

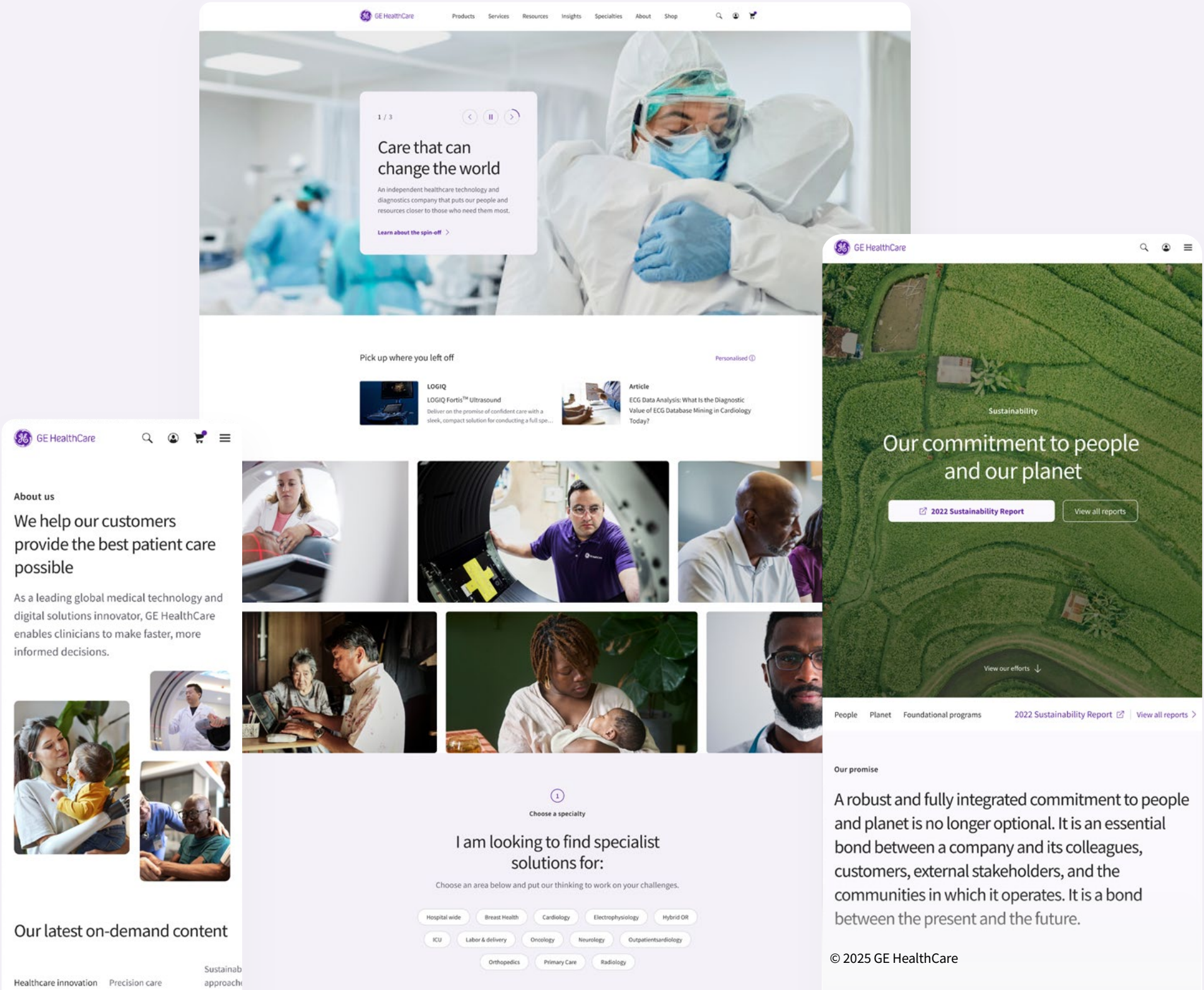
Website Guidelines

Executive overview

The Website Guidelines follows the GE HealthCare brand identity to effectively communicate our optimism, our compassion and our tireless drive to create a world of patient care without limits.

All foundational elements like color, typography, iconography and the graphic device are aligned to the approved brand assets to ensure a connected and consistent online presence. The light and fresh look and feel has been designed to make technical and complex information easy to absorb while expressing GE HealthCare's personality.

These Website Guidelines act as an addendum to our Brand Guidelines. Please refer to our Brand Guidelines for further information on all our brand elements. These are available to download on [The Beat](#) and on the externally accessible [Agency Brand Portal](#).



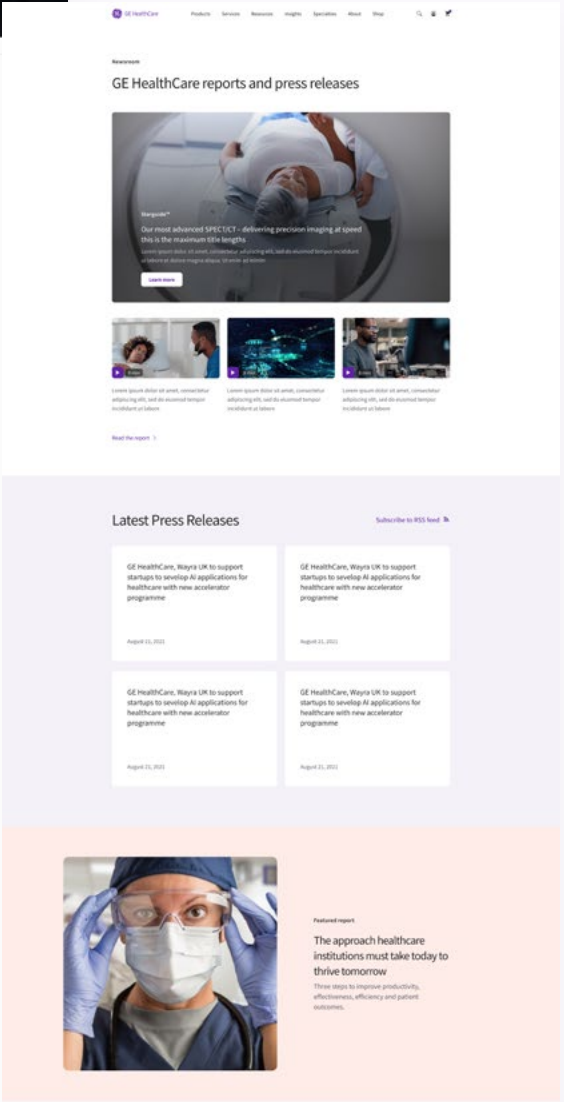
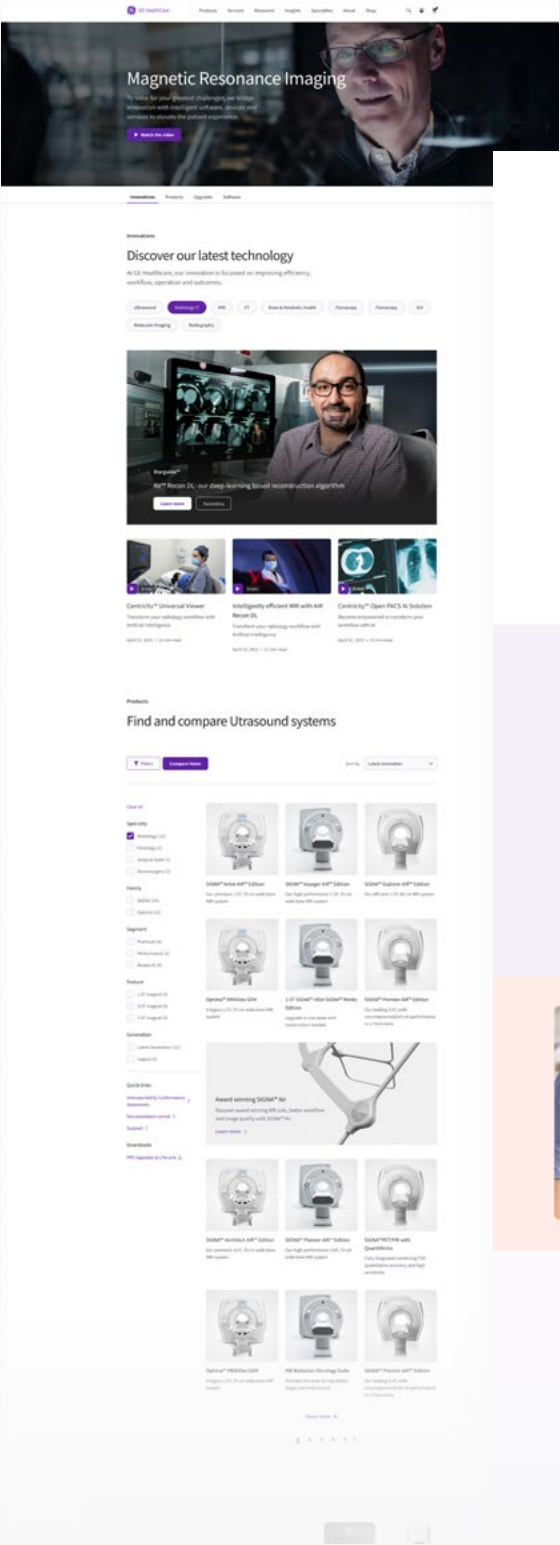
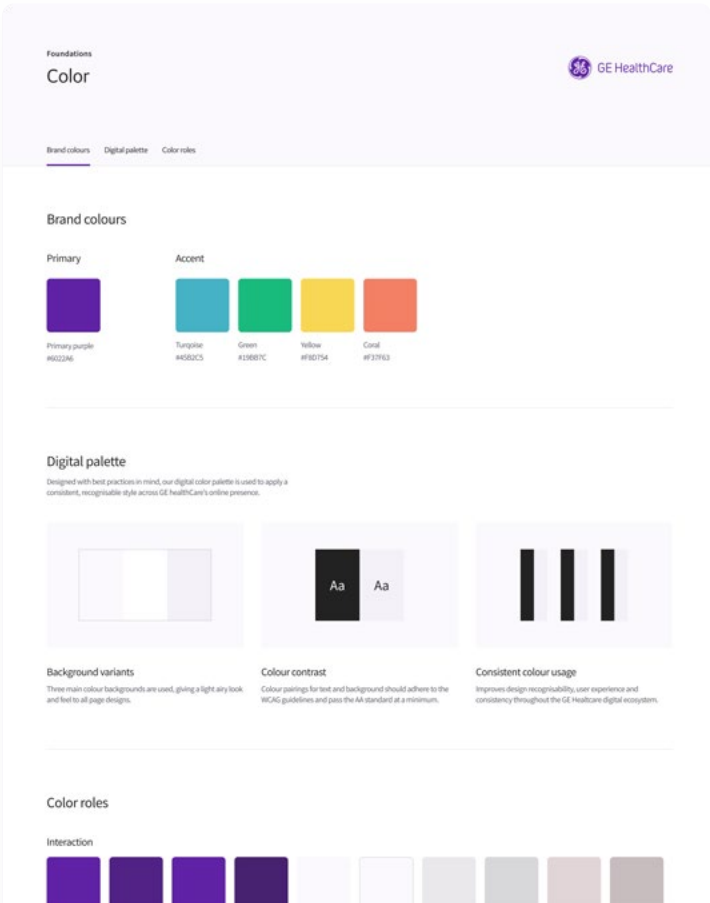
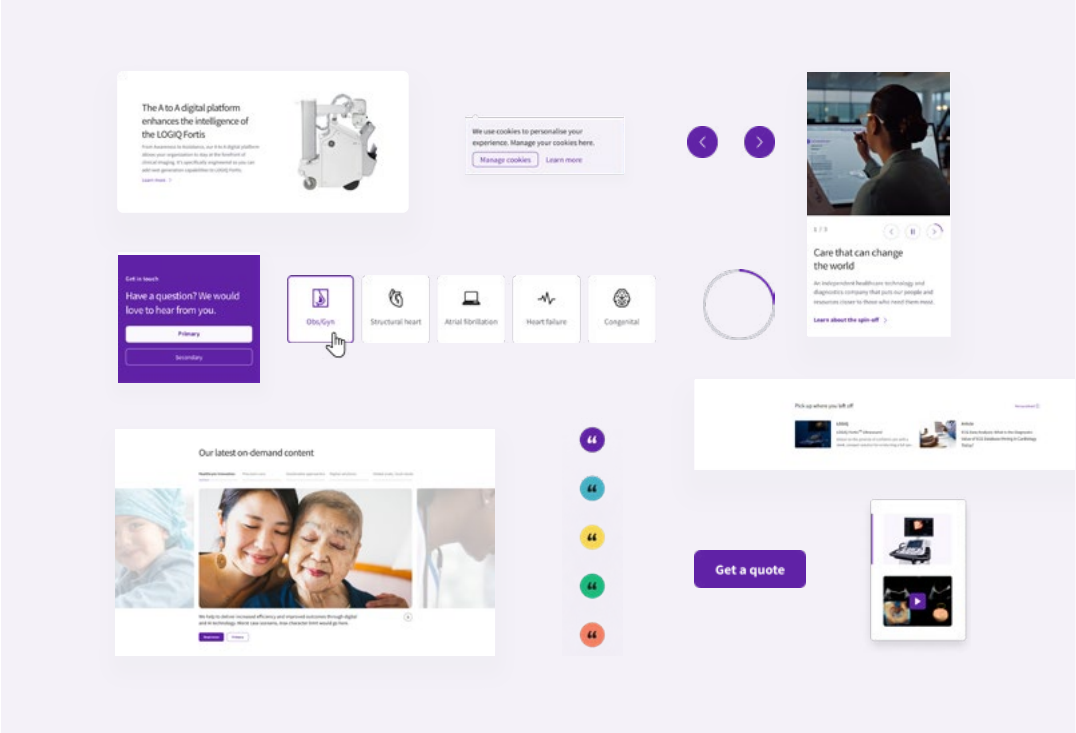
Design system

The design system lives in Figma, a digital design tool, used to create, share and test designs for web.

The system consists of foundations, page template designs, design guidelines and a modular component library. This includes flexible components and modules in all user device sizes, detailed documentation and regular notifications for new updates.

The design system allows for quick and efficient page design and development reusing existing tested resources.

View the [design system](#) here.



Component library

[Ethos Design System](#) (EDS) is an internally built and supported design platform for digital brand touchpoints. This validated design has a standard consistent look and feel, code and standards that translates across GE HealthCare applications, products, and marketing collateral.

Our component library is structured using foundations, modules and pages. We utilize EDS 2.0 component design elements to ensure a seamless brand experience from the web to in hospital clinical software.

These elements work together to build more coherent, hierarchical and thoughtful interface designs.

1. Foundations

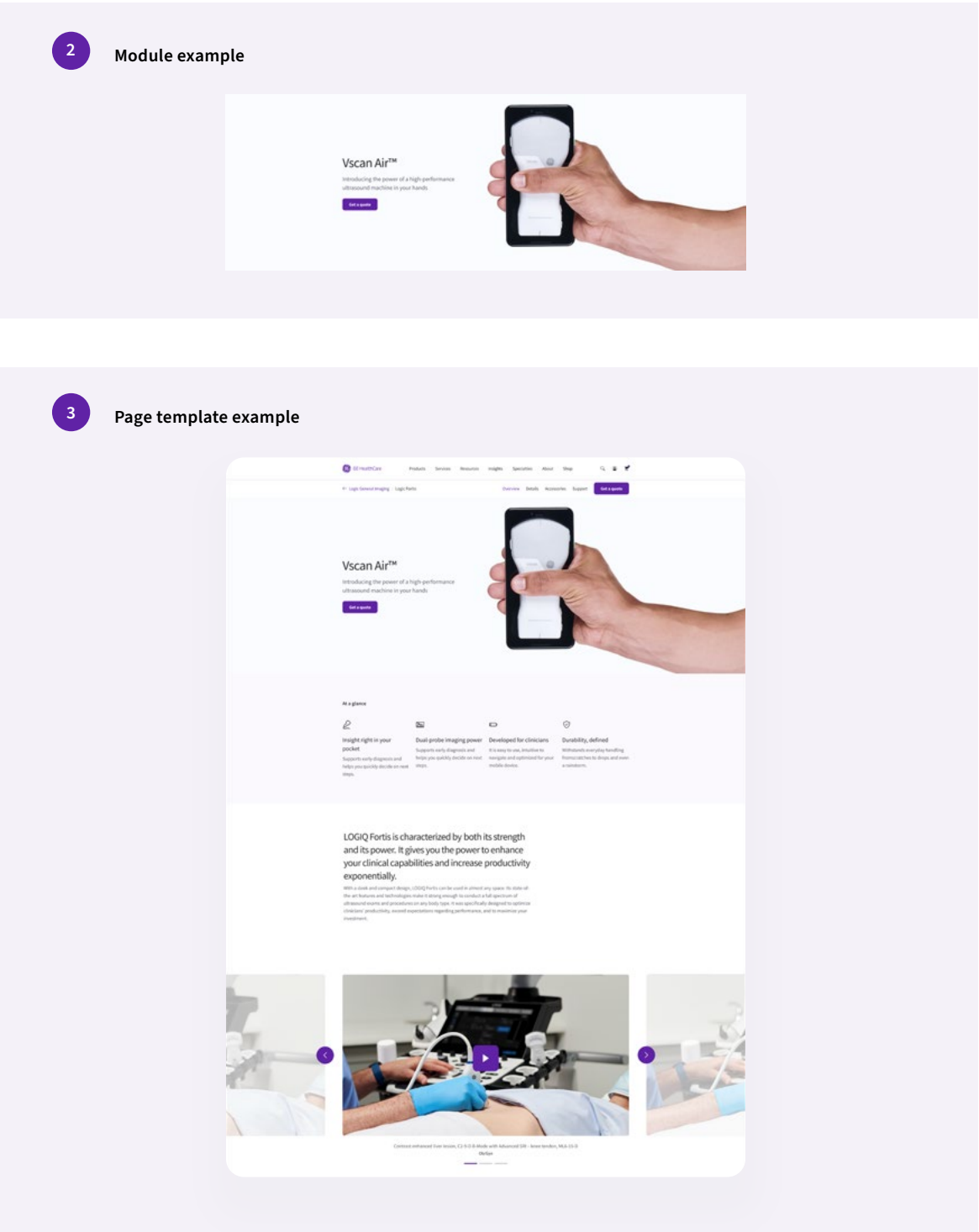
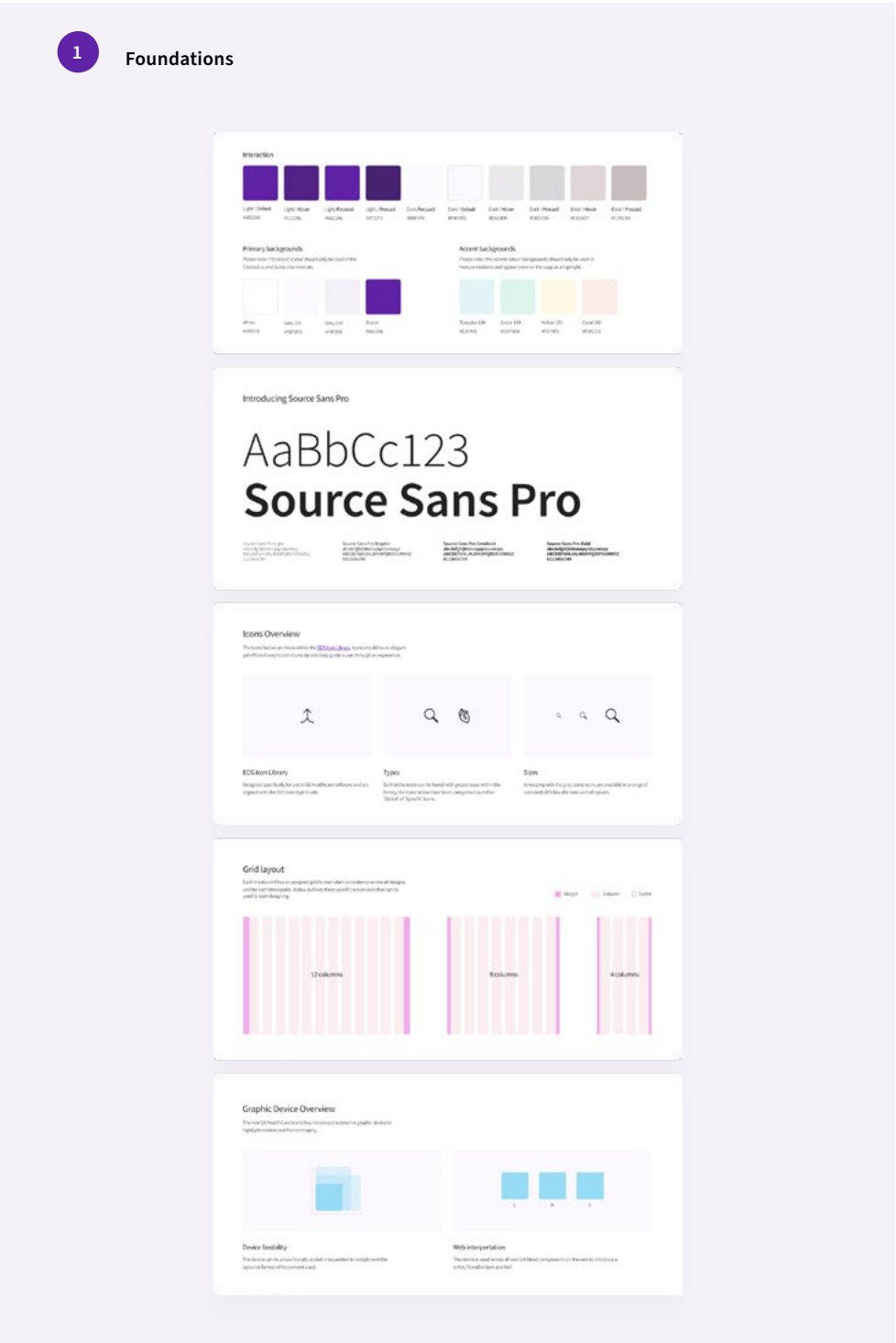
Foundations are visual elements such as color, typography, spacing and corner radius, which guide the creation of components within the design system. They are aligned to our brand and created with best practices in mind.

2. Module

Modules are the building blocks that join to form scalable and responsive page designs.

3. Page templates

Page templates are the pre–designed page layouts that allow you to quickly create a full design.



Foundations

An introduction to each of the visual elements that form the basis of our component library.

Foundations

Color

Designed with best practices in mind, our digital color palette is used to apply a consistent, recognizable style across our online presence.

Digital color overview

Interactions

The interaction colors are used on all of our clickable elements like buttons and text links.

Backgrounds

Page backgrounds should be light and airy (use White, Neutral 250 or 100).

The alternative background colors should only be used in feature modules and appear once on the page as a highlight.

Typography

The colors we use for our typography are specifically designed for accessibility and meet the AA standard for compliance.

Status colors

These colors are used to give the user feedback about a task they are completing.

Accent colors

We use the accent palette as a functional tool to create clarity to our readers by highlighting key information or points of navigation. This helps users to distinguish information, providing clear visual contrast between different sections. They complement our primary color and showcase the brand’s optimistic personality. Accent colors should never be more than 30% on each page.

For more detailed information on our digital color palette, view our [design system](#).

Interaction	Light / Default #6022A6	Light / Hover #512286	Dark / Default #FBF9FD	Dark / Hover #EAE8EB			
Backgrounds	White #FFFFFF	Neutral 250 #F4F1F8	Neutral 100 #FBF9FD	Turquoise 150 #E3F4F6	Green 150 #DDF5EB	Yellow 150 #FEF9E5	Coral 150 #FDECE8
Typography	Neutral 1000 #222222	Neutral 750 #5B5B67	Neutral 500 #C7C8CF	White #FFFFFF			
Status	Error #A32940	Warning #EDC50C	Success #68B76F				
Accent	Turquoise #45B2C5	Green #19BB7C	Yellow #F8D754	Coral #F37F63			

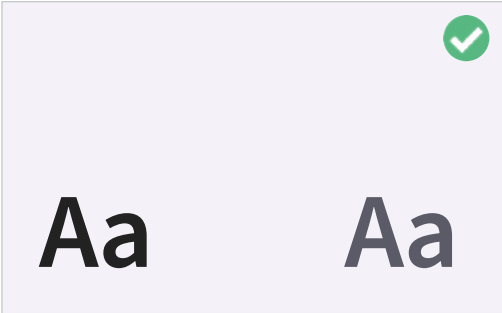
Color accessibility do's

Color pairings for text and background should adhere to the [Web Content Accessibility Guidelines](#) and pass the AA standard at a minimum.

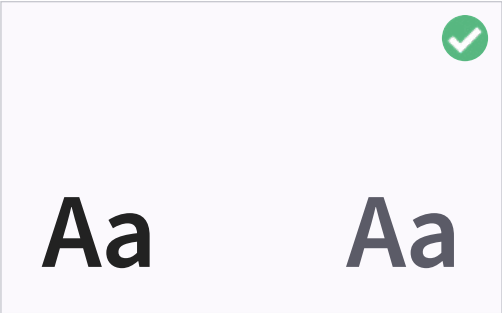
Only use the examples to the right to create consistency and and meet accessibility requirements.



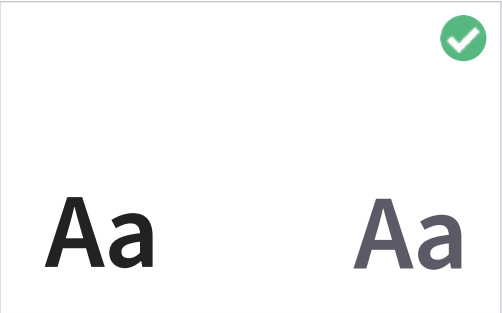
When using Compassion Purple the brand background, only white may be used for the typography or iconography.



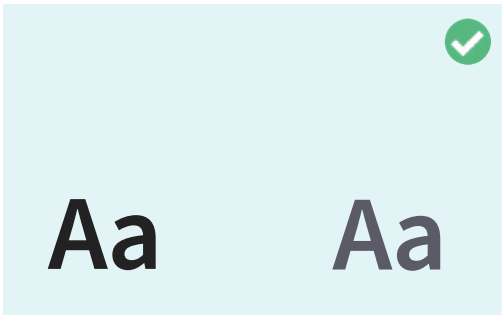
When using the Neutral 250 background, only Neutral 1000 or Neutral 750 may be used for the typography.



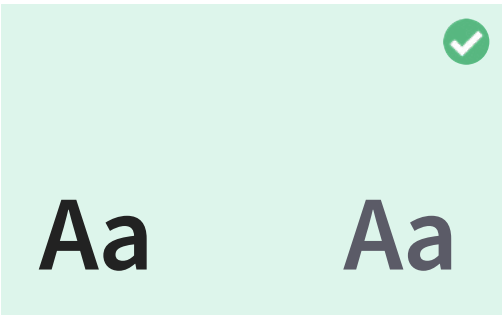
When using the Neutral 100 background, only Neutral 1000 or Neutral 750 may be used for the typography.



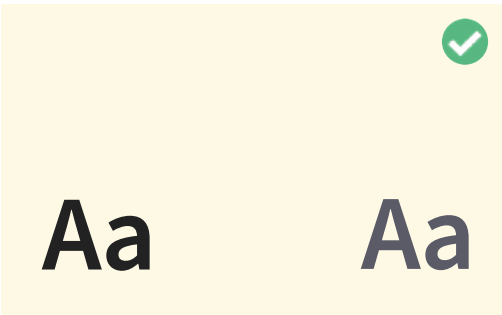
When using the white background, only Neutral 1000 or Neutral 750 may be used for the typography.



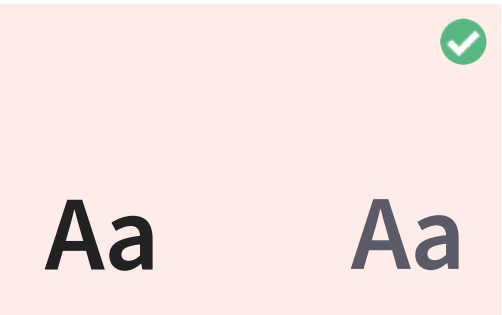
When using the Turquoise 150 background, Neutral 1000 or Neutral 750 may be used for the typography.



When using the Green 150 background, Neutral 1000 or Neutral 750 may be used for the typography.



When using the Yellow 150 background, Neutral 1000 or Neutral 750 may be used for the typography.



When using the Coral 150 background, Neutral 1000 or Neutral 750 may be used for the typography.

Color accessibility don'ts

Avoid using colors in any other way than their defined usage to ensure consistent and accessible designs.

See the examples to the right to avoid.



Don't use the accent colors for typography.



Don't use the background colors for typography.



Don't use the interaction colors for typography.



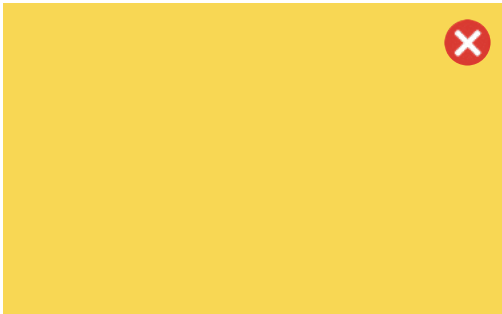
Don't use white typography on an accent color background.



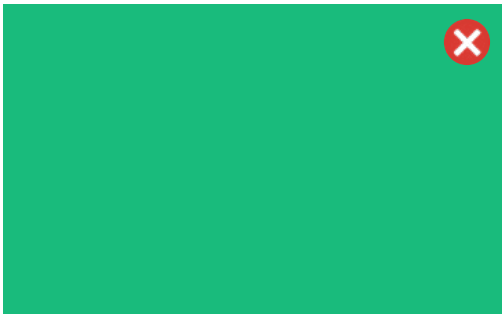
Don't use dark backgrounds with dark text as this this will not meet accessibility requirements.



Don't use the status colors as backgrounds.



Don't use the accent colors for backgrounds.



Don't use large amounts of accent colors.

Foundations

Typography

Guidance for how to use our
typography on the web.

Font

Overview
Aligning to the brand identity, we use Source Sans Pro for the web. The typeface has wide language support for coherency across our brand globally, included Western and Eastern European languages, Vietnamese, Pinyin Romanization of Chinese and Navajo.

Weights
We use the Light, Regular and SemiBold weights to create hierarchy on the web page. Each has their own assigned usage.

AaBbCc123
Source Sans Pro

Source Sans Pro

Οικουμενικη διακηρυξη για
τα ανθρωπινα της πρέπειας.

Source Han Sans

新しい時代のこころを
タイプフェイスデン.

Weights

Source Sans Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Type scale

Our type scale consists of 11 sizes, each with an intended application and meaning. They are assigned based on use (such as a title, body copy or caption), and grouped more broadly into categories based on scale (such as large or small).

For examples of our type styles please access our [design system](#).

Desktop

Type size/Line-height/Letter-spacing

Title XL - 88/104 (-1.25)

Title L - 64/72 (-1.25)

Title M - 48/56 (-1.25)

Title S - 36/48 (-1.25)

Title XS - 24/32 (0)

Eyebrow - 18/28 (2%)

Paragraph - 22/32 (0)

Paragraph S - 18/28 (0)

Caption - 16/24 (0)

Quote - 26/40 (0)

Call to action - 16/24 (0)

Tablet

Type size/Line-height/Letter-spacing

Title XL - 64/72 (-1.25)

Title L - 48/56 (-1.25)

Title M - 36/48 (-1.25)

Title S - 26/32 (-0.75)

Title XS - 20/28 (-0.25)

Eyebrow - 16/24 (2%)

Paragraph - 18/28 (0)

Paragraph S - 16/24 (0)

Caption - 14/21 (0)

Quote - 20/28 (0)

Call to action - 16/24 (0)

Mobile

Type size/Line-height/Letter-spacing

Title XL - 48/56 (-1.25)

Title L - 36/48 (-1.25)

Title M - 28/36 (-0.75)

Title S - 26/32 (-0.75)

Title XS - 20/28 (-0.25)

Eyebrow - 16/24 (2%)

Paragraph - 18/28 (0)

Paragraph S - 16/24 (0)

Caption - 14/21 (0)

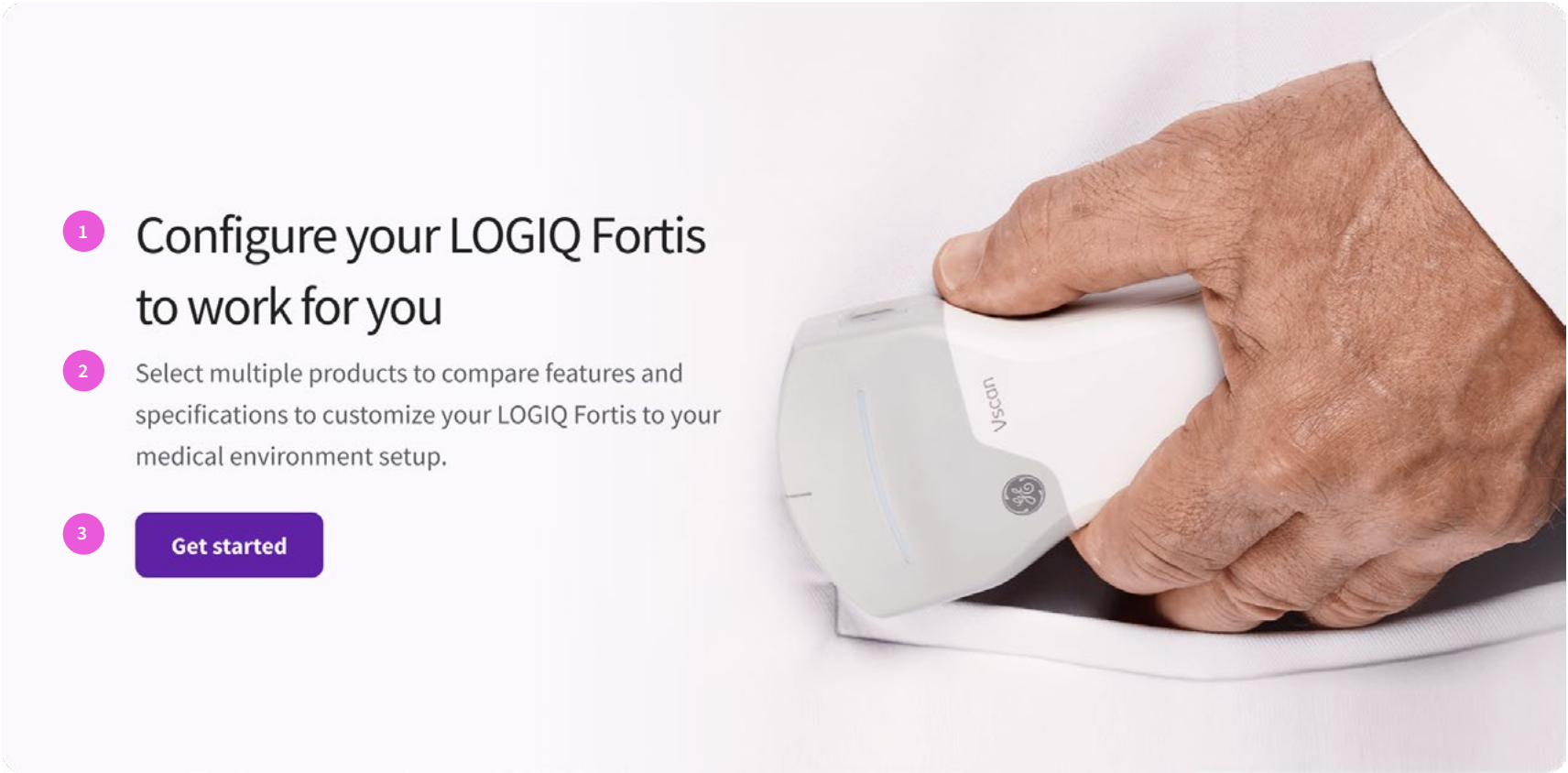
Quote - 22/32 (0)

Call to action - 16/24 (0)

Type hierarchy

The type styles are used in combinations within modules, see the example to the right.

- 1. Desktop/Title:
Title S-36/48 (-1.25)
- 2. Desktop/Paragraph S:
Paragraph S-18/28 (0)
- 3. Desktop/ Call to action:
Call to action-16/24 (0)

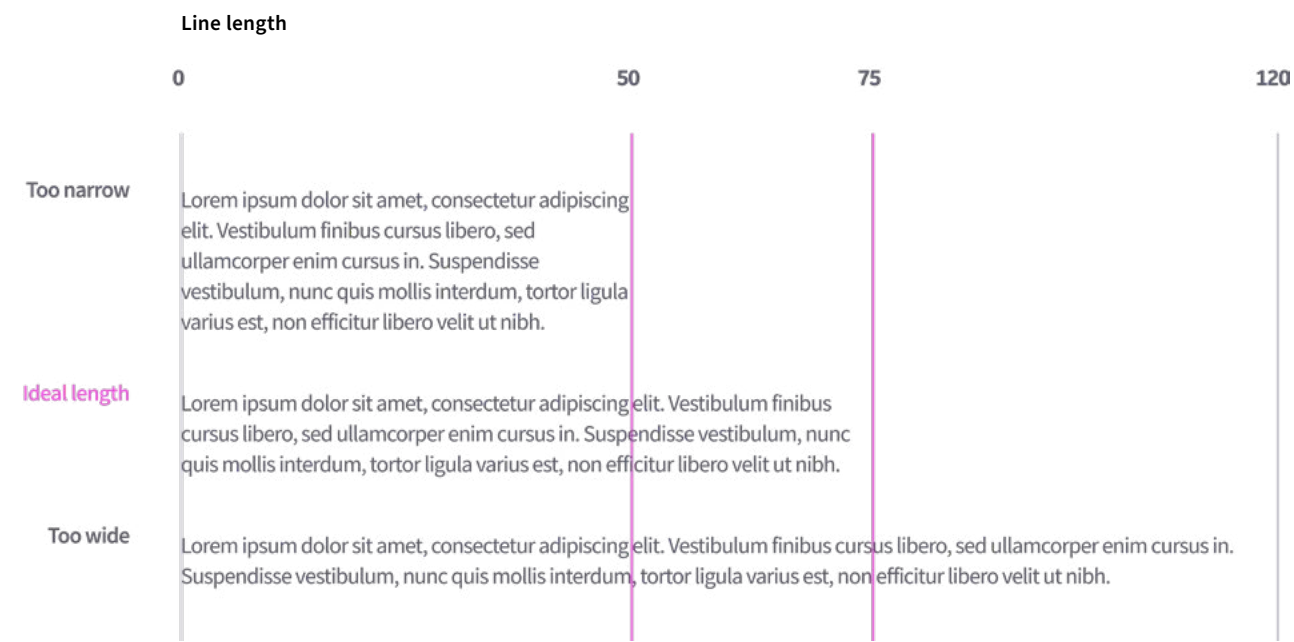


Line length

Having the right amount of characters on each line is key to the readability of the text.

The ideal length is 75 characters (approx 11 words).

See the example to the right of line length being used on a web page.



Article page example

The American Heart Association (AHA), American College of Cardiology (ACC), and Heart Rhythm Society's (HRS) [Guideline for the Management of Patients with Atrial Fibrillation](#) states that "Clinically unrecognized and asymptomatic AF is a potentially important cause of stroke, supporting efforts for early detection of AF in at-risk individuals." As a major cause of stroke, asymptomatic or previously undiagnosed Afib can lead to significant—and potentially preventable—morbidity, disability, even death.

ECG Screening for Afib

The AHA/ACC/HRS guidelines state that "Prolonged or frequent monitoring may be necessary to reveal episodes of asymptomatic Afib," and the [ACC](#) recommends considering prolonged cardiac monitoring beyond 24-hour telemetry as part of the cardiac assessment for cryptogenic stroke.

Foundations

Grids and spacing

An overview on how we use grids to
achieve consistent spacing on our website.

Breakpoints and grid layout

We have three main breakpoints to design with; mobile, tablet and desktop.

Each design must be optimized in a responsive layout so it works across multiple screen sizes

Each application has a different breakpoint that helps us maintain consistency across all design styles.

Grid layout

To the right are three specific screen sizes that can be used to start designing.

The mobile and tablet grids are fluid which means the column count is constant and unit size scales with the screen size.

The desktop is a fixed grid which means it starts with a fixed unit size from the sizing scale, then tiles and wraps as needed, like text.

These grids are added as styles in our [design system](#).

Breakpoints



Grid layout



Mobile

Width: 375px (fluid)
Column: 69px
Gutter: 20px
Margin: 20px



Tablet

Width: 768px (fluid)
Column: 66px
Gutter: 24px
Margin: 24px

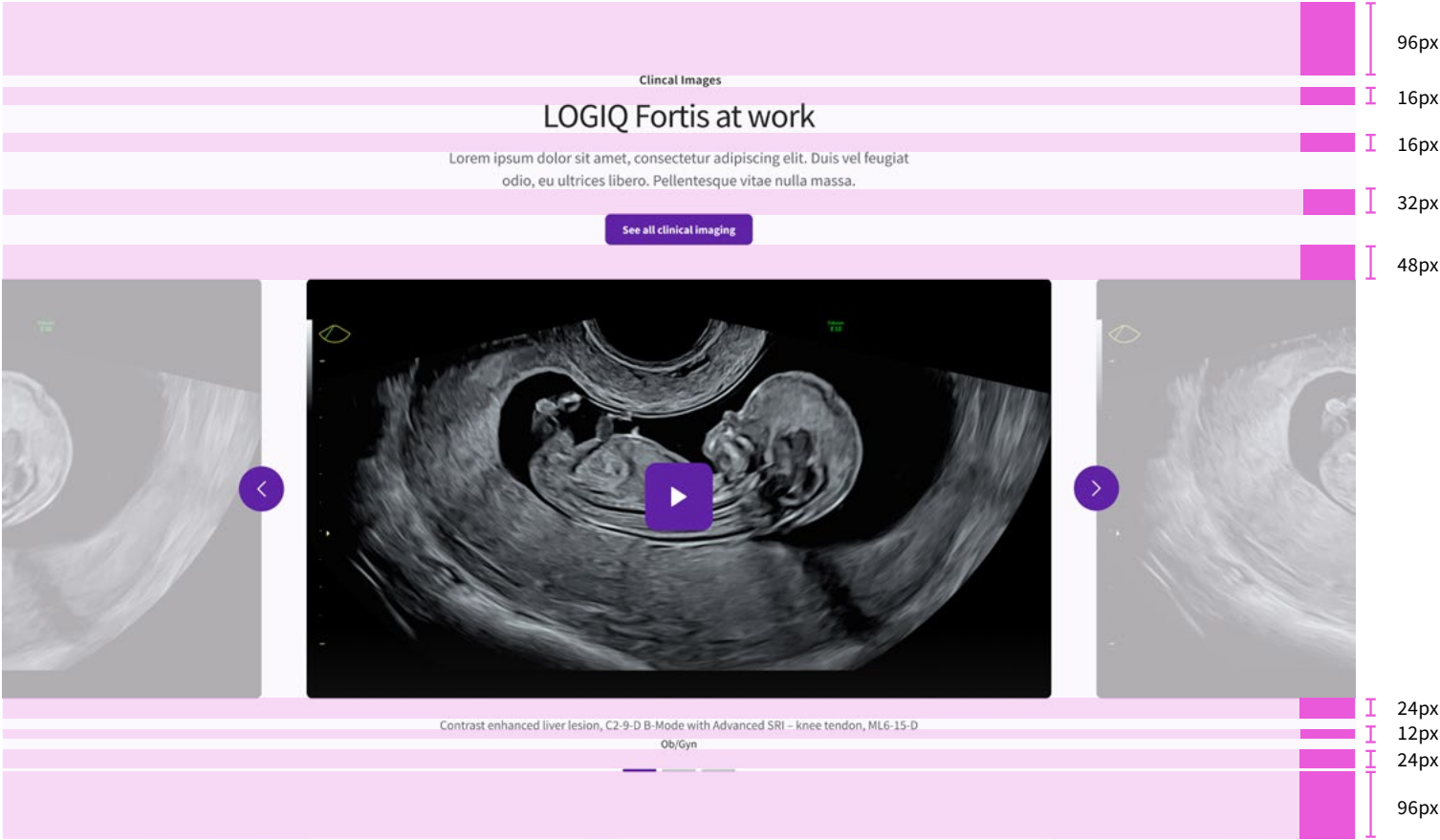
Margin Column Gutter



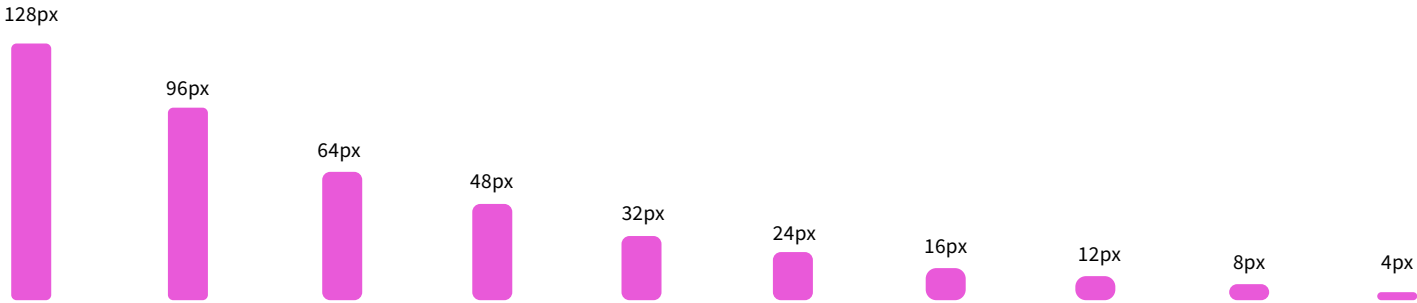
Desktop

Width: 1140px (fixed)
Column: 66px
Gutter: 24px
Margin: Auto

Module example



Spacing units



Common spacing

The system grid layout uses a base unit of 4 pixels. Every space and dimension should be a multiple of four e.g. 4, 8, 12, 16 etc.

To the right is an example of the spacing units used within the Story Gallery module.

Foundations

Iconography

An overview of how we use icons as an elegant and efficient way to guide a user through an experience.

Iconography

Our icons leverage EDS 2.0.

To the right are examples of our approved icons, view the full suite here: [EDS icon library](#).

Sizes

In keeping with the grid, the icons are available in 16px, 24px and 32px following the base unit of 4 pixels.

See the icons we use on the website in our [design system](#).

Icon examples



Plus in a Circle

ico-add-probe-32



Profile Add

ico-addprofile-32



Attach

ico-attach-32



Exam

ico-exam-32



Cardio

ico-cardio-32



Medication

ico-medication-32



Arrow Up

ico-arrow-up-32



Arrow Down

ico-arrow-down-32



Arrow Left

ico-arrow-left-32

Sizes



16px



24px



32px

Foundations

Graphic device

An overview to how we use the dynamic graphic device to highlight content and frame imagery on our website.

Graphic device web application

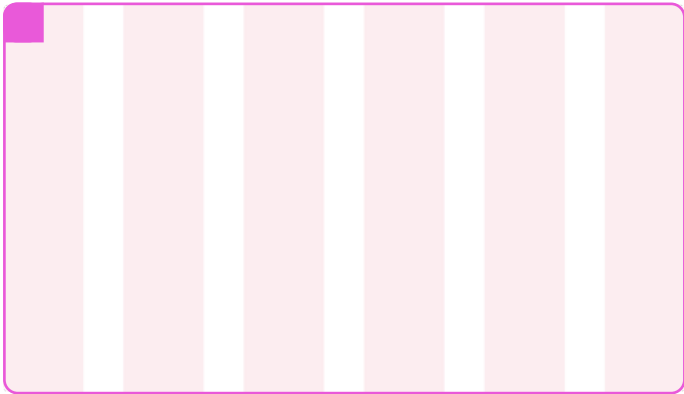
Device flexibility
The rounded corner graphic device has been adapted for use on our website. This is achieved through proportionally scaling or expanding the device to complement the layout or format of the content used.

Corner radius
Using the graphic device, we have defined 3 main shape sizes to be used across all modules on the web. The size of the corner radius is defined by the size of the shape.

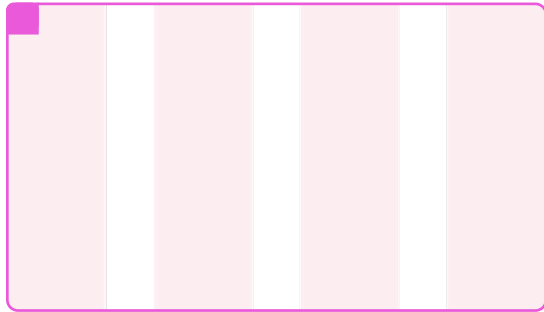
To the right are examples of these sizes and how they are used on our website.

 Pink lines denotes the corner radius of graphic device.

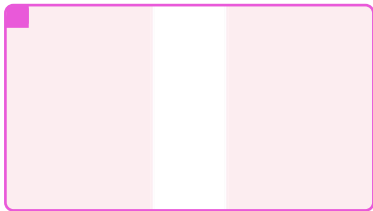
Large (16px)
Modules using the full or at least half of the width of the grid (6 - 12 cols).



Medium (8px)
Modules using less than half the width of the grid (under 6 cols).



Small (4px)
All atomic and molecular elements or elements using 2 or less columns of the grid.



Feature Cards

The A to A digital platform enhances the intelligence of the LOGIQ Fortis

From Awareness to Assistance, our A to A digital platform allows your organization to stay at the forefront of clinical imaging. It's specifically engineered so you can add next-generation capabilities to LOGIQ Fortis.

[Learn more >](#)



Product/ family



Product group name

Checkbox



Foundations

Media

An overview of how we use imagery and video on our website

Media

All of our media assets should meet the best practices below to make sure they are optimized for the web.

Photography

Always use high quality imagery (between 100KB - 1MB). Images larger than 1MB will slow down the loading time of the website.

Use 72 dpi for images to maintain the highest resolution.

We avoid using GIFs as they can slow website performance and are often inaccessible.

The photography we use on our site follows the brand principle for images.

Video

Maximum file size for video should be 1MB. Optimal file size is 400KB and 1080p quality. Higher quality videos may compromise loading time of our website.

Recommended ratios

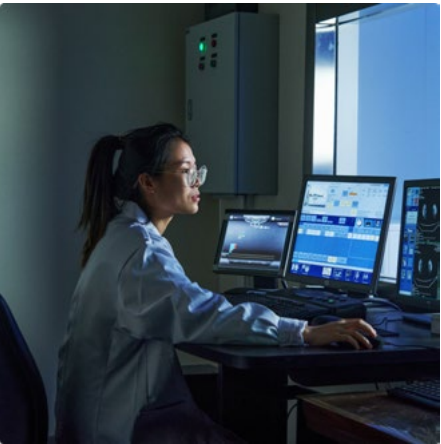
To the right are recommended aspects ratios for all our media content.

View our [design system](#) for the pixel dimensions of the resolutions at the different breakpoints.

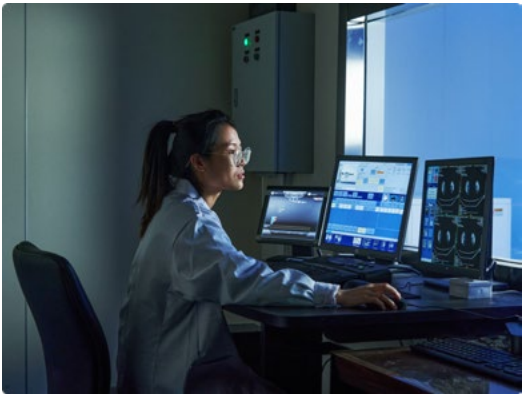
16:9



1:1



4:3



Foundations

Modules

Examples of our modules and how these communicate the brand.

Modules

Modules are our design system's building blocks; they are flexible, responsive and have been designed with accessibility and UX best practices in mind.

Our web pages are made up of modules. Each of these express the brand through their use of color, typography, iconography, spacing and corner radius size.

See the example modules to the right, and view all the modules in the [design system](#).

The A to A digital platform enhances the intelligence of the LOGIQ Fortis

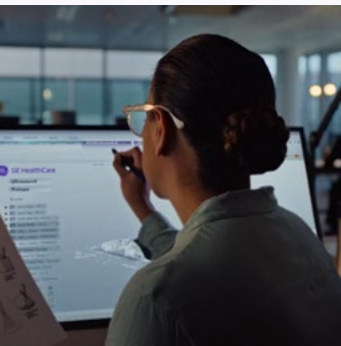
From Awareness to Assistance, our A to A digital platform allows your organization to stay at the forefront of clinical imaging. It's specifically engineered so you can add next-generation capabilities to LOGIQ Fortis.

[Learn more >](#)



We use cookies to personalise your experience. Manage your cookies here.

[Manage cookies](#)[Learn more](#)



1 / 3

[<](#)[||](#)[>](#)

Care that can change the world

An independent healthcare technology and diagnostics company that puts our people and resources closer to those who need them most.

[Learn about the spin-off >](#)

Get in touch

Have a question? We would love to hear from you.

[Primary](#)

[Secondary](#)



Obs/Gyn



Structural heart



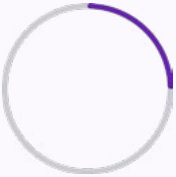
Atrial fibrillation



Heart failure



Congenital



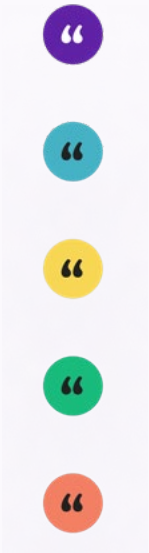
Our latest on-demand content

[Healthcare innovation](#)[Precision care](#)[Sustainable approaches](#)[Digital solutions](#)[Global scale, local needs](#)

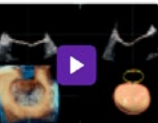


We help to deliver increased efficiency and improved outcomes through digital and AI technology. Worst case scenario, max character limit would go here.

[Read more](#)[Primary](#)



[Get a quote](#)



Pick up where you left off



LOGIQ
LOGIQ Fortis™ Ultrasound
Delivers on the promise of confident care with a sleek, compact solution for conducting a full spe...



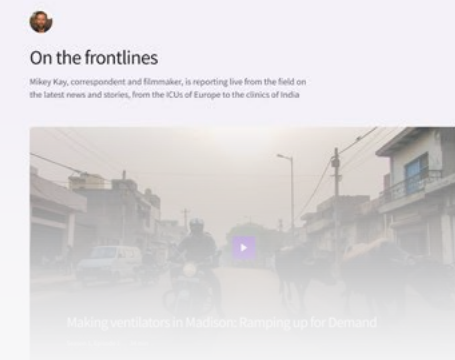
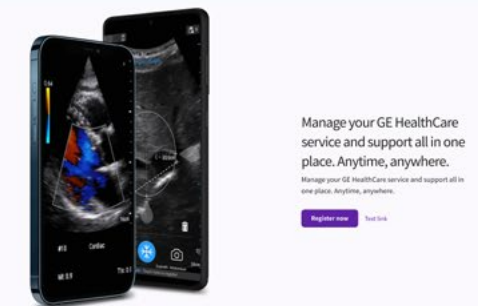
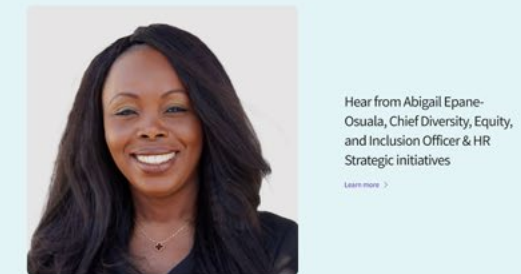
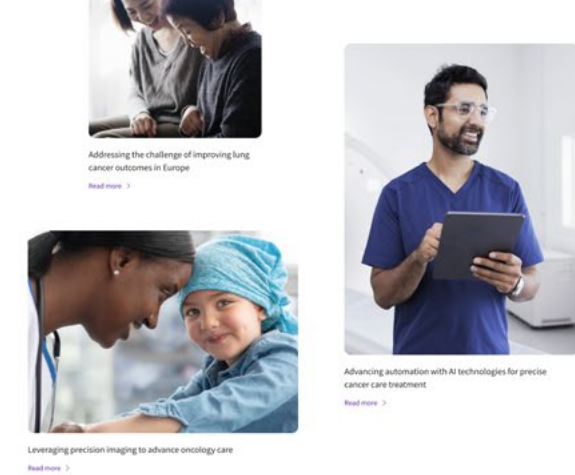
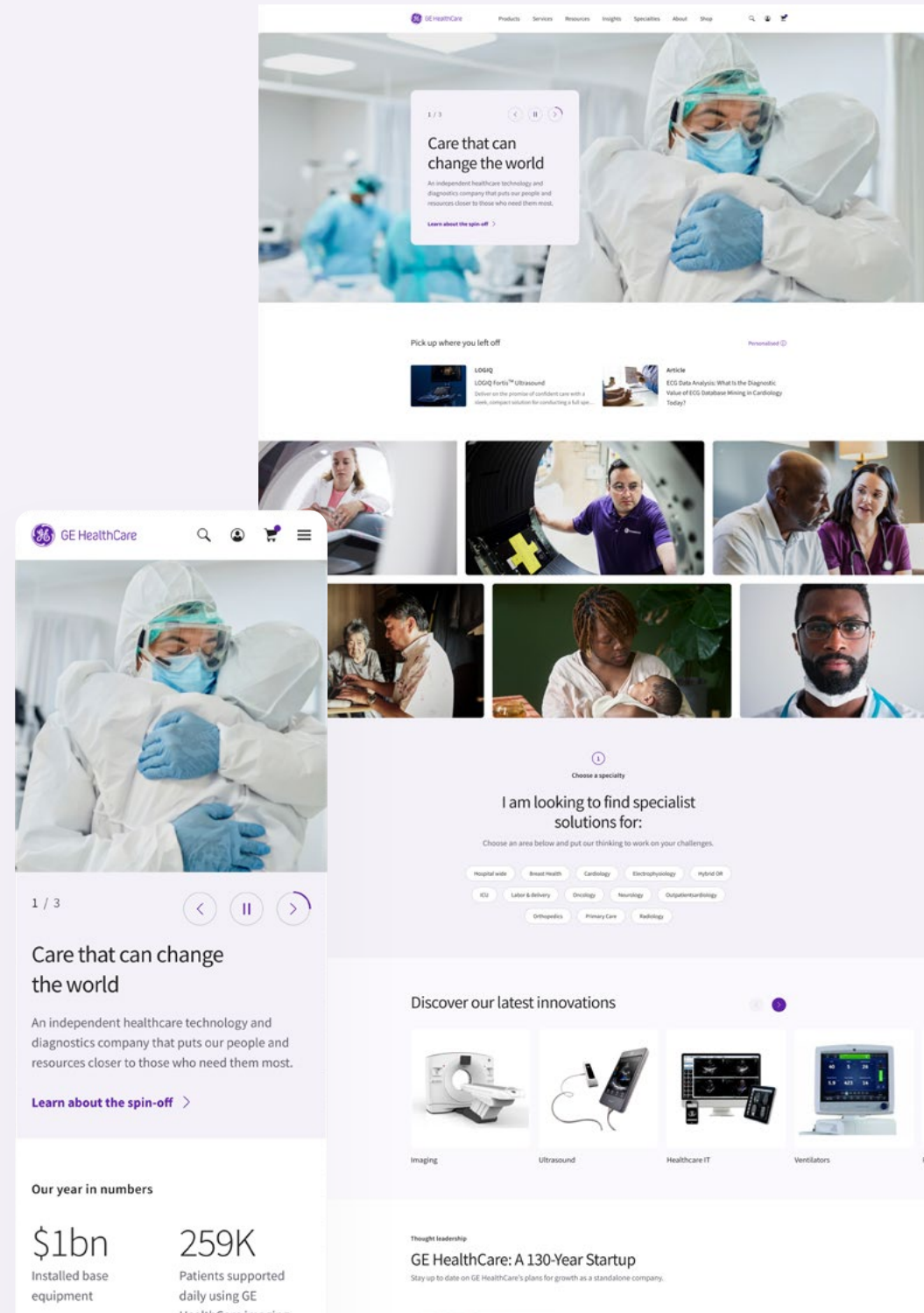
Article
ECG Data Analysis: What Is the Diagnostic Value of ECG Database Mining in Cardio Today?

Page design examples

Homepage example

The Homepage template uses large blocks of imagery focusing on people. This communicates the compassionate, human approach central to our brand.

The white spacing used in our modules has been highly considered in order to create additional clarity and allow the user to easily focus on each section.



The About us template, starts with a powerful headline to help us communicate our values. Our human-centered imagery supports our message and helps to create a cohesive user experience.

The About us template, starts with a powerful headline to help us communicate our values. Our human-centered imagery supports our message and helps to create a cohesive user experience.


[Products](#)
[Services](#)
[Resources](#)
[Insights](#)
[Specialties](#)
[About](#)
[Shop](#)

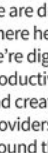


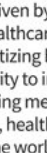


About us

We help our customers provide the best patient care possible

As a leading global medical technology and digital solutions innovator, GE Healthcare enables clinicians to make faster, more informed decisions through intelligent devices, data analytics, applications and services. We embrace a culture of respect, transparency, integrity and diversity.

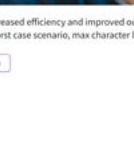





Our latest on-demand content

[Healthcare Innovation](#)
[Precision care](#)
[Sustainable approaches](#)
[Digital solutions](#)
[Global scale, local needs](#)





We help to deliver increased efficiency and improved outcomes through digital and AI technology. Worst case scenario, max character limit would go here.

[Read more](#) [Primary](#)

Living our purpose

We are driven by our purpose to create a world where healthcare has no limits. Together, we're digitizing healthcare, driving productivity to improve the lives of patients, and creating meaningful efficiencies for providers, health systems, and researchers around the world.



A word from our CEO

Our vision of being the most trusted for personalized, coordinated care is extremely powerful and is our guiding light to the work we do. Because of this we constantly seek out cutting-edge techniques and technology.

Peter Arduini
President & CEO

[Watch link](#)

GE Healthcare Global Leadership Team

 Peter Arduini President & CEO	 Susan Graham-Bryce Chief Talent Officer	 Taha Kassi-Hout Chief Technology Officer
 Laila Gurney Chief Quality & Regulatory Officer	 Roland Rott President & CEO, Ultrasound	 Thomas Westrick President & CEO, Life Care Solutions

[Show more +](#)

Inclusion & Diversity

By embracing diverse teams and perspectives, we are better equipped to build a world that works

A call to courage for equality

We have a long history of promoting inclusion and diversity in our global workforce, and recognize that we still have more to progress to make.

[Learn more >](#)

Each for equal in STEM

GE is committed to recruiting and hiring qualified women for STEM roles. We also strive to maintain an environment where all employees want to join, stay and contribute while experiencing their own growth and fulfillment in their careers.

Work with us

At GE HealthCare, we strive to create a healthier world by thinking big and unlocking opportunities for us, our customers and their patients.

[Join us >](#)

News & media

Find all the latest news and press releases from GE HealthCare along with media contact details.

[Learn more >](#)

Community

We work every day to bring innovative solutions that transform lives and make organizations thrive. We don't stop there. We're also committed to giving back to the communities we serve.

© 2025 GE HealthCare

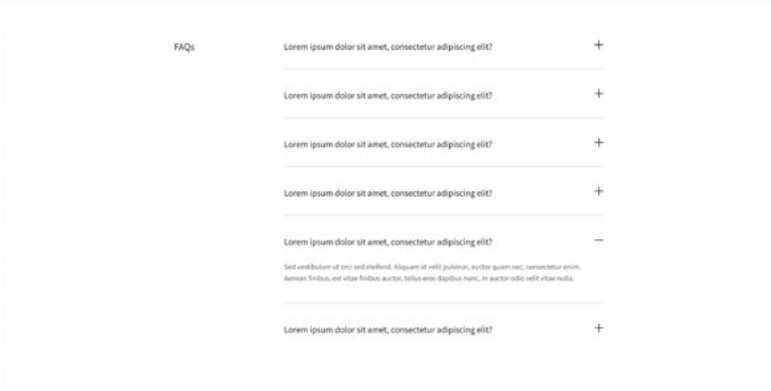
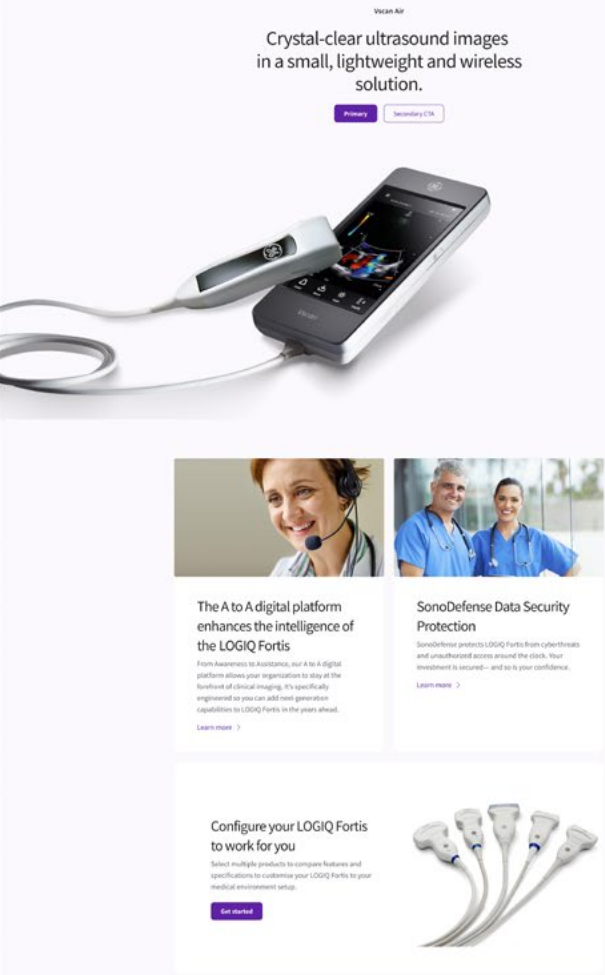
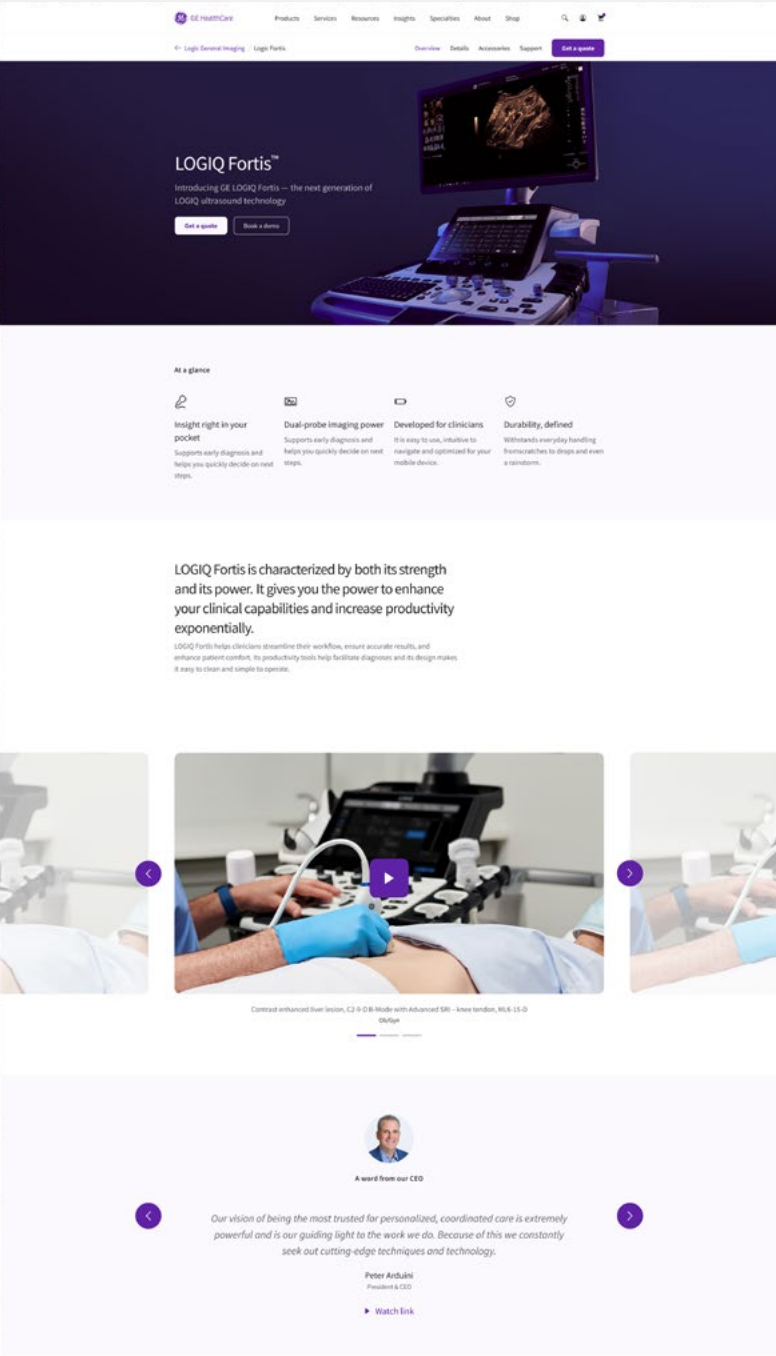
Product page example

Our product template uses large, impactful product imagery to showcase our offerings.

A variety of modules are available for our product pages so that product information can be expanded and communicated clearly and with intent.

Testimonials and FAQ modules are used to build the users' trust.

To view all of our pages visit our [design guidelines](#).



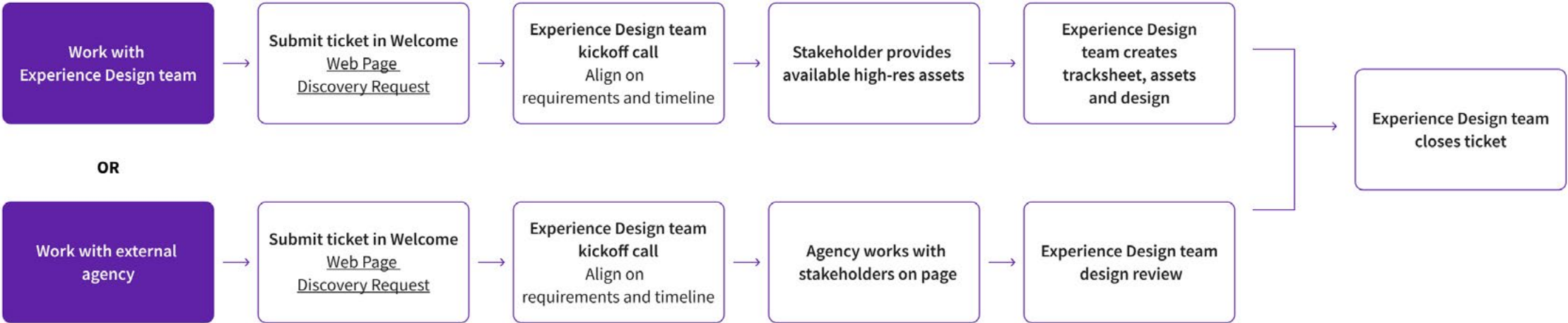
Creating a web page

Information about creating a web page and the microsite request process.

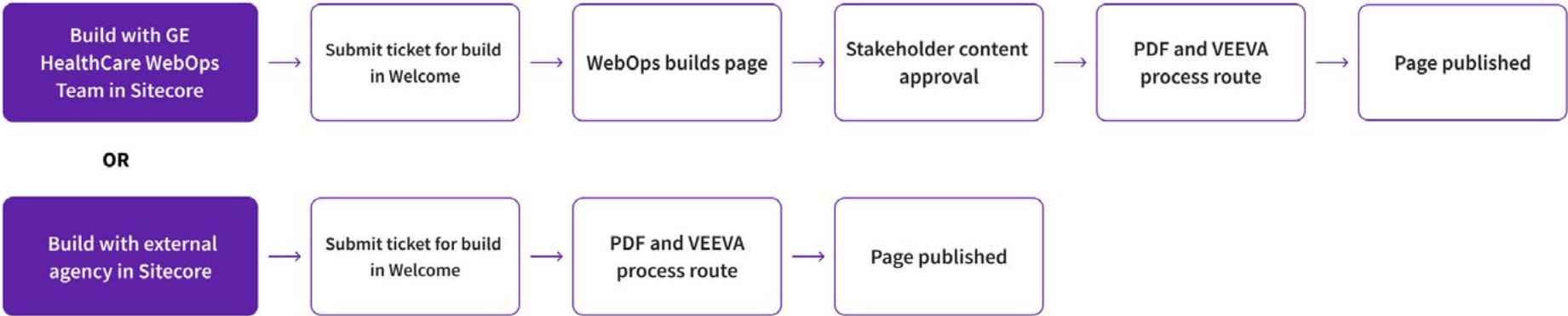
Web page creation process

This required process ensures all new page designs adhere to our brand and user experience guidelines, ensuring a consistent journey for users across the website.

Part 1 Concept review and approval



Part 2 Page build, review, and publish

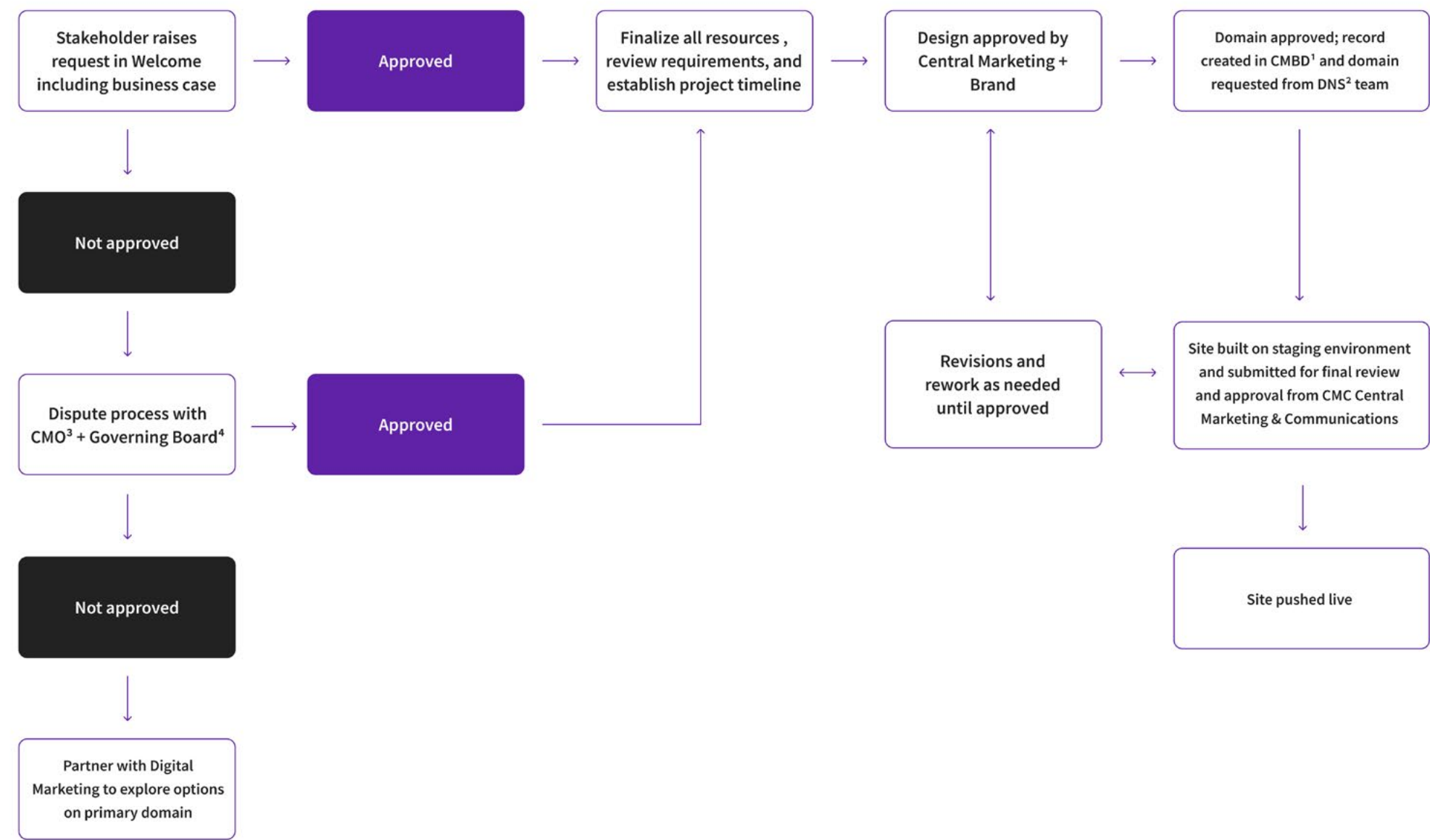


Microsite request process

This required process ensures new microsites align with the goal providing a simplified online user experience, while also ensuring our websites have the capabilities needed to reach business objectives and remain compliant with brand standards.

Per the GE HealthCare Web Security policy, all microsites must be approved by the microsite governance board before any work begins with an external agency or internal resources.

All training materials can be [found here on Box](#). All marketers are required to take an [annual training on Emerge U](#) regarding the microsite policy. People leaders are responsible for ensuring their teams have completed this training and are adhering to the policies set out in the GE HealthCare Web Security Policy.



1 CMBD - Configuration Management Database Platform. This platform is used by our IT and security teams.
2 DNS - Domain Name System
3 CMO - This is the CMO for the business unit requesting the microsite. (Ex. If X-ray requests a new microsite, it would be the GBL Imaging CMO)
4 Governing Board - The Microsite Governance Board consists of representative leaders from Cntral Marketing & Communications, Customer Experience (IT), Infomation Security & Infrastructure (IT), and Legal (as needed)

Guidance for creating brand-compliant microsite header designs

Information about creating a web
page and the microsite request process.

Microsite header design

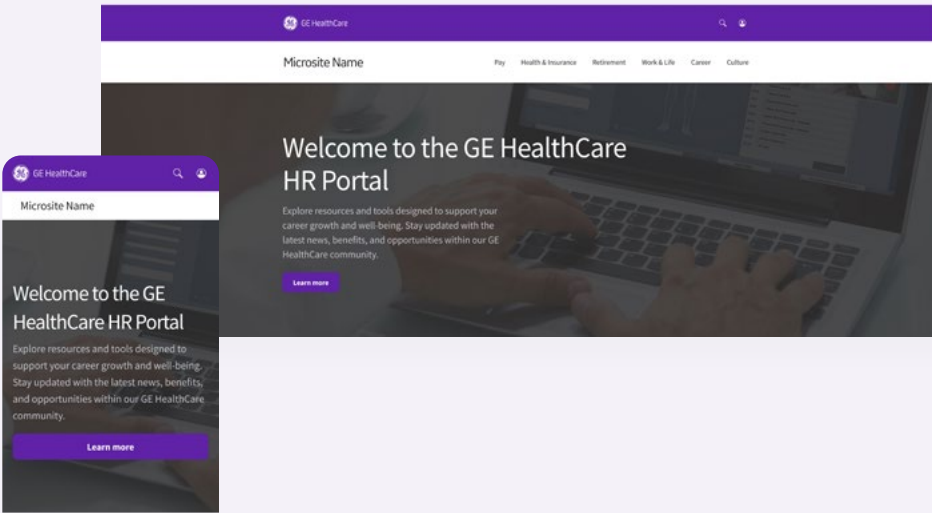
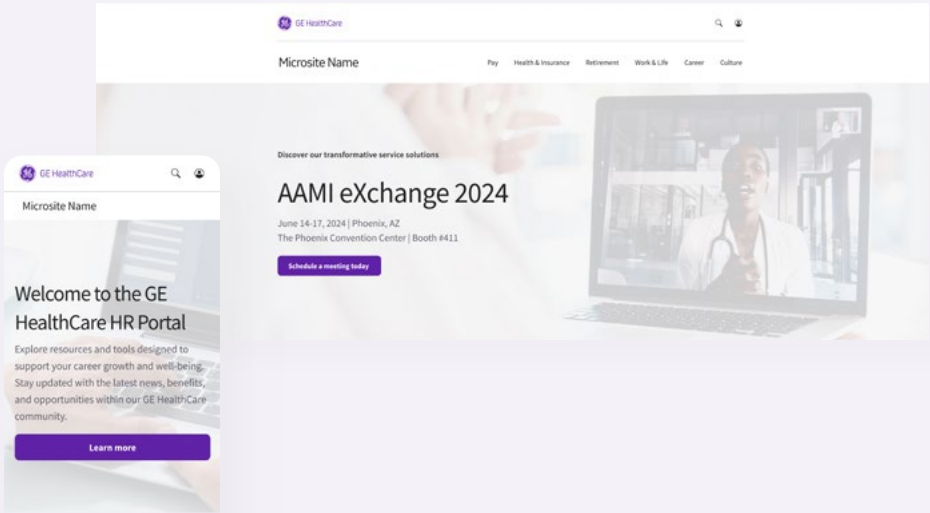
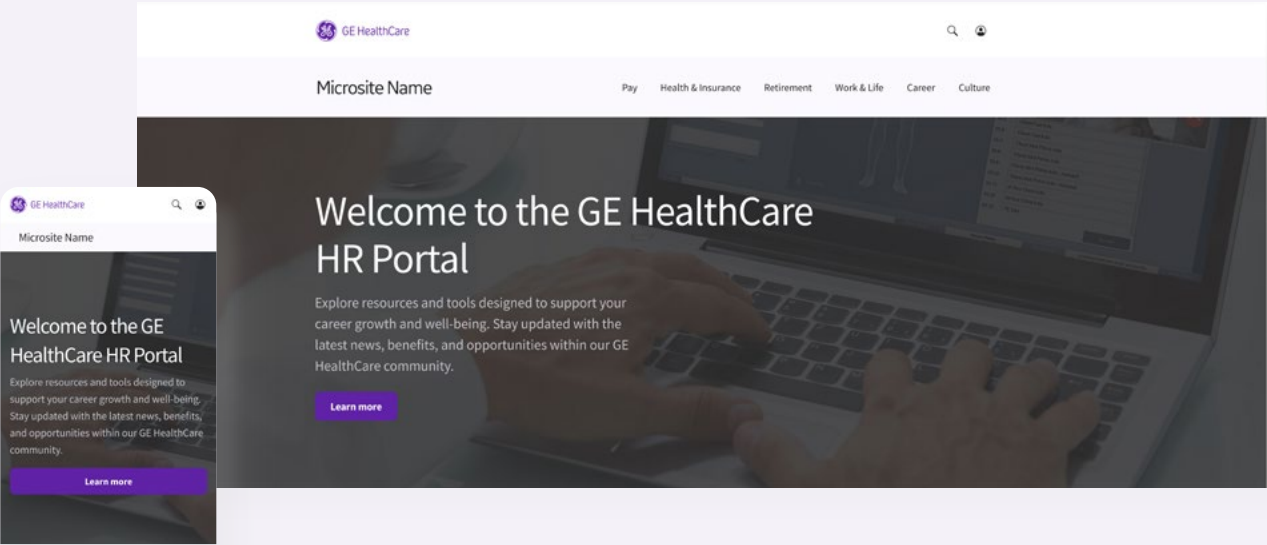
At GE HealthCare, we define a microsite as any domain other than our primary marketing websites (gehealthcare.xx) OR any subdomain on any GE HealthCare domain (e.g., cleaning.gehealthcare.com).

- All microsites must be compliant with:
- Our trademark and license agreement (TMLA) with GE Aerospace
 - Our privacy policy
 - Local regulations (e.g., GDPR)
 - Proper security protocols to prevent access by malicious actors

These microsite header/navigation options ensure brand compliance and allow the GE HealthCare logo and microsite name to be presented together without appearing as a lockup.

Microsite logos are not permitted. Instead, we use text in Source Sans Pro to display the microsite name.

All new microsite requests must be approved by the microsite governance board prior to any design work being completed. Please open a Microsite Creation request on Welcome to begin this process. For design guidance on approved microsites, please reach out to Digital.experience.design@gehealthcare.com

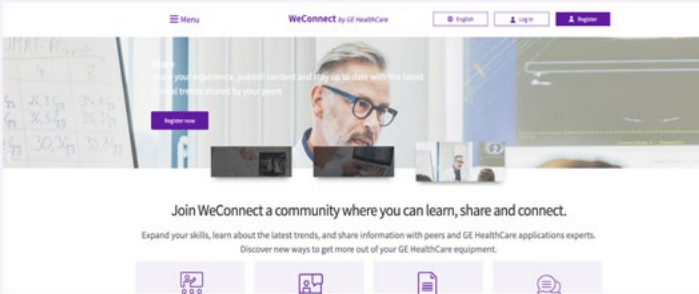


Microsite header don'ts

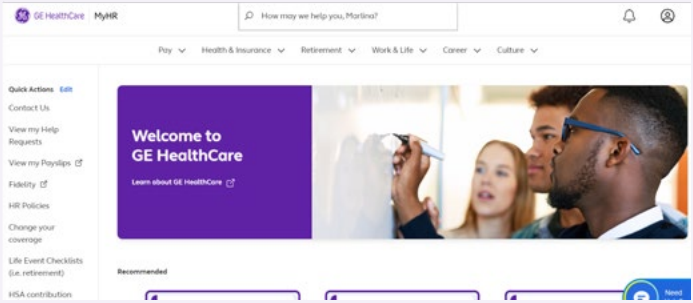
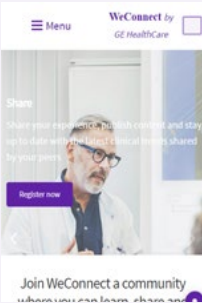
In order to preserve the integrity of the GE HealthCare logo, it's important that its placement be given the proper considerations for establishing brand hierarchy on all materials.

Elements such as text, third party logos, or icons should never appear to interfere with the established brand hierarchy so as not to create the impression of sub-branding or preferential treatment of individual business groups under the GE HealthCare umbrella.

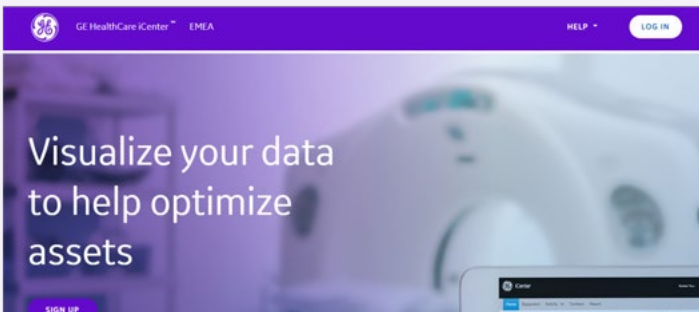
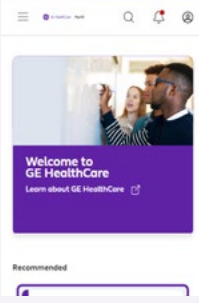
Wherever the logo is ultimately placed, it is imperative that no other element be shown along the same horizontal plane.



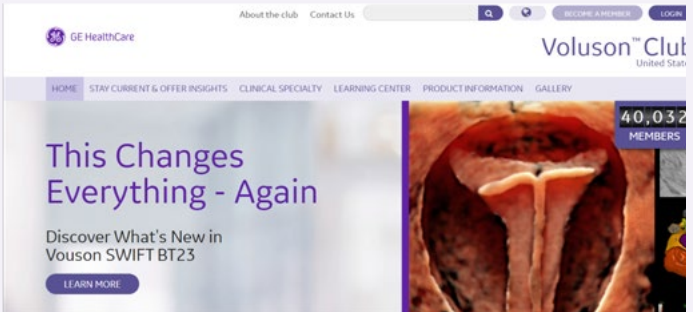
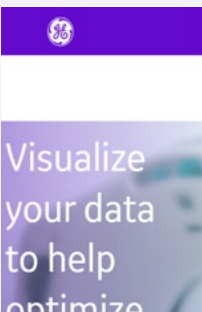
Don't combine an initiative, product or group name with the GE HealthCare logo to avoid creating the impression of sub-branding or preferential treatment of individual business groups within the GE HealthCare umbrella.



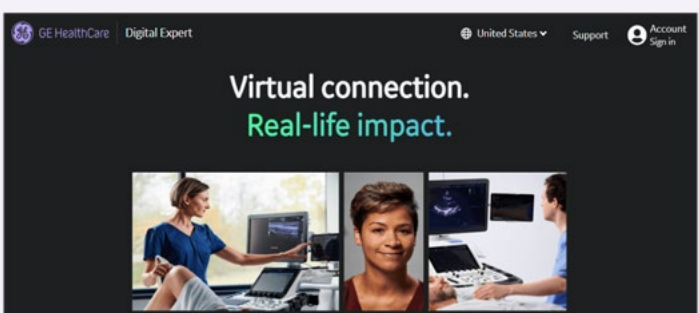
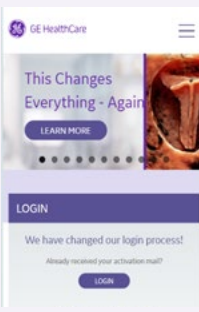
Don't place a logo or site name on the same horizontal plane as the GE HealthCare logo, even if separated by a line or bar, to avoid creating the impression of sub-branding or favoritism toward specific business groups within the GE HealthCare umbrella.



Don't replace the GE HealthCare wordmark next to the Monogram with a microsite name or in any other location. The full GE HealthCare logo must be used.



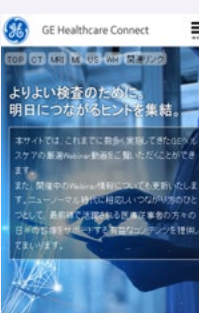
Don't place a logo or site name on the same horizontal plane as the GE HealthCare logo to avoid creating the impression of sub-branding or favoritism toward specific business groups within the GE HealthCare umbrella.



Don't place a logo or site name on the same horizontal plane as the GE HealthCare logo, even if separated by a line or bar, to avoid creating the impression of sub-branding or favoritism toward specific business groups within the GE HealthCare umbrella.



Don't replace the GE HealthCare wordmark next to the Monogram with a microsite name or in any other location. The full GE HealthCare logo must be used.



Contacts
& Resources

General brand
questions

The Brand team
brand.health@gehealthcare.com

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

Product & software
design questions

Hardware
productdesign@gehealthcare.com

Software
eds@gehealthcare.com

Web Experience
digital.experience.design@gehealthcare.com

Merchandise

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

Brand guidelines
& templates

(GE HealthCare colleagues)

Externally accessible
[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.