

Uniform guidelines

Addendum 5
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Uniforms

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Introduction

Our uniforms serve as a visual representation of our brand and allows customers and employees to easily recognize and associate the uniforms with our brand. Within our offices and plants, at tradeshows or on-site for a customer technician visit, consistency in our uniforms plays a vital role in establishing and maintaining our brand's identity, professionalism, and recognition.



Migration FAQs

Refer to this page to find answers to commonly asked questions. If your question is not addressed, contact the brand team at brand.health@gehealthcare.com for additional support.

Are our uniforms changing?

Yes. As part of our separation from GE, we entered into a Trademark License Agreement (or “TMLA”) that includes a number of requirements. One of those requirements is that we fully implement our new Visual Identity “as soon as reasonably practical.” This requirement extends to our uniforms.

What has to change?

Branding in this case is defined as a) applying the new GE HealthCare Logo, b) changing the personalized inscription from GE Inspira to Source Sans Pro, c) and selection of the new color garments to match our new color palette.

Do I need to stop wearing the uniform I have today?

Based on our TMLA Requirement and our desire to stand up our new brand in a timely fashion, we recommend the following Brand Migration Strategy for uniforms.

New branded assets

January 2023 – Dec 2024 (2 years)

Apply new GE HealthCare branding on all new branded assets going forward once guidelines, templates, and training are received. (ex. new NPI’s, **uniform orders**, event & tradeshow exhibits, videos, web pages, Marketo campaigns, and promotional items)

Current inventory (priority)

January 2023 – Dec 2025 (3 years)

- Customer-facing branded assets with high-value or high-impact (ex. high-price/volume products, trade show and event branded assets, sites, field service and sales leader **uniforms**, business cards)
- Employee branded touchpoints with high-impact (ex. badges, employee cafés at sites, merchandise and promotional items)

Current inventory (non-priority)

January 2023 – Dec 2028 (6 years)

To avoid waste and added business expense, we will continue to use low-impact customer-facing or employee-facing branded assets in inventory until noticeable wear/end-of-life. (ex. **manufacturing uniforms in non-customer visited plants**, directional signage in employee hallways, low-priority product packaging and labeling)

Where can I order new uniforms?

Refer to the *Initiate request/order* page at the end of these guidelines for details on ordering.

If I need to order new uniforms, who will pay for this?

Each business/region is responsible to pay for the new uniforms out of their current budgets as part of our Brand Migration strategy.

Are there guidelines I can follow or send to a vendor?

Yes. The following pages are the guidelines for on-brand uniforms. These guidelines can be given to existing and new vendors.

Where can my vendor get our brand assets?

Our logo and font can be accessed on our agency brand portal [here](#).

Material colors

Our uniforms may be in Compassion Purple, white, black, or gray. Safety items such as vests and hard hats may be in other colors to allow for high-visibility.

When selecting uniforms, an exact match to our approved material colors may not be possible. It is permissible to use our brand colors as a target color matching as close as possible. Use the exhibit to the right to determine the appropriate target color. Do not use tints and shades of a color so that it becomes a different color altogether.

Approved uniform material colors



Target color
PMS 11-0601 TPX Bright White



Target color
PMS 267 C (Compassion Purple)



Target color
PMS Black 6 C



Target color
PMS Cool Gray 1 C
PMS Cool Gray 4 C
PMS Cool Gray 7 C
PMS Cool Gray 9 C

Safety items using high-visibility colors



Logo colors

Follow approved logo color guidance when applying logos to uniforms. Depending on material color, our logo may be used in Compassion Purple, white or black when placed on safety items using high-visibility safety colors.

If on a patch, our logo should be in Compassion Purple against a white patch.

When embroidering our logo onto uniforms, an exact match to Compassion Purple may not be possible. Work with your vendor to find the best match. Do not use tints and shades of Compassion Purple so that it becomes a different color altogether.

Approved logo colors

Compassion Purple logo on white fabric



Compassion Purple logo on white patch with white piping



White logo on Compassion Purple fabric



White logo on black fabric



White logo on gray fabric



Black logo on high-visibility safety items



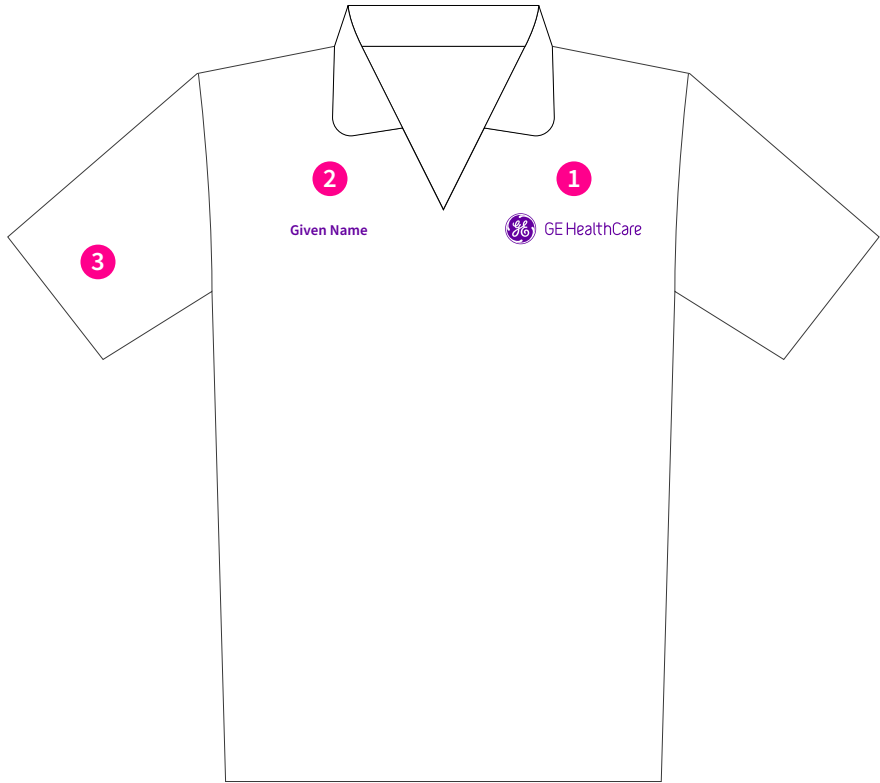
Brand elements application

Placement and sizing of our brand elements on uniforms is a critical aspect of uniform design. Proper application ensures that our brand is prominently displayed and easily identifiable. Brand elements may be applied directly to uniform items or on patches.

- 1 Logo**
 - Positioned over the heart on the left upper-chest.
 - 4" wide logo.
 - When using patches always allow for at least 1/4 the height of the logo for clear space on all four sides.
- 2 Name (optional)**
 - Positioned on the right upper-chest
 - Set in 31 pt Source Sans Pro SemiBold.
- 3 Department / Team text (optional)**
 - Positioned on the right sleeve.
 - Set in 31 pt Source Sans Pro SemiBold.
 - Do not use a patch in this position.

Our logo and font can be accessed [here](#).

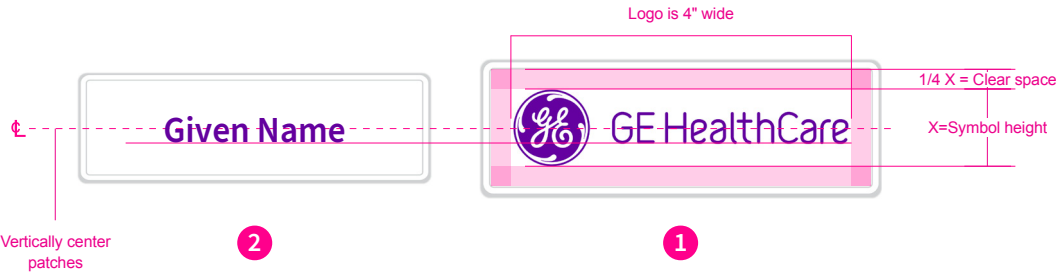
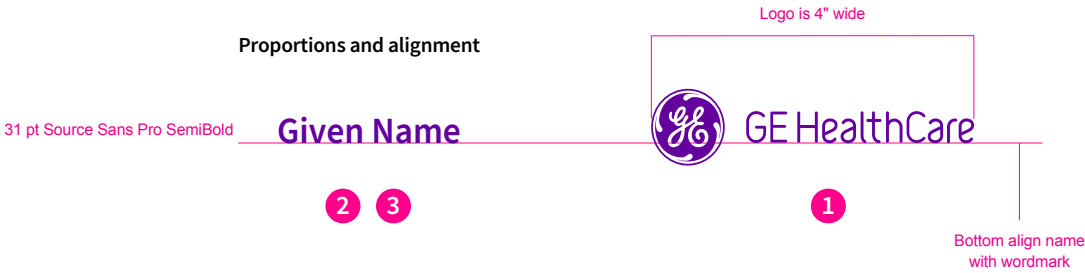
Direct to garment



Patch



Proportions and alignment



Service/Casual uniforms

Examples on the following pages demonstrate some of the ways in which our brand can be applied to service and casual uniforms.

Baseball caps

The examples shown on this page demonstrate how our brand is applied on these uniforms.

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

Note:

The example material blend shown on this page may not be suitable for employee uniforms that require compliance with Electrical Safety & Arc Flash personal protective equipment.

Electrical Troubleshooting or Power-On Tasks above 50 volts or any other live electrical work requires a non-melting flammable shirt or pant material (untreated cotton, wool, rayon, silk and blends or FR rated clothing) with a material weight of 4.5 oz/ per yard- in addition to other required Arc Flash PPE.

Please refer to your Service EHS arc flash web guidance and GEHC's Global EHS Electrical Safety Standard or contact your EHS leader for any further questions.



Fleece jackets

The examples shown on this page demonstrate how our brand is applied on these uniforms.

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

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Oxford / dress shirts

The examples shown on this page demonstrate how our brand is applied on these uniforms.

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

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Polo shirts

The examples shown on this page demonstrate how our brand is applied on these uniforms.

Application of a department or team name on the right sleeve is optional. Refer to the *Brand elements application* page for sizing guidance.

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Please refer to your Service EHS arc flash web guidance and GEHC’s Global EHS Electrical Safety Standard or contact your EHS leader for any further questions.



T-shirts

The examples shown on this page demonstrate how our brand is applied on these uniforms.

Application of a department or team name on the right sleeve is optional. Refer to the *Brand elements application* page for sizing guidance.

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Please refer to your Service EHS arc flash web guidance and GEHC’s Global EHS Electrical Safety Standard or contact your EHS leader for any further questions.



Workwear

Examples on the following pages demonstrate some of the ways in which our brand can be applied to our workwear.

Coveralls

The examples shown on this page demonstrate how our brand is applied on these uniforms.

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

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Please refer to your Service EHS arc flash web guidance and GEHC’s Global EHS Electrical Safety Standard or contact your EHS leader for any further questions.



Lab coats

The examples shown on this page demonstrate how our brand is applied on these uniforms.

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

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Please refer to your Service EHS arc flash web guidance and GEHC's Global EHS Electrical Safety Standard or contact your EHS leader for any further questions.



Safety hats

The examples shown on this page demonstrate how our brand is applied on these uniforms.

The GE HealthCare logo may be placed on the front or the side of a safety hat.

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



Safety vests

The examples shown on this page demonstrate how our brand is applied on these uniforms.

The GE HealthCare logo may be omitted on the front of safety vests if the reflective safety tape obstructs the logo placement or renders the logo too small.

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

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Please refer to your Service EHS arc flash web guidance and GEHC's Global EHS Electrical Safety Standard or contact your EHS leader for any further questions.



Scrubs

The examples shown on this page demonstrate how our brand is applied on these uniforms.

Application of a department or team name on the right sleeve is optional. Refer to the *Brand elements application* page for sizing guidance.

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Note:
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Work shirts

The examples shown on this page demonstrate how our brand is applied on these uniforms.

Application of a department or team name on the right sleeve is optional. Refer to the *Brand elements application* page for sizing guidance.

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Please refer to your Service EHS arc flash web guidance and GEHC’s Global EHS Electrical Safety Standard or contact your EHS leader for any further questions.



Initiate/Request order

For service/casual uniform orders reach out to our preferred GE HealthCare supplier GEHCTeamHALO@halo.com. When ordering you will need to share quantities and budget.

For workwear uniform orders, please contact your Regional Sourcing Leader for guidance to the applicable supplier.

The Sourcing organization can be found in the Indirect and Service Sourcing Portal, reference the Indirect and Service Sourcing Organization link.

For more information on our uniform standards or for support on additional items, contact the brand team at brand.health@gehealthcare.com.