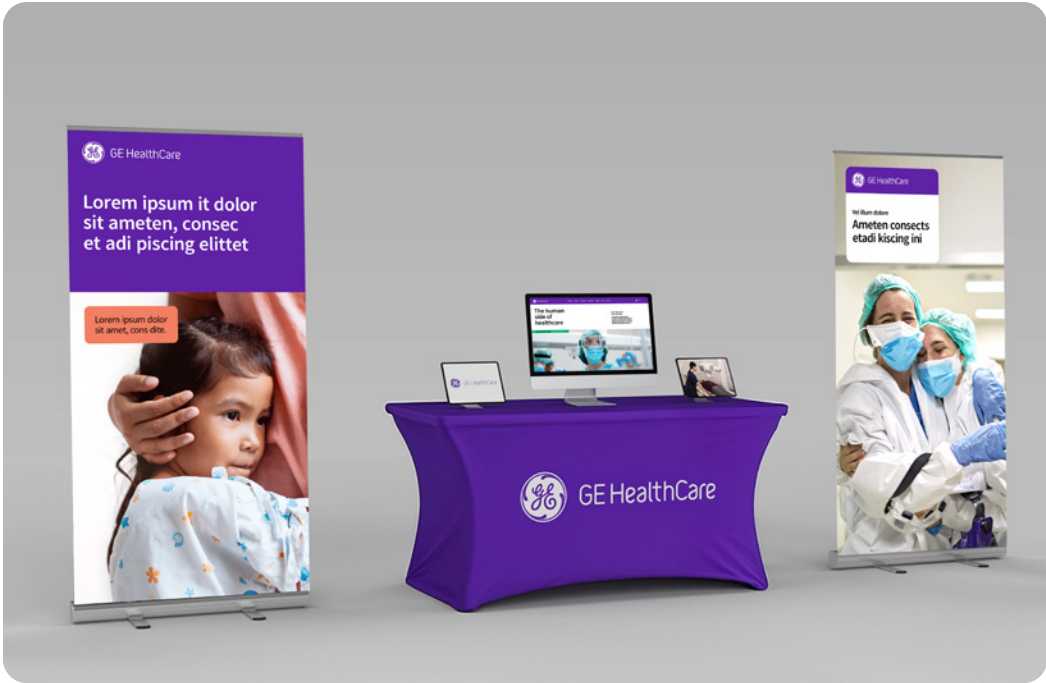
Event-in-a-Box

Parent brand led

For turnkey events that require minimal effort to execute, we've designed a suite of assets to create an on-brand GE HealthCare experience. This includes pull-up banners and a presentation table to showcase communication materials.

While there are varying use cases of our Event-in-a-Box assets, we use the parent brand look and feel to convey the overall brand vision and key messages.

If a podium or welcome desk is needed to complement our Event-in-a-Box, please reference our podium/welcome desk section on page 57 of this document.



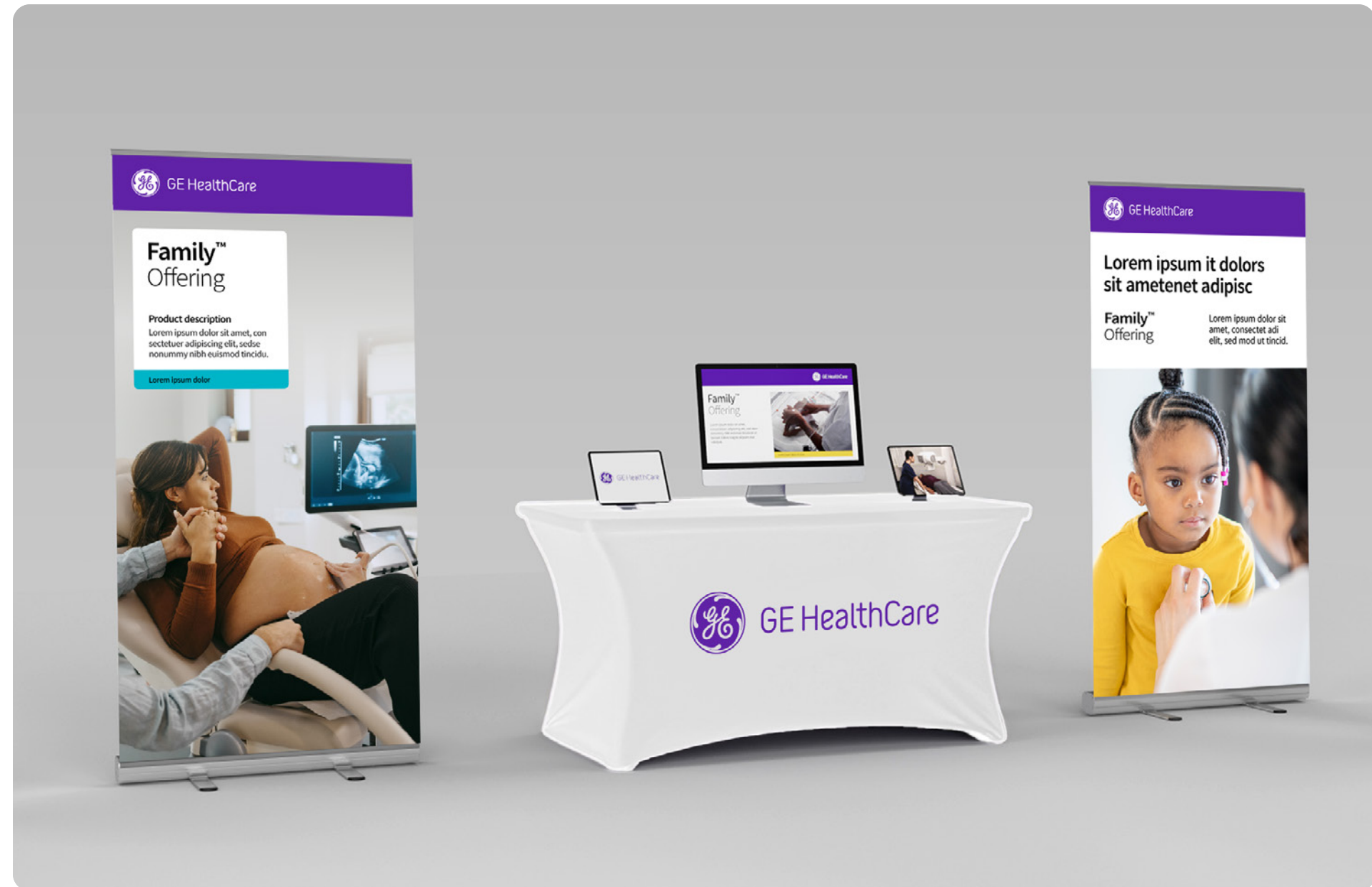
Event-in-a-Box

Product brand led

At trade shows and events, the product brand identity should be used for any communication related to specific products or services within GE HealthCare. Similar to parent brand, this design can be applied to pull-up banners, back wall graphics, or video kiosks.

Key signatures of the product brand design system include:

- Layouts should be anchored by our Compassion Purple bar identifier with the GE HealthCare logo.
- Family Offering lockups should be visually separated from the headline and body copy to give prominence to the product or service name.
- The layouts should always feature more white space than brand-led designs within a composition.
- Accent colors must be used as functional elements.
- Like parent brand, a single accent color should not be assigned to a specific business unit.



Skyline display

Parent brand led

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

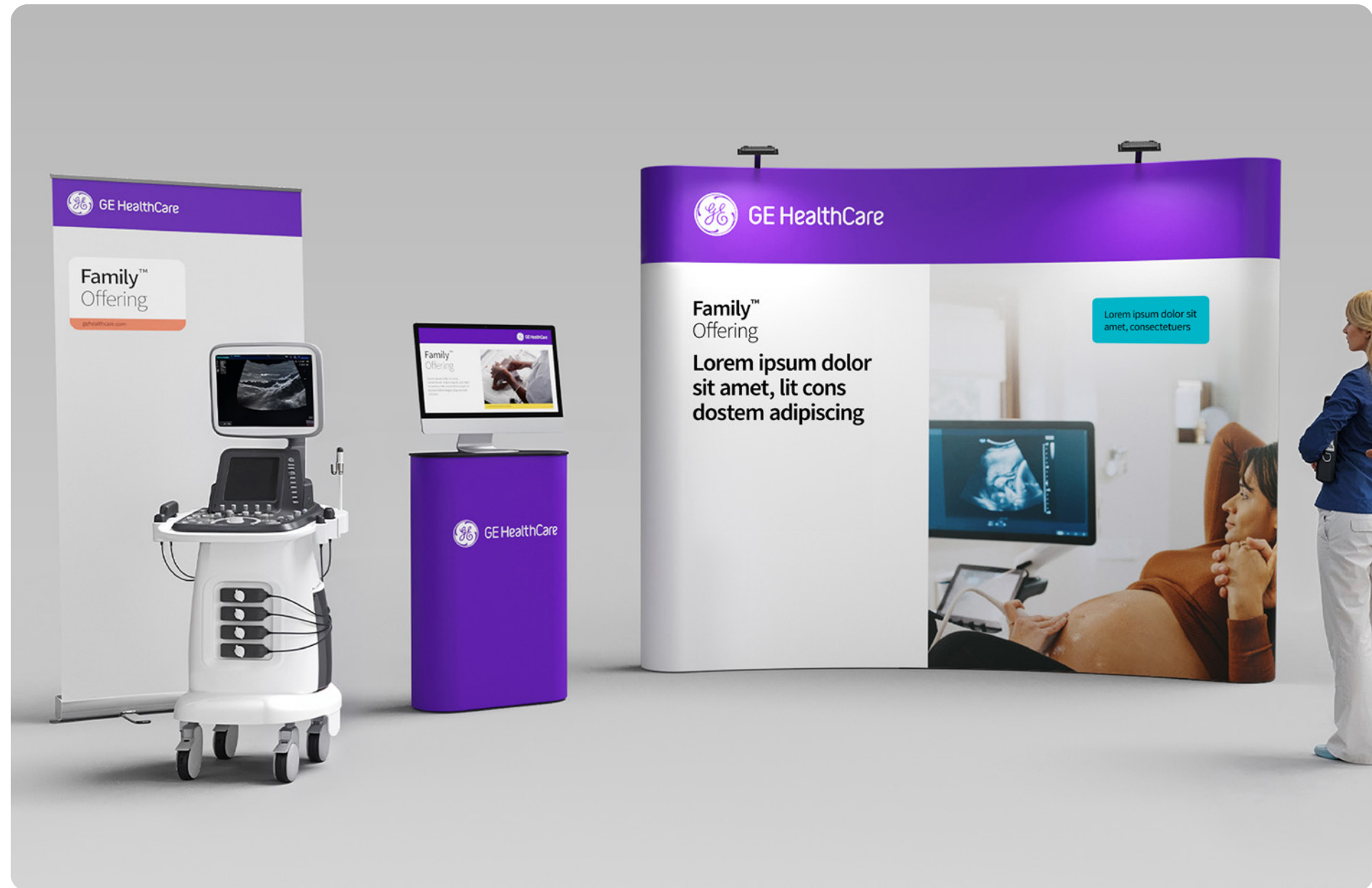
The following pages feature a series of design suites of pull-up banners to complement the skyline display.



Skyline display

Product brand led

For larger footprints, we can create presence using a larger set of assets. A skyline display can feature an impactful backdrop for presentations using the product brand look and feel, along with a podium and pull-up banners.



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.

These are few examples to show the flexibility of our design system.

Full bleed image and Compassion Purple



Use Source Sans Pro SemiBold for headlines. We can bring in an accent color as a functional element to highlight information.

Messaging-led banner



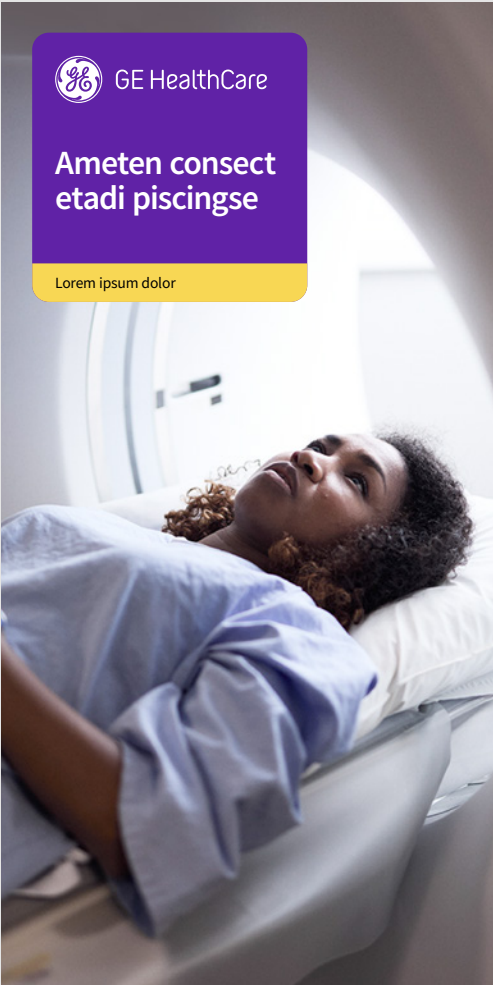
When we want to create visual reprieve and carry through our brand color, use Compassion Purple as a backdrop. This design should also be complemented with another banner with imagery to help build the narrative.

Full bleed image with graphic device



When we want to be impactful, we can feature a full-bleed image. We can ensure legibility of our identity and messaging using our graphic device as a holding shape.

Graphic device on full bleed image and accent color



A way to bring in more depth of color is through photography and also including our accent colors as a functional detail.



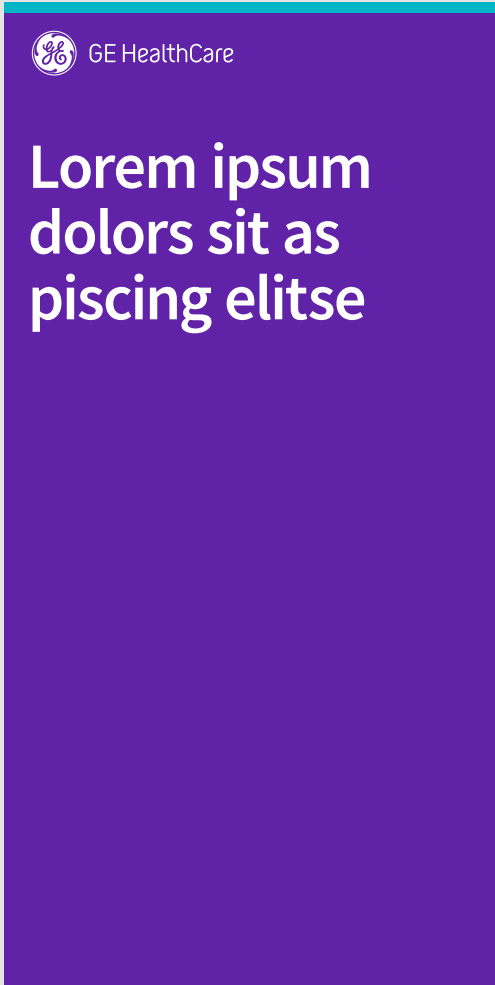
Pull-up banner don'ts

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.



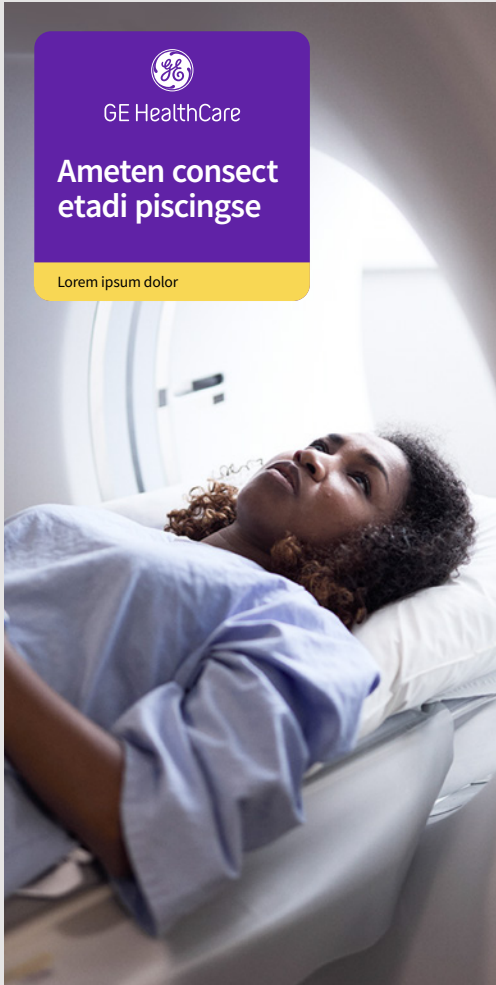
Don't use a large ratio of accent color. We should adhere to the 70/30 Compassion Purple to accent color proportion.



Don't use accent colors for decorative purposes or in messaging. Accent colors should be used as functional elements. Accent colors should not appear in immediate proximity to the brand logo.



Don't use dark or busy backgrounds as it may blend in within a trade show or event environment.



Don't use our stacked logo orientation. Our primary horizontal logo should be used for consistency. The stacked logo should only be used when space doesn't permit use of the horizontal logo, but never on primary, high-visibility applications.

Pull-up banners

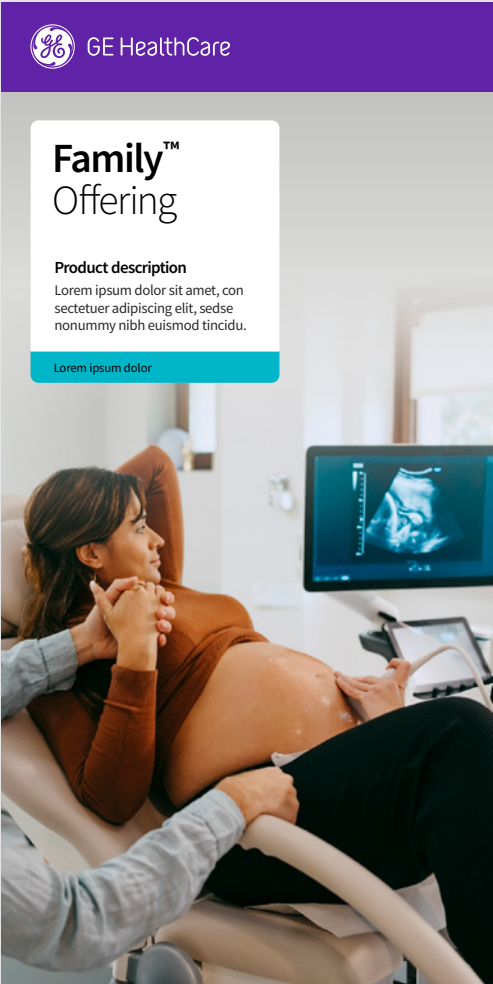
Product brand led

This page offers examples of the flexibility within the product brand design system when the content is related to the GE HealthCare product and services.

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.

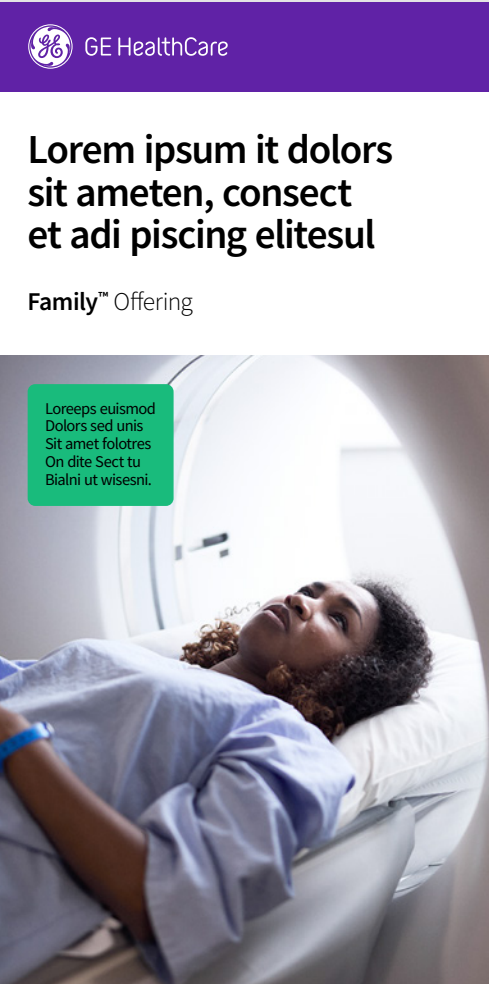
For more details please refer to our [Product brand Guidelines](#).

Prominent Family Offering banner



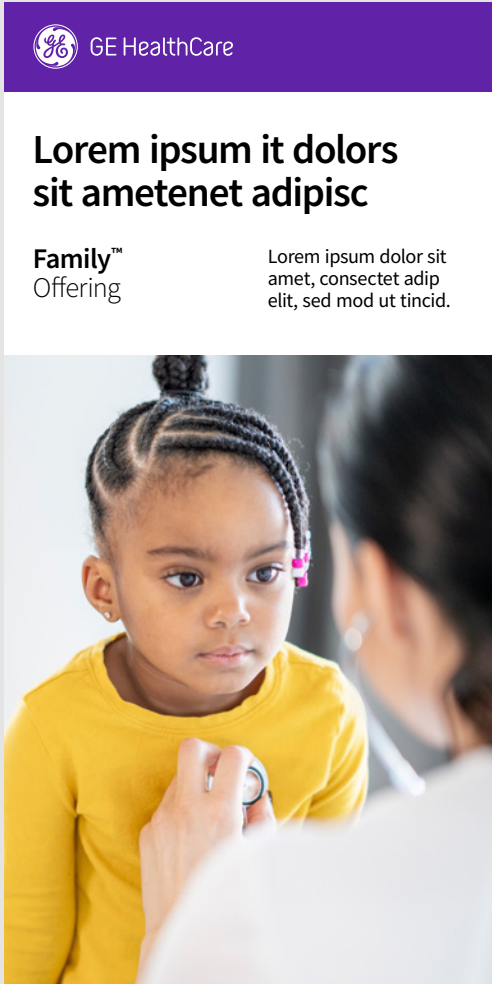
Like the parent brand, we can use a full-bleed visual for narrative purposes. The Family Offering lockup can be presented in various ways. This banner is an example of a larger use of Family Offering as a lead into the product description using our graphic device. The use of accent colors should follow our [Accent Color Guidelines](#).

Messaging-led banner



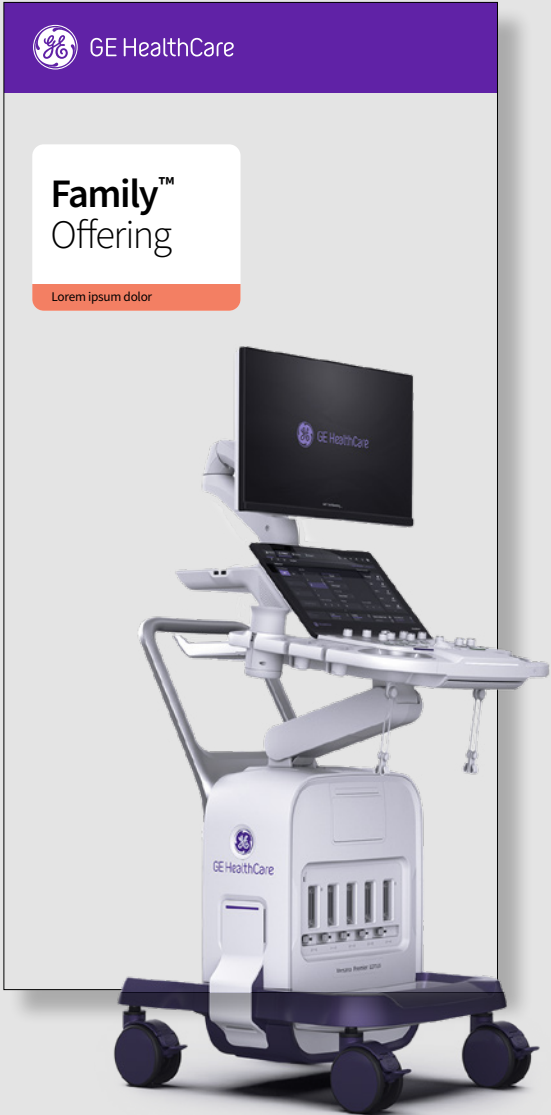
When we want to lead with messaging, keep in mind the use of white space as it's an important element in our product brand system. A smaller lockup of Family Offering can be placed below it to identify the product name.

Messaging-led banner without accent color



We don't always need to use an accent color within the product brand design system. However, when possible, any of the complementing assets surrounding the banner should carry through our accent colors to signify our diversity. Accent colors can also come through photography.

Product feature



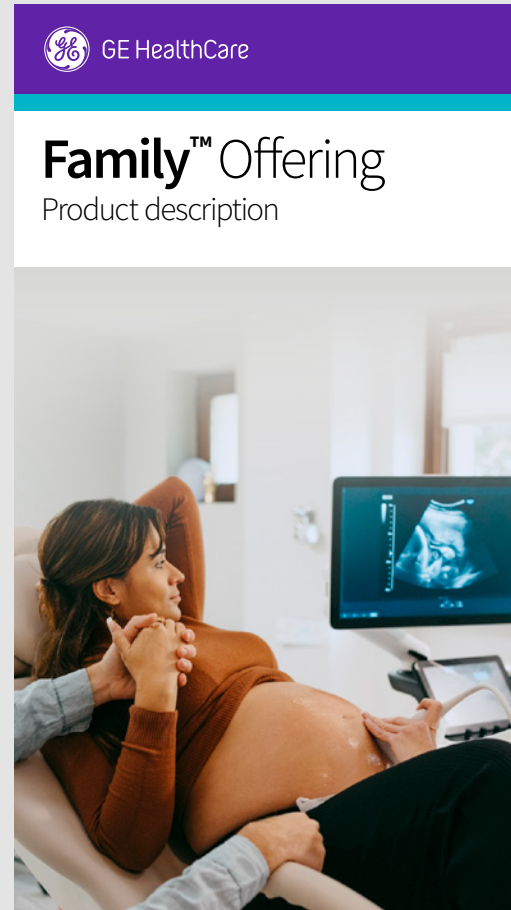
When highlighting a product, a bold Family Offering lockup can be featured followed by a short descriptor. The backdrop uses gray from our color palette and can be lightened to give definition and allow the graphic device and product to stand out.

Pull-up banner don'ts Product brand led

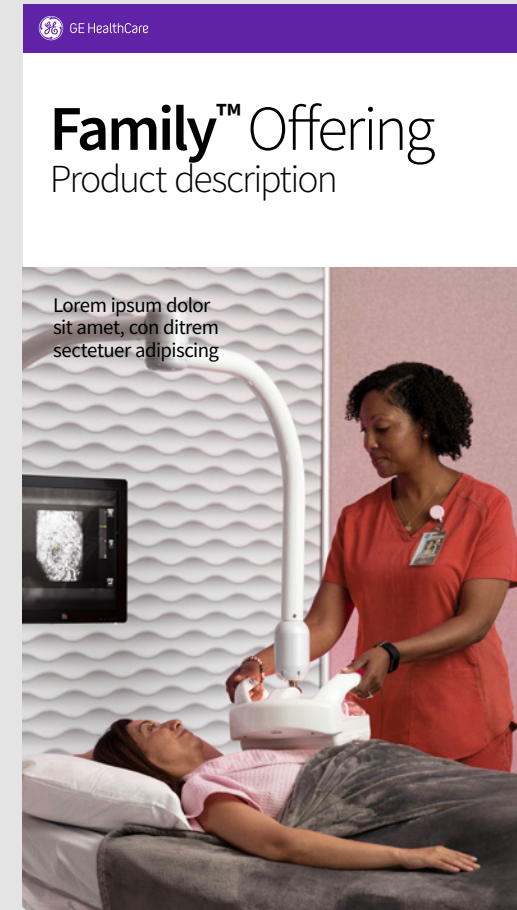
These are a few examples of designs to avoid when creating pull-up banners or other touchpoints related to product brand applications.



For trade shows, don't place information too low that it can be obscured by objects.



Don't use accent colors for decorative purposes like a linear bar. Accent colors should not appear in immediate proximity to the brand logo.



Don't change the ratio of the purple bar/logo and the Family Offering. Also, avoid placing body copy over a busy photo.



Don't use Compassion Purple as main background color since this treatment is reserved for parent brand. Product brand utilizes more white space within the design system.

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.

If LED screens or monitors are available, place them to the right of our key message to keep the experience consistent with printed versions. Always ensure that key messaging or content will not be blocked by anything in the physical environment, such as high top tables or product.

Messaging only back wall



Follow logo placement outlined in our [Brand Guidelines](#). When the messaging is the main content, we can also use Source Sans Pro Light for impact and variety to our headline treatment.

Messaging and image back wall



When an image is included in part of the design, use Source Sans Pro SemiBold for headlines.

Booth graphic configuration

Parent brand led

This page is an example of a parent brand design configuration using a single-panel booth graphic. While there are various ways to bring this to life, our main goal is to ensure brand recognition through cohesive assets such as our logo, typography, color, and photography.

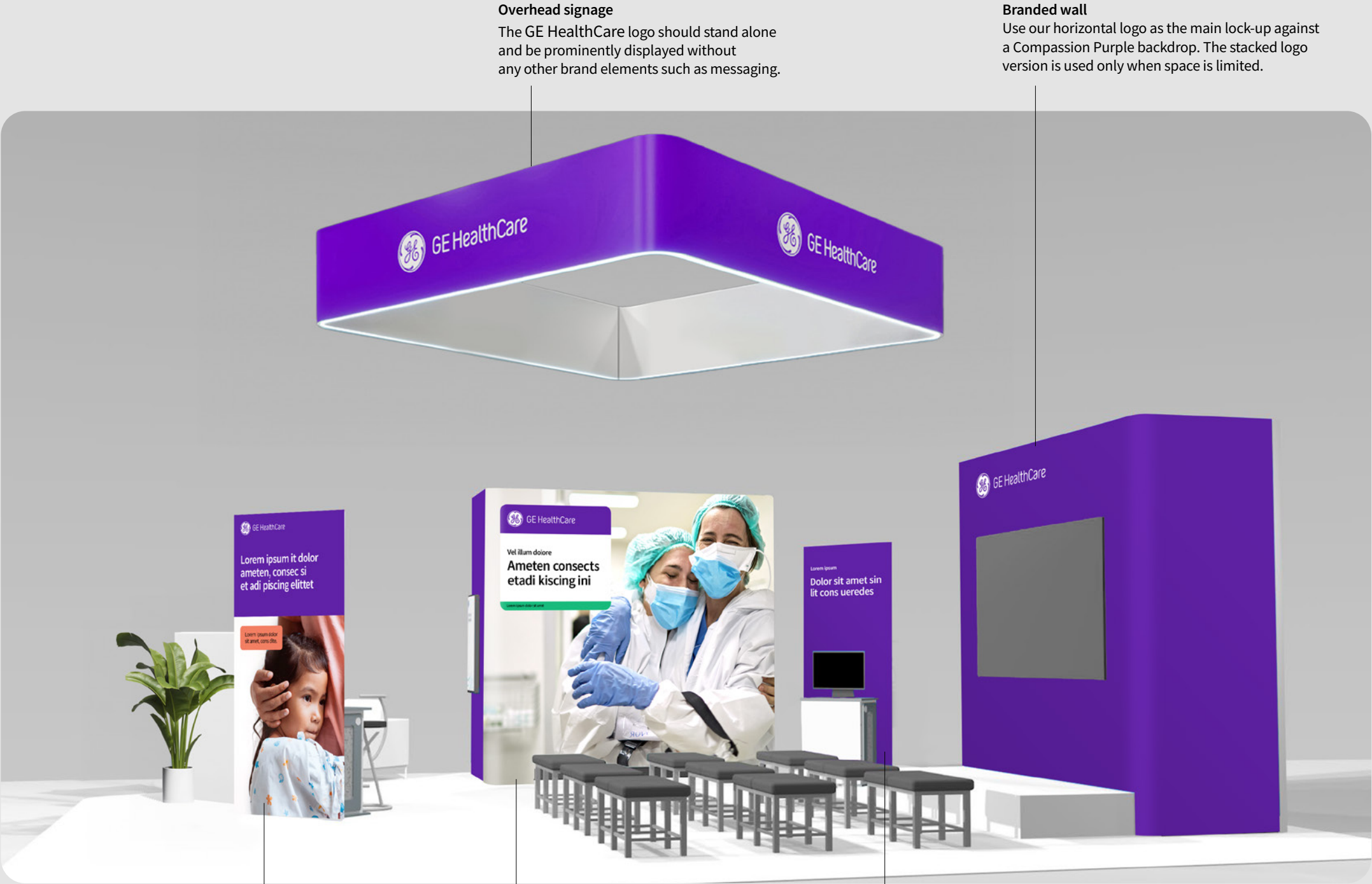
Please review the call-outs for more details.



Booth graphic configuration

Parent 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. Please review the call-outs for more details.



Overhead signage
The GE HealthCare logo should stand alone and be prominently displayed without any other brand elements such as messaging.

Branded wall
Use our horizontal logo as the main lock-up against a Compassion Purple backdrop. The stacked logo version is used only when space is limited.

Pop-up banners
This can be used to support or complement the larger booth design and create a cohesive visual narrative.

Booth graphic
Use full-bleed images to draw attention to key areas, and use of color through photography that can also enhance the overall atmosphere.

Headline-led panels
As part of the overall experience, the use of a simple background with a compelling headline gives visual reprieve.

Booth graphic

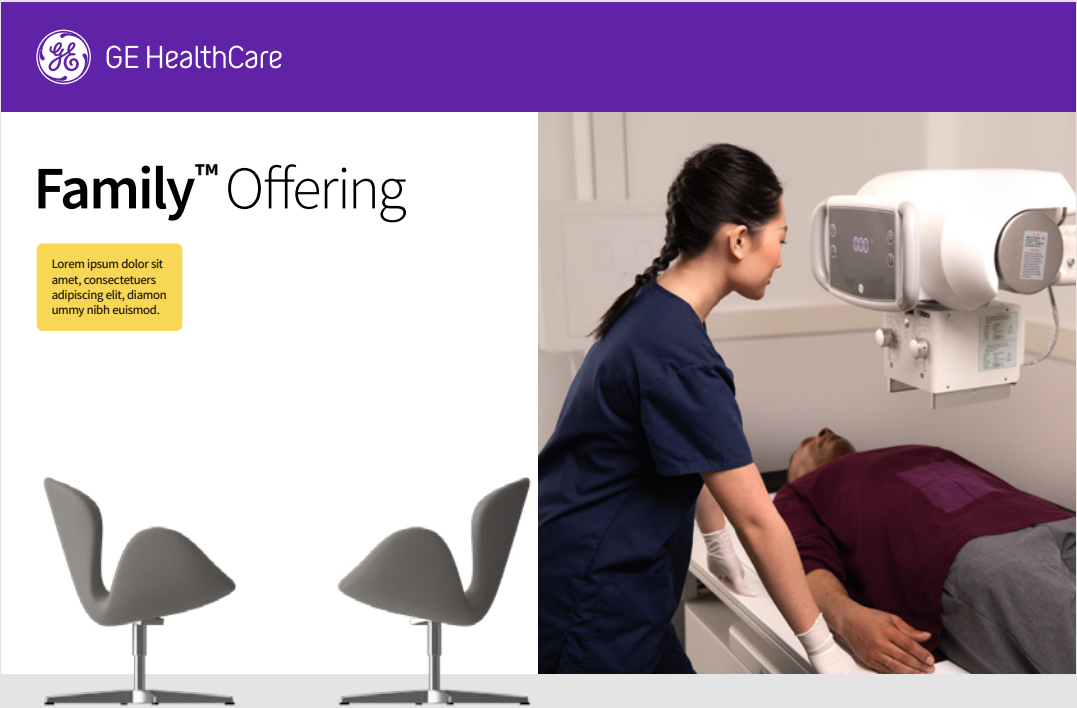
Product brand led back wall

Product brand led back wall

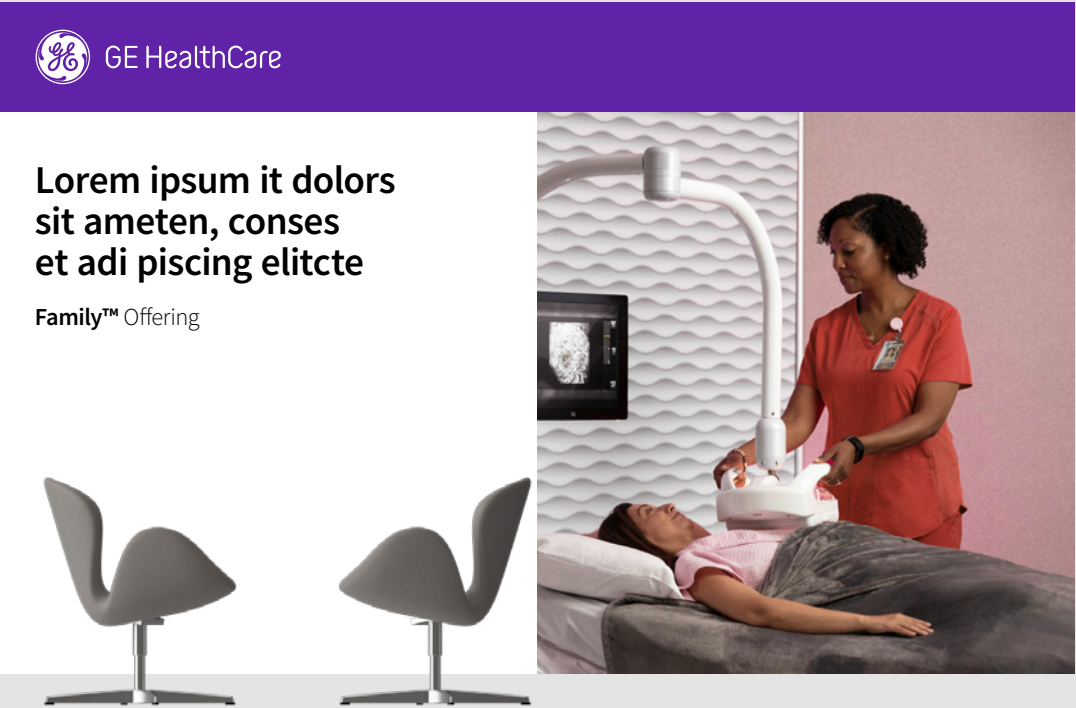
Use the product brand look and feel when the content is about GE HealthCare products and services.

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

This page highlights a product brand-led design featuring a product. There are multiple ways to bring the product brand to life based on the content you'd like to showcase. Our goal is to highlight our product and innovation while complementing them with patient-centric photography that illustrates our outcomes. Refer to our [Product brand Guidelines](#) for more detail.

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 graphic configuration

Product brand led

This design offers a way to integrate overhead signage with a free-standing product brand-led panel using a holding shape to contain more detailed information on the featured product.

Refer to our [Product brand Guidelines](#) for more detail.

Overhead signage
The GE HealthCare logo should stand alone and be prominently displayed without any other brand elements such as messaging.



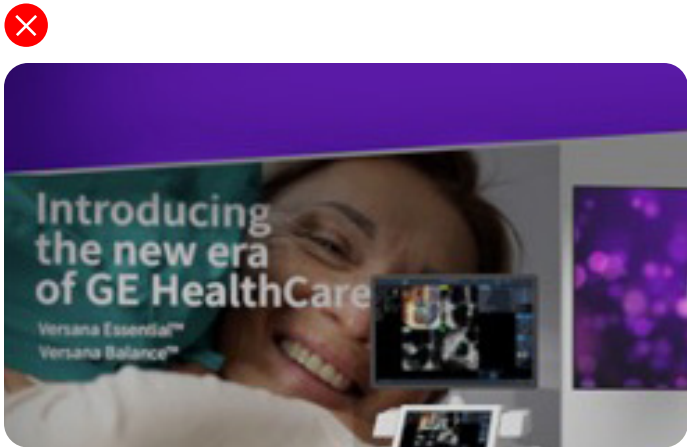
Product brand design messaging treatment
When showcasing additional details or information about products, we can utilize our graphic device's holding shape to ensure clarity.

✗ Booth graphics don'ts

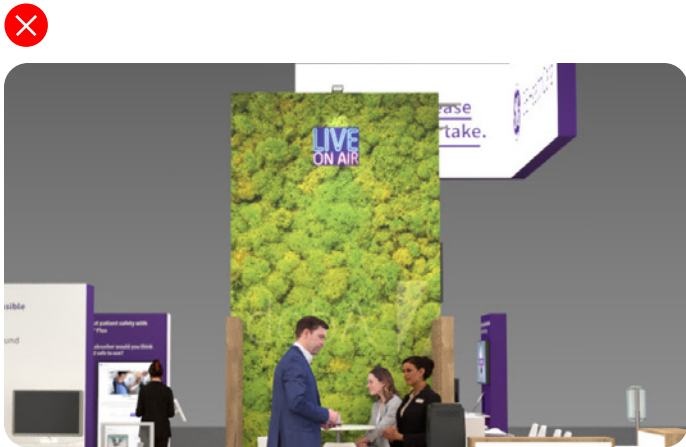
To create cohesion in the main areas of our trade show or event spaces, we need to showcase our brand consistently. Here are some examples of what to avoid.



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.



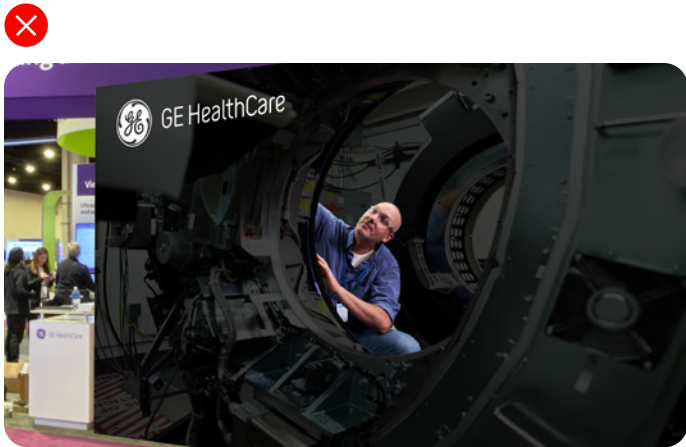
Don't use imagery that's off brand. We try to maintain consistency of human and product-centric photography within our trade show experience.



Don't use accent colors decoratively. It must have a functional role in our design expression.



Don't place graphics too low to the ground, as they may be obstructed from view.



Don't use overly dark images. Try integrating Compassion Purple to align with our most equitable asset.

Color palette balance

Compassion Purple:

At a trade show or event, we want to signal our presence by breaking through the clutter and standing out by strategically incorporating the right balance of our color palette. Compassion Purple should be the dominant color, complemented by white and our accent colors. This combination enhances our visibility and strengthens brand recognition from a distance.

White space:

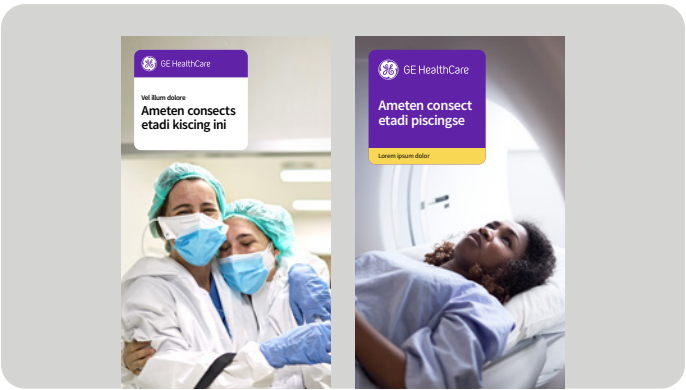
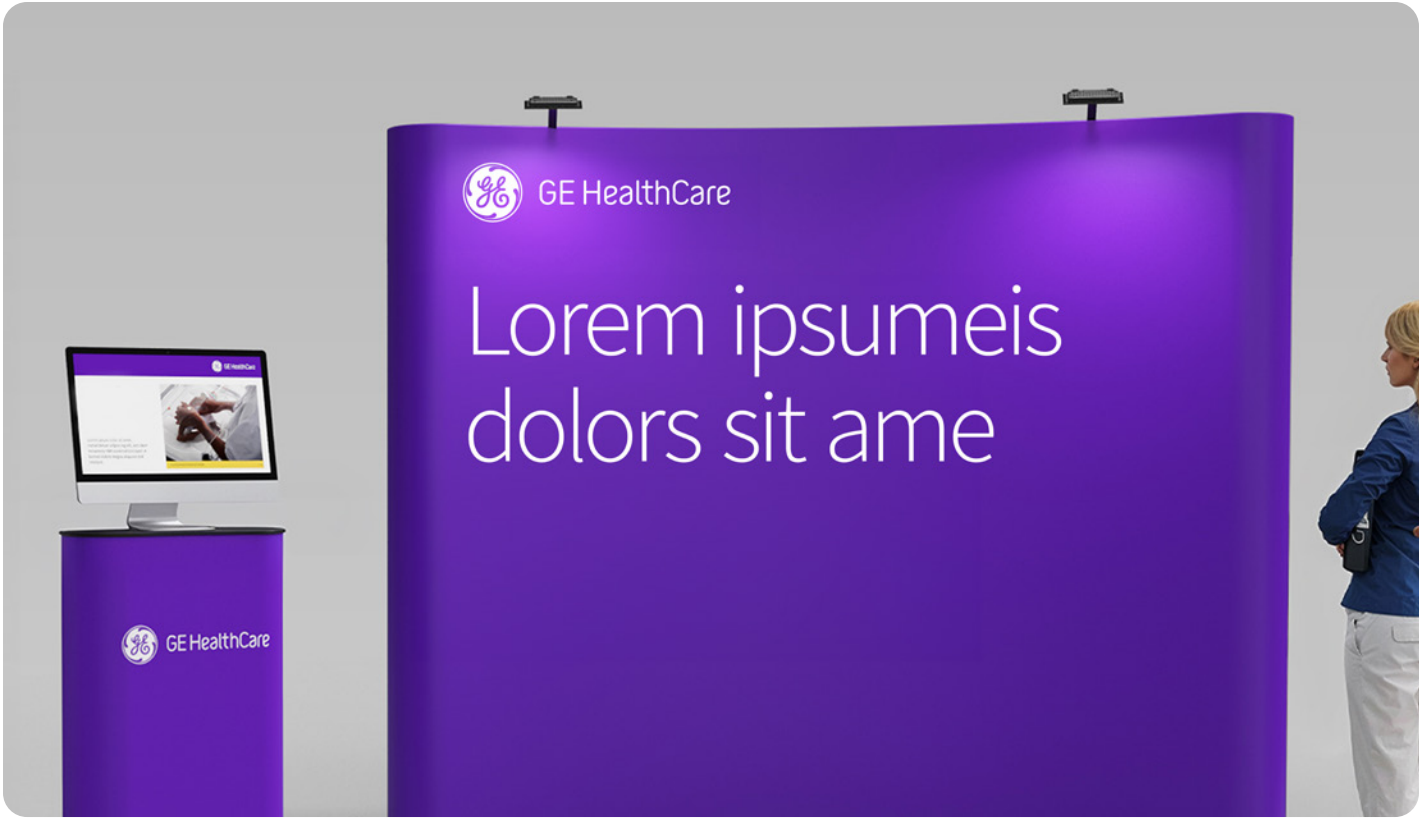
The use of white is an important element within our palette. It allows for focus and clarity of information.

Accent colors:

Our accent palette adds versatility within our design language and should be used with purpose instead of decoration. As a functional tool, accent colors enhance clarity for our audience by highlighting key information in elements like pull-up banners, back wall graphics, and other design elements to reinforce our brand identity.

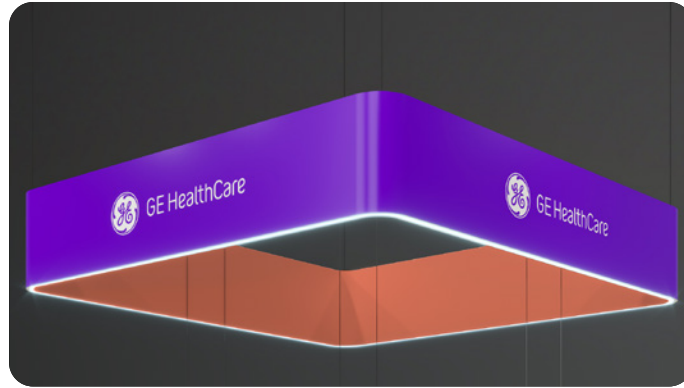
Accent colors can also be integrated into the photography through elements like clothing or background walls, creating a sense of optimism and harmony throughout the trade show.

For more details on photography usage, please consult our GE HealthCare [Photography Guidelines](#).



✗ Color ratio don'ts

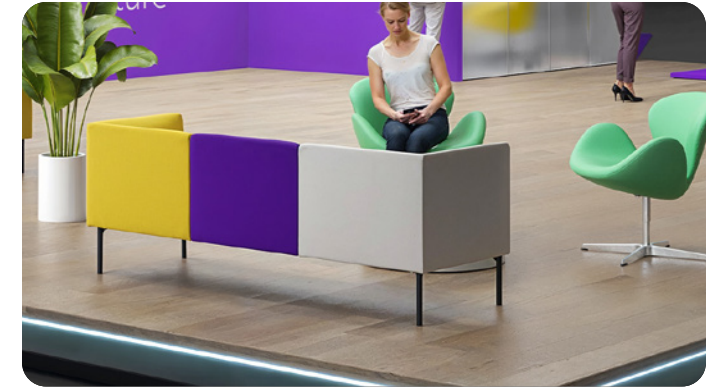
Using color ratio correctly is an important way to maintain brand consistency. Here are use cases to avoid.



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.



Don't over use wooden materials. Our color palette needs to be the most prominent visual representation, then accented by natural materials.



Don't create a space that's overly white. Integrate some of our accent colors where possible in a functional way. Don't place messaging in overhead signage; this space is reserved for the logo only.



Don't use Compassion Purple as an accent color. Integrate the logo within a full Compassion Purple backdrop.

Typography guidance overview

This page shows minimum letter sizes (darker color typography) at incremental heights from ground level. These minimum sizes are essential for readability from a distance. The maximum letter heights are shown in the tinted color.

When designing backdrops or other signage, be mindful of the placement of objects in front to ensure they don't obstruct the view of important messaging.

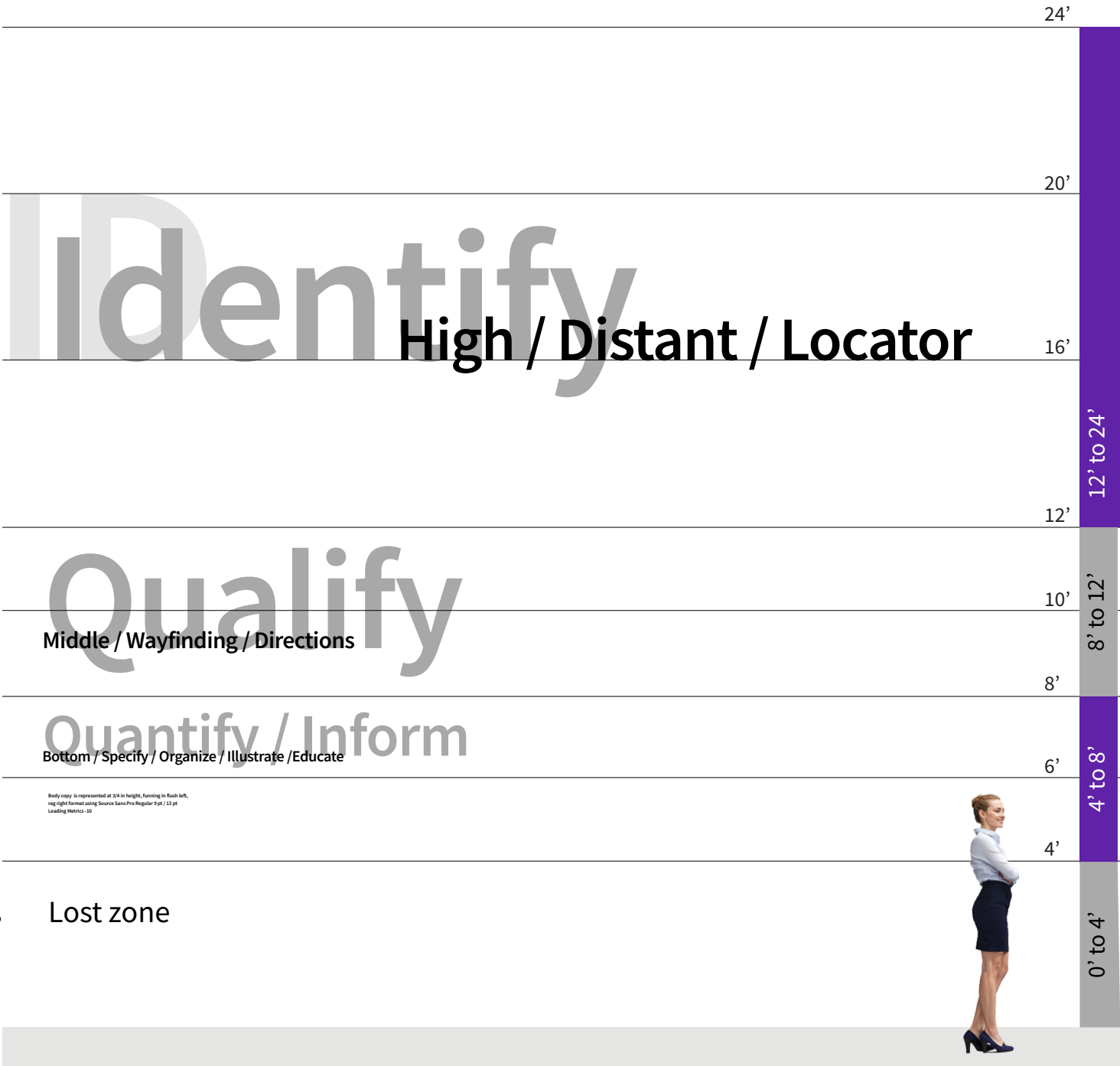
High zone
above 16':
Minimum 12" letter height.

Middle zone
between 8' & 12':
Minimum 5" letter height.

Bottom zone
between 6' & 8':
Minimum 2" letter height.

Body text below 6'
no less than 1/4" in letter height.

No content between ground level and 36."



Typography guidance

When selecting typography size for a trade show, the goal is to ensure readability from varying distances.

Key considerations include:

Viewing distance:
Always design with the audience’s average distance from the element in mind.

Balance:
When creating an element, consider the balance of space it lives in to not overcrowd or add too much information within a panel.

Typographic treatments:
For **small applications**, we recommend using Source Sans Pro SemiBold for headlines and Source Sans Pro Regular for body text.

For **medium-scale typography**, the treatments will vary based on the messaging focus, but Source Sans Pro SemiBold or Source Sans Pro Light can be used for headlines while maintaining a consistent information hierarchy.

For **large spaces**, such as back wall graphics that require impactful messaging, we can flex the typographic treatment using Source Sans Pro Light.

Contrast:
Ensure text stands out by using high contrast between the text and the background. On a Compassion Purple background, use white typography, and on a white background, black is recommended.

Small scale typographic treatment



Medium scale typographic treatment



Medium scale typographic treatment



Large scale typographic treatment



Typography guidance

Parent brand

These are a few ways we can create a cohesive look and feel while providing flexibility in the way we message on different-sized panels.

Please refer to our [Brand Guidelines](#) for more details on typographic treatments.



Headline
Should be set in Source Sans Pro SemiBold and not be longer than three lines. Allow enough breathing room around it.

Copy description in accent color graphic device
When additional copy description is needed, we can place it within our graphic device with accent colors. Allow enough clear space for the copy to breathe.



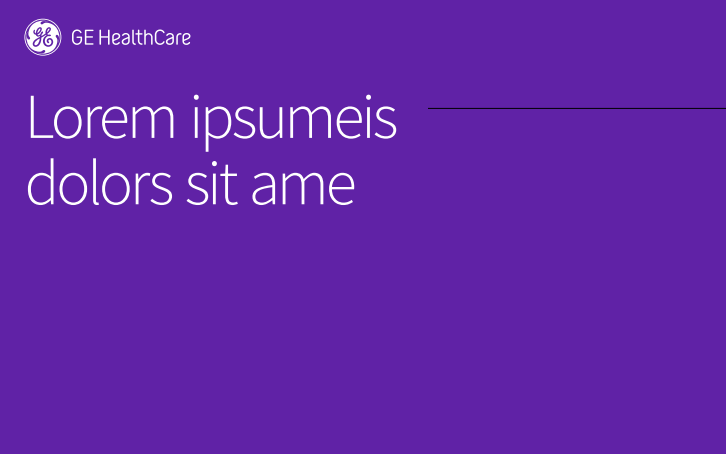
Messaging in graphic device
A clean and impactful way to integrate messaging on imagery is to use the graphic device as a holding shape. Information can also be broken up with an eyebrow caption.



Messaging-led applications
To give variety to the environment, we can use a messaging-led treatment that provides focus and impact on pull-up banners or smaller panels. This can be set in three lines maximum with Source Sans Pro SemiBold.



Headline with framed photography
The use of a white background and photography in the graphic device holding shape can help break up the visual landscape. The use of black typography or text throughout in Source Sans Pro SemiBold in maximum three lines is preferred to complement our logo.

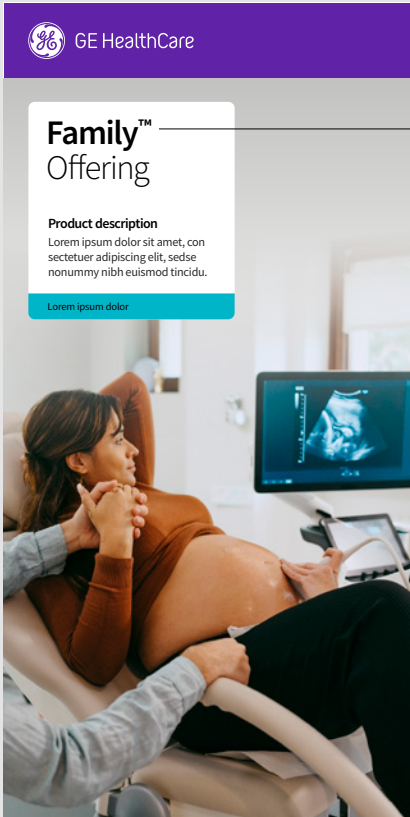


Messaging-led applications
On larger backdrops, the use of headlines in two lines can be set in Source Sans Pro Light to give a sense of airiness on large messaging treatments.

Typography guidance

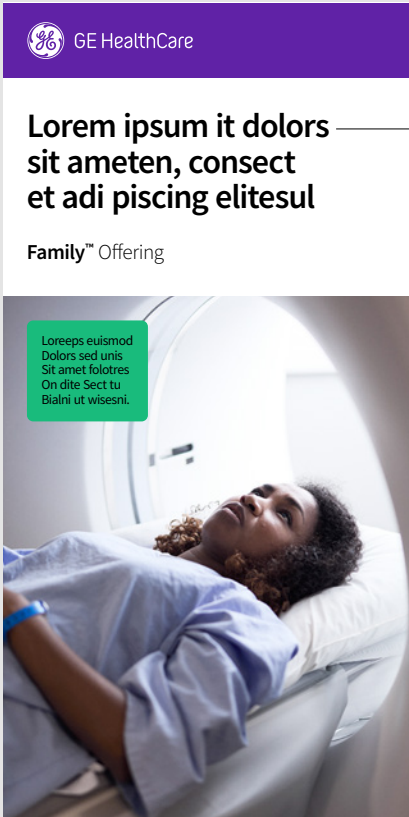
Product brand

This page offers a few ways we can establish hierarchy of information using a product brand design system. We’ve also devised a few treatment options for Family Offering lockups along with messaging.

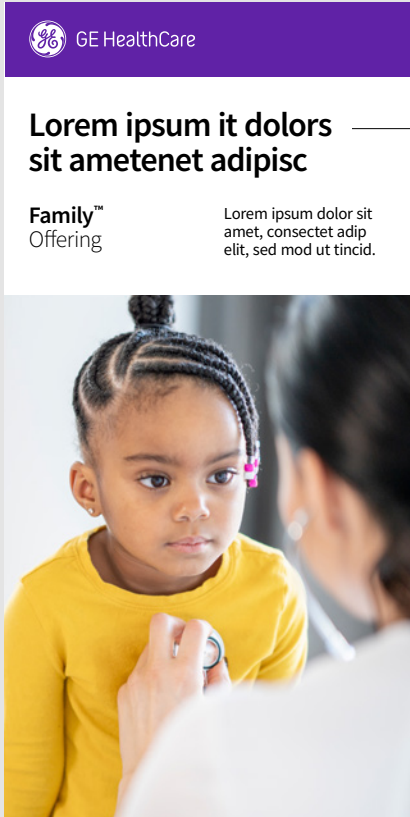


Large Family Offering treatment
To create impact, we can use a larger lockup treatment for Family Offering. Family is set in the same font size in Source Sans Pro SemiBold and Offering is set in Source Sans Pro Light.

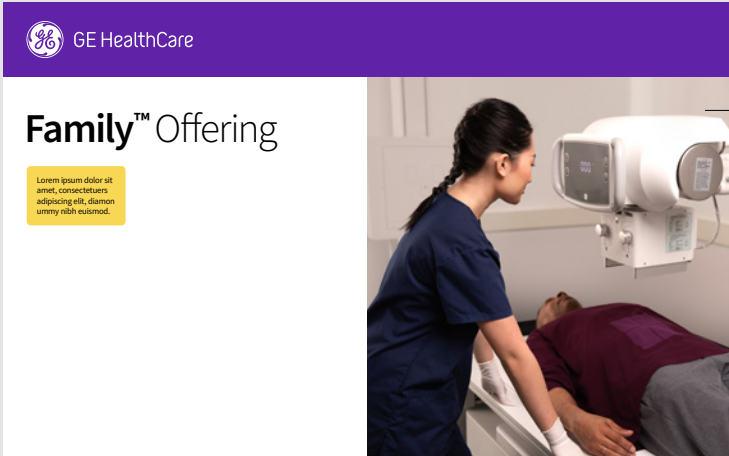
It’s important to leave enough breathing room around the message, including body copy, to ensure sufficient white space.



Messaging-led product brand banners
When leading with a bold message using Source Sans Pro SemiBold with a maximum of three lines headline. Use a smaller lockup for Family Offering below it to identify the product name. The Family Offering lockup can be treated in a stacked or one-line orientation depending on how much room is available on the banner.



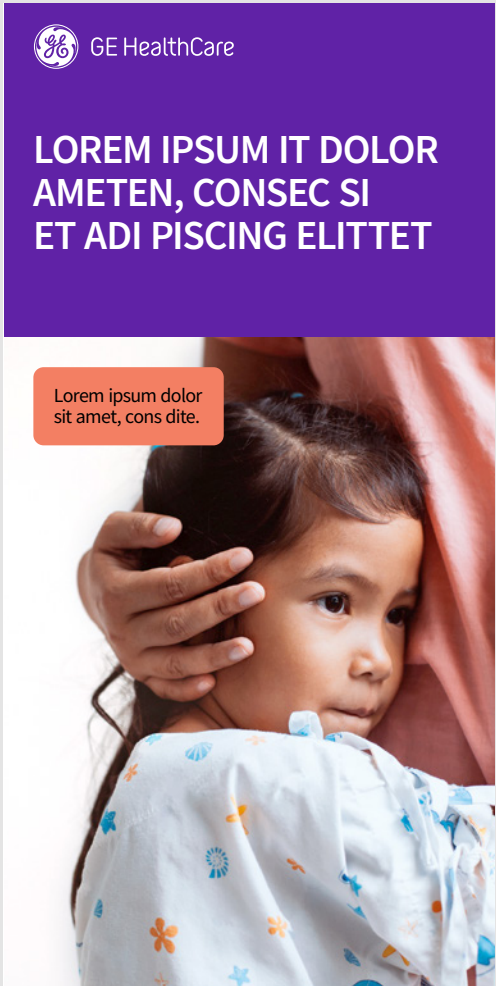
Hierarchy of messaging
If more copy needs to be presented in an application, establish a clear hierarchy of information. Lead with a bolder headline in Source Sans Pro SemiBold then use a smaller Family Offering lockup followed by a short descriptor adjacent to it.



Simplified lockup treatment
When creating a layout on larger backdrops, we don’t always have to fill up the space with information. Use a larger Family Offering lockup with a descriptive paragraph in a graphic device with accent color.

✗ **Typography don'ts**

Avoid using these typographic treatments on our design applications.



Don't use all caps for headlines; instead use sentence case. Also avoid using periods at the end of headlines.



Don't use accent colors for headlines; we should use white typography on Compassion Purple backgrounds.



Don't combine different typographic treatments. Do not use italics in a headline.

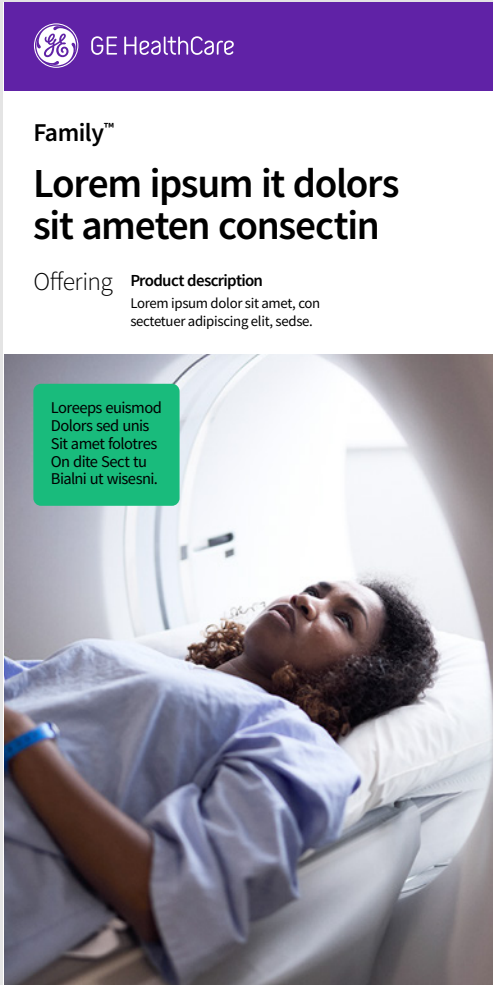


Don't use lengthy headlines.

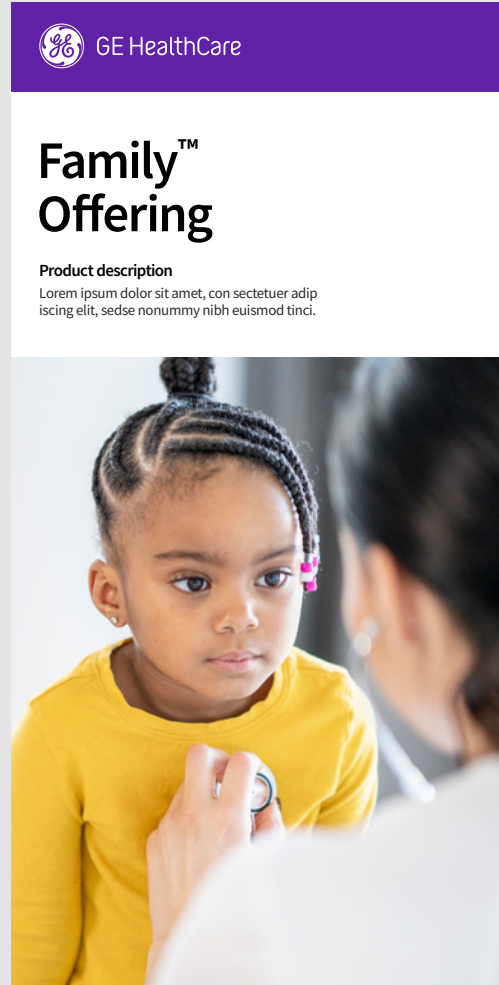
×

Typography
don'ts

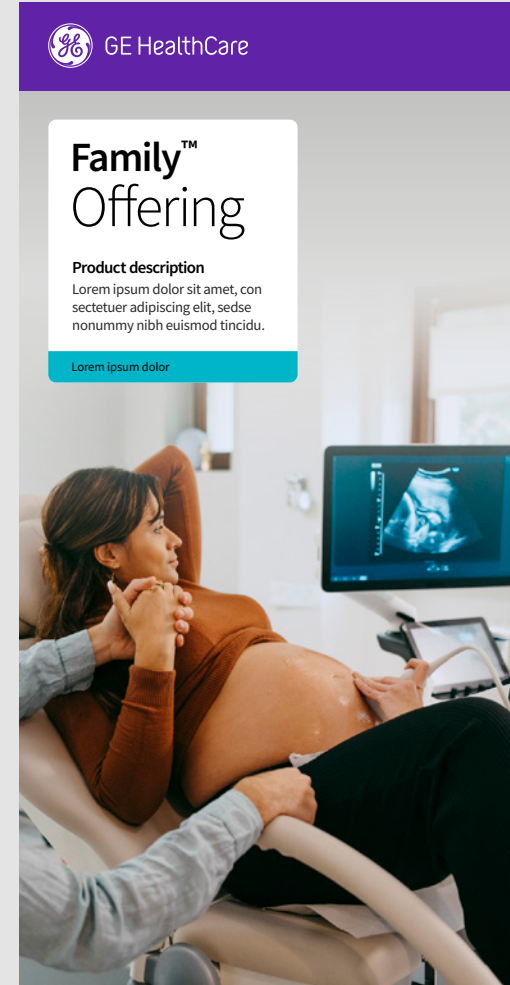
Avoid using these typographic treatments on our design applications.



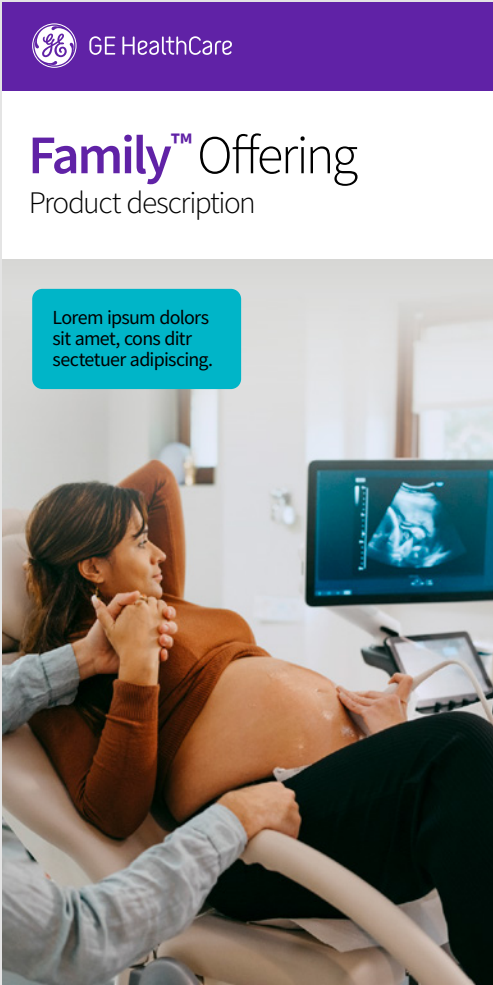
Don't separate the Family Offering lockup.



Don't use the same font weight treatment on Family and Offering. Family is set in Source Sans Pro SemiBold and Offering is in Source Sans Pro Light in the same font size.



Don't use different typographic sizes within the Family and Offering lockup. They should be set in the same size.



Don't highlight Family or Offering separately with a color. Typography should be in black.

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

For static signage, our GE HealthCare logo should be positioned at the greatest height within the trade show for impact and ease of recognition from a distance and should not be combined with messaging. Messaging can be positioned on a panel below our logo to establish clear hierarchy of information.

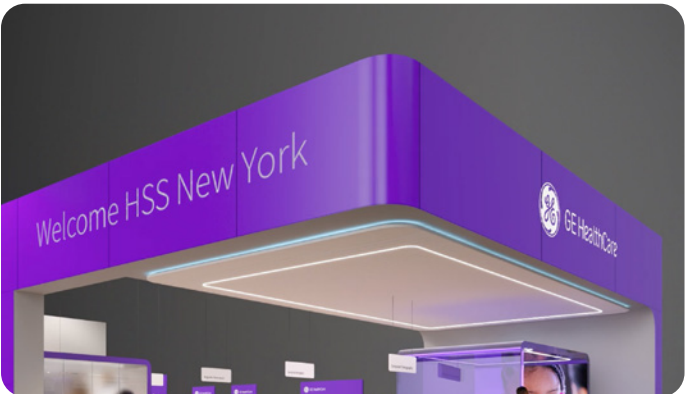
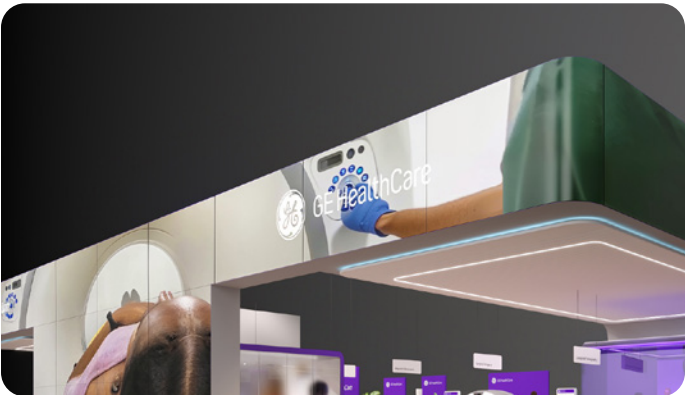
LED signage

When LED signage is available, we can offer enhanced customization through dynamic and versatile content, allowing for seamless transitions between messaging, motion graphics, and video. It's important to note that this is the only instance messaging can be elevated at the same level as our logo.

Static signage



LED signage with alternating dynamic content



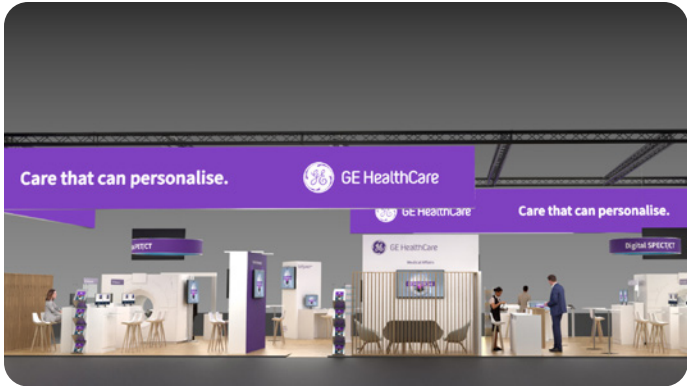


Overhead signage and messaging don'ts

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 should be simple, directional and should help attendees navigate and identify key areas or sections within the space.

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

Simplified wayfinding approach:
A simplified wayfinding approach using white backgrounds for signage is ideal for trade shows with a smaller footprint or less complex themes within a section. Within the section area, the design can incorporate both the parent and product brand treatment.

Expanded wayfinding approach:
For larger footprints that require more complex layouts, we can use accent color backgrounds for signage to delineate between sections. The difference with the simplified wayfinding approach is 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 should also be green.

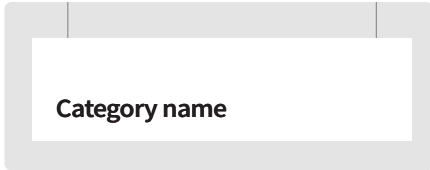
The following pages expand on typographic treatments for wayfinding.

Simplified wayfinding: using white backgrounds



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

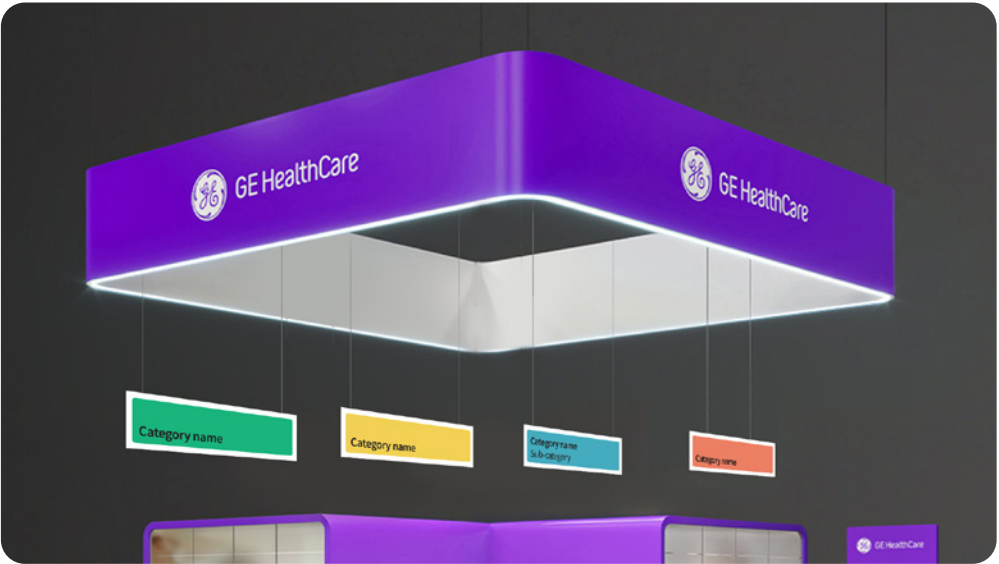
Section signage



Design element treatment in the section area

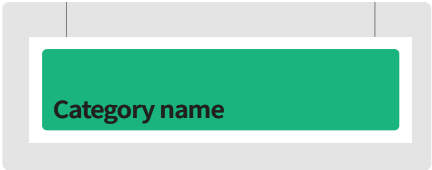


Expanded wayfinding: using accent colors

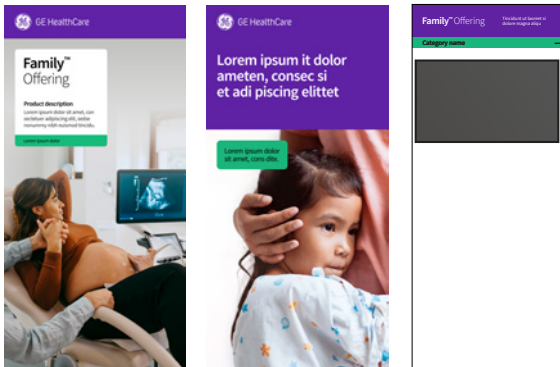


Section area color treatment
The design elements in the surrounding area should align with the section color. For instance, if the section color is green, the accent colors used in the design elements should also be green.

Section signage



Design element treatment in the section area



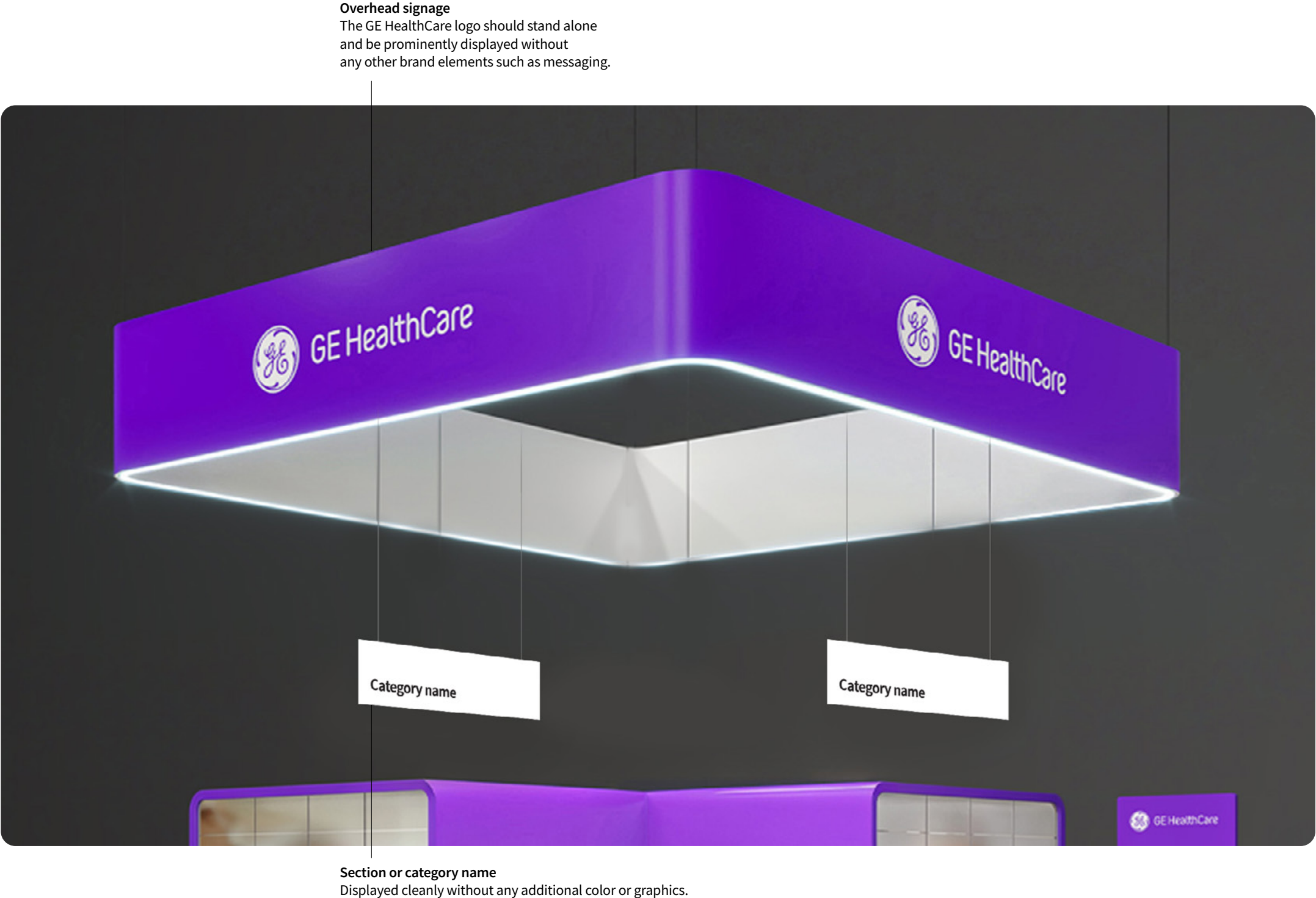
Accent color must be used functionally with a description or CTA and only used immediately adjacent to a Compassion Purple bar that **does not** have the GE Healthcare logo.

Wayfinding

Simplified approach

A simplified wayfinding approach using a white background is ideal for trade shows and events with a smaller footprints or a less complex theme within a section. Within the section area, the design can incorporate both the parent and product brand treatments.

An overhead signage with our GE HealthCare logo should be the most prominent element in the information hierarchy, followed by the section or category name.



Wayfinding

Simplified approach treatment

The typographic treatment of signage should have a white background and left aligned in Source Sans Pro SemiBold. Section or category names should be displayed simply without any additional graphics or color.



Section or category name typographic treatment
Should be left aligned in Source Sans Pro SemiBold.

Sub-category typographic treatment
Should be set in Source Sans Pro Regular to help delineate it from the section or category name.

Wayfinding

Expanded approach

For larger footprints that require more complex layouts, we use accent color backgrounds to delineate between sections. The difference with the simplified wayfinding approach is 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 should also be green.

An overhead signage with our GE HealthCare logo should be the most prominent element in the information hierarchy, followed by the section or category name.

Overhead signage
The GE HealthCare logo should stand alone and be prominently displayed without any other brand elements such as messaging.



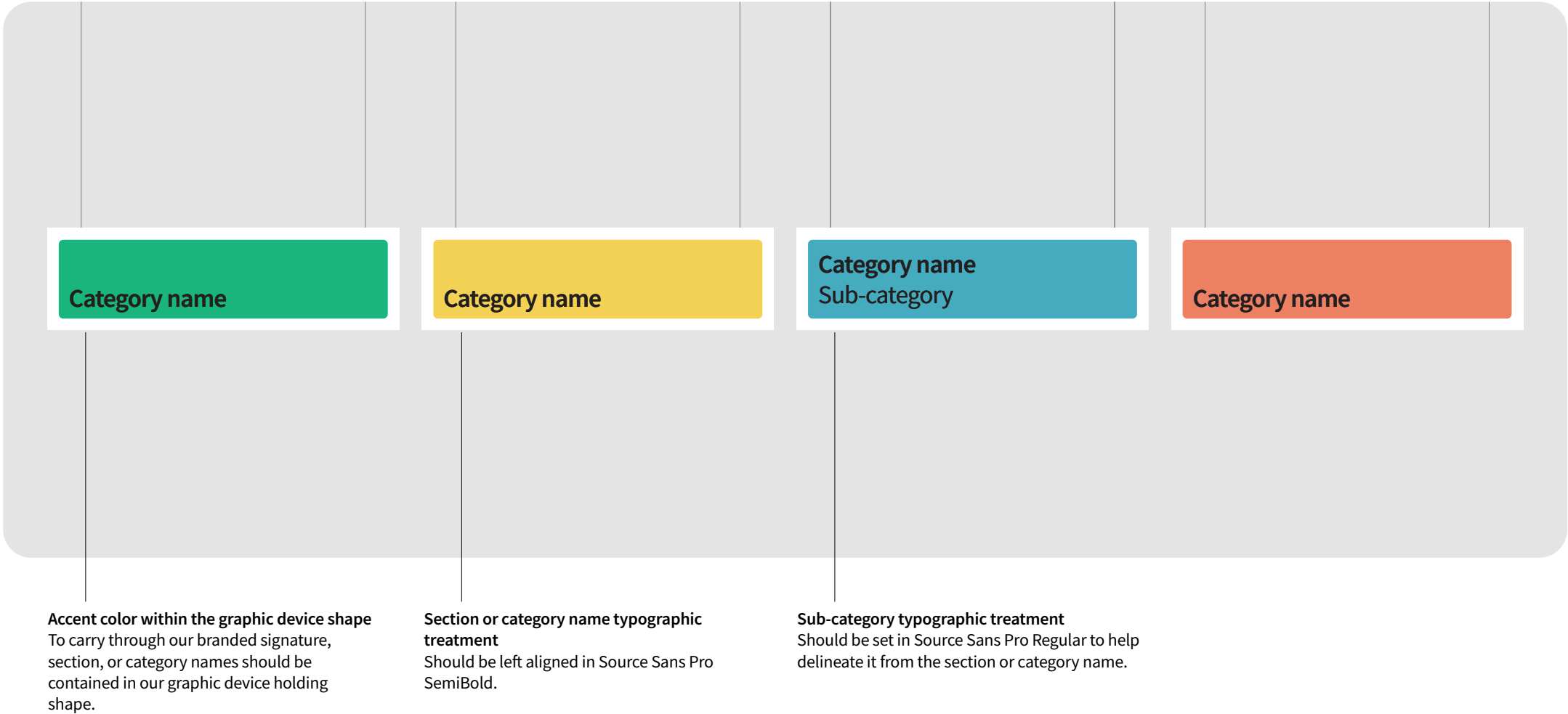
Section or category name
Sections are delineated by accent colors.

Wayfinding

Expanded approach treatment

The typographic treatment of signage should be against an accent color and left aligned in Source Sans Pro SemiBold. Section or category names should be displayed simply without any additional graphics.

We should avoid using tints of our accent colors to delineate sections, as this may result in minimal differentiation, particularly in darker trade show environments.



Wayfinding treatment

Clear space

This page gives further detail on how to set up wayfinding typographic treatments for simplified and expanded wayfinding clear space treatments.

Wayfinding: simplified approach

Category name

Clear space should be 135% of section or category name height.

Typography is set in black Source Sans Pro SemiBold, left aligned using the clear space as the baseline.

Wayfinding: expanded approach

Category name

Clear space should be 70% of section or category name height.

Typography is set in black Source Sans Pro SemiBold, left aligned using the clear space as the baseline.

Frame around accent color should be 70% of section or category name height.

For guidance on rounded corners, follow graphic device details reference in our [Brand Guidelines](#).

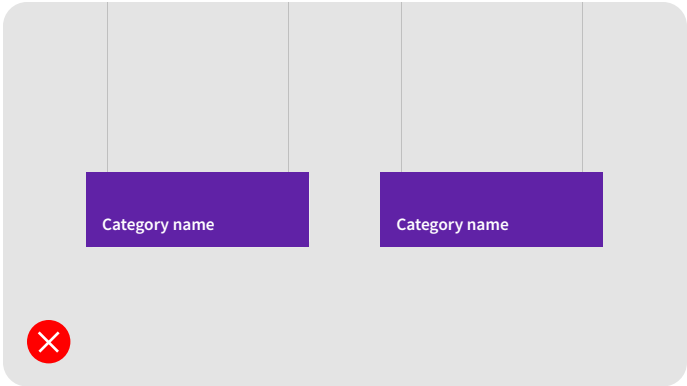
Category name

Sub-category

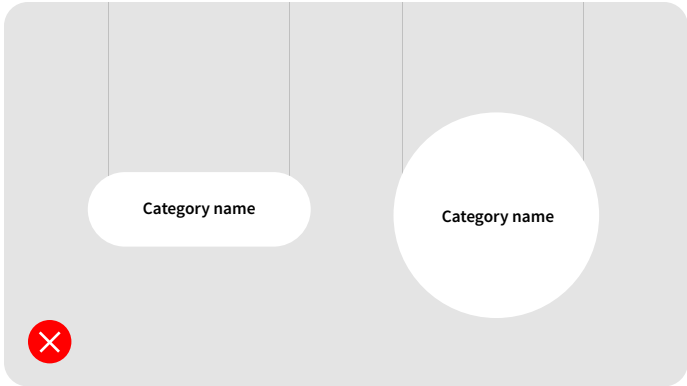
Sub-category typographic treatment for both wayfinding approaches should be set in Source Sans Pro Regular to help delineate it from the section or category name.

Wayfinding don'ts

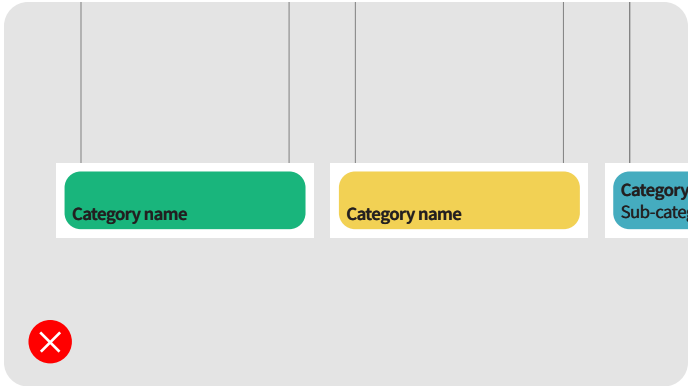
Using wayfinding correctly is an important way to maintain brand consistency. Here are use cases to avoid.



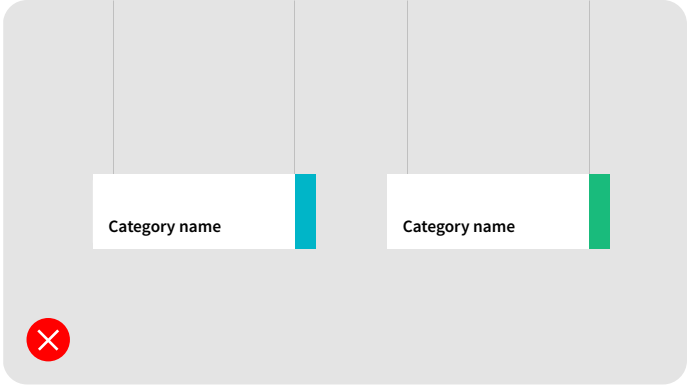
Avoid using Compassion Purple for wayfinding as the colors will blend into a dark tradeshow environment. Use white or accent colors instead.



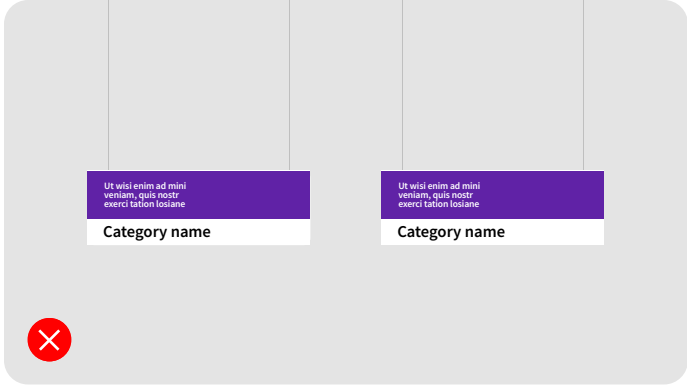
Don't use other shapes to contain the section or category name.



Don't use a large or small radius container shape, refer to our [Brand Guidelines](#) for graphic device references.



Don't use accent color as decorative elements.



Don't overload with too much information that makes it difficult to read.

Video kiosk

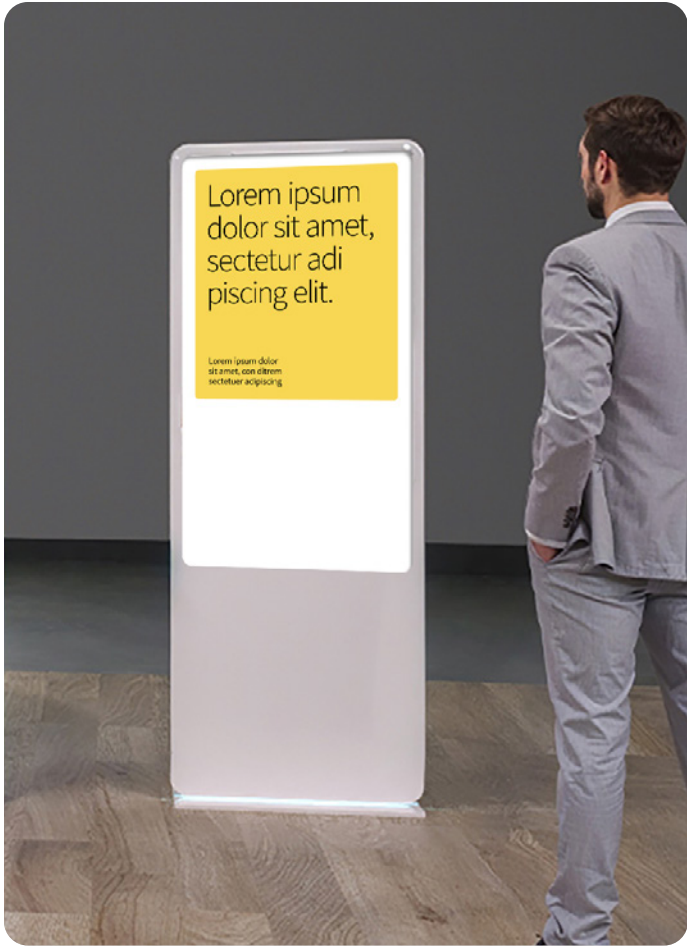
A video kiosk is a great solution for showcasing dynamic information in a compact space. It helps break down information that can be overwhelming and enables customers to engage or interact with content directly.

The video kiosk offers versatile content options, including a branded moment or a product demo.

Parent brand



Accent colors



Product brand



An accent color can be used prominently to highlight information **only if** the content within the sequence follows the multiple-format color ratio as noted in our [Accent Color Guidelines](#).

Podium/welcome desk

Shape

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 ambience 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.

Color

Depending on the event type, both white and Compassion Purple background colors are suitable. For smaller footprints, using Compassion Purple backgrounds reinforces the brand identity. In medium and large trade shows and events, where Compassion Purple is more prominent among other backdrops, balancing the overall color scheme with a white podium or welcome table is recommended.

Welcome desk with rounded corners and underlighting



Geometric podium



Pop-up podium





Podium/welcome desk don'ts

At the first point of entry within our trade shows or events, we try to represent our identity in the most optimal form. Use of the correct logo and color balance is important to be instantly recognizable as GE HealthCare. These are a few examples of things to avoid for podium or welcome desks.



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.

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. Additionally, our GE HealthCare identity should be prominently integrated into the presentation experience.

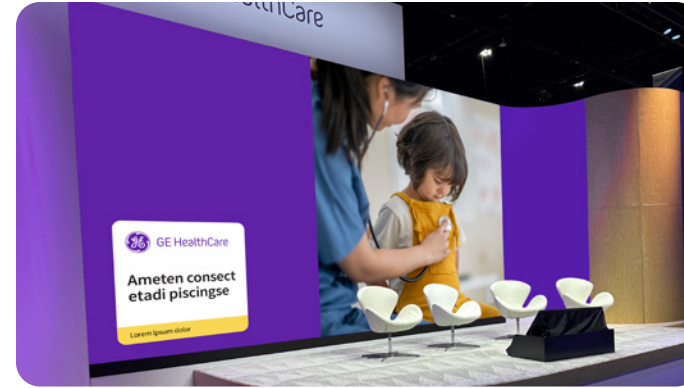


Stage don'ts

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



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.

Roadshow vehicle

Our roadshow vehicle is an effective and mobile way to have an interactive product demonstration at an event or remote locations. It also serves as a branded opportunity to showcase our offerings in a dynamic setting, engage directly with customers, and create memorable experiences that enhance brand recognition and loyalty. To represent our brand with impact, our design should feature the logo prominently complemented by an impactful message and patient-centric imagery.





Bus/roadshow don'ts

Using livery bus design correctly is an important way to maintain brand consistency. Here are use cases to avoid.



Don't add too much content and messaging on the outside area of the vehicle. Focus on one strong message and allow for the remaining information to be expressed during the presentation.



Don't use busy backgrounds. Integrate our brand color, humanistic imagery, and graphic elements into the design.

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 please refer to the [Compliance Portal](#) 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. Contact the Brand Team for guidance: brand.health@gehealthcare.com

Visit GE HealthCare's [Trade Show Brand Shop](#) (USCAN only).

For more information, download our [Interim Merchandise Guidelines](#).

Halo's main hub email address: GEHCTeamHALO@halo.com

Halo's European team: GEHCMEA@halo.com



As we evolve as One GE HealthCare, our vision is to create a seamless and engaging experiences that captivate. We strive for brand consistency by being both visionary and courageous in our approach, embodying the idea of “no limits.”



Image is for illustrative purposes only.



Image is for illustrative purposes only.



Building
a healthier
future

Building
a healthier
future







Image is for illustrative purposes only.



Image is for illustrative purposes only.







Building
a healthier
future

Magnetic Resonance

Surgical Imagery

GE Healthcare

GE Healthcare

GE Healthcare

Family Offering
Presenting a new
way to connect
and engage
your audience

GE Healthcare

Here's to
the wonders
of health

GE Healthcare



Surgical Imagery

Computed Tomography

GE Healthcare

Family Offering
Proposed 2025

GE Healthcare

Here's to
the wonders
of health

GE Healthcare

GE Healthcare

Here's to
the wonders
of health

GE Healthcare

GE Healthcare

GE Healthcare

Ultrasound







Guidelines, templates & tools

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

General brand questions

The Brand Team
brand.health@gehealthcare.com

Product & software design questions

Hardware
productdesign@gehealthcare.com

Software
eds@gehealthcare.com

Merchandise

Visit our [GE HealthCare Store](#) (USCAN only) for online merchandise.

Brand guidelines & templates

[Brand page on The Beat](#)
(GE HealthCare colleagues)

[Agency Brand Portal](#)
(Contractors & agencies)

[Widen Image DAM](#)
(To gain external access to our image library, please contact brand.health@gehealthcare.com)

For more information on our available guidelines and training, please refer to [this article](#) on The Beat.

For more information on our branded templates, refer to the [Brand page](#) of The Beat.