

Interior Site Branding Guidelines

Introduction

Welcome to the Interior Site Branding Guidelines. This document provides direction to bring the GE HealthCare brand to life at key touchpoints across our global facilities. These guidelines are required for all site brand updates to meet legal and brand requirements and to help achieve a consistent and recognizable brand presence at our sites.

The intent of these guidelines is to provide clear direction to those designing our facilities about how to establish a distinctive GE HealthCare experience. This document includes site design principles and offers tangible and illustrative examples to build understanding and engagement of our GE HealthCare vision and impact.

Additional documents that may be valuable outside of this document include:

- [Brand Guidelines](#): Outlines our strategy, verbal expression and visual identity. Reference this document when creating marketing messaging or other branded elements within our spaces. These guidelines include direction on applying accent colors and selecting photography.
- [Exterior Signage Guidelines](#): Outlines our exterior signage elements for our facilities. Reference this document for any exterior branding renovations to our facilities.
- Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

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Experience foundation

Our GE HealthCare brand purpose, verbal and visual identity and experience principles are the foundation for our site branding approach.

Our purpose

We operate in a world not just fighting disease but one that needs to be more inclusive, more resilient and more sustainable. Healthcare needs organizations like ours to lead the way in a new world of health that makes incredible progress and is still faced with heartbreaking challenges, old and new.

GE HealthCare has a once-in-a-generation opportunity to forge our own way, imagine our possibilities, collaborate with our customers and inspire our current and future talent.

Create a world where healthcare has no limits

Making healthcare technology more human

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.

These guiding principles for creating experiences help our audiences feel a certain way every time they interact with us. They should help shift perceptions of GE HealthCare toward how we are making healthcare technology more accessible, useful and human.

Experience principles

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

Approachable

By listening closely to the people we serve, we work shoulder-to-shoulder as a true healthcare partner.

Compassionate

Helping people is the reason we work in healthcare and why we feel so deeply about making it work better for all.

Courageous

Only big ideas can change an entire industry, and we deliver breakthrough ideas that can alter its course.

Optimistic

We believe there is always a better way, so we’re always looking for the best right answer.

Visionary

Because the healthcare world is in need of positive change, we see the possibilities to evolve it for the better.

Our brand voice is passionate about reorienting the industry around people, our determination to push the envelope and our vision to pursue the possibilities in healthcare.

Voice principles and tactics

Principles
Our writing principles set the overall direction and tone for the messaging we use. They are goals for writers to aim for consistently across the brand.

Tactics
Each voice principle is supported by specific tactics to help bring it to life in writing, getting us closer to a consistent brand tone.

Mix our principles and tactics as appropriate for your piece—you won’t always use all of them.

Embody compassion

We’re here because we care

Push the envelope

Our passion and compassion drive us forward

Evoke possibility

We create new potential in healthcare

Tactic 1

Use inclusive, relationship-driven words (let’s, our, together, connection) to foster the sense that we’re here with you every step of the way.

Push boundaries that people take for granted in healthcare. Ask whether the way we’ve always done it is truly the right or best way.

Demonstrate curiosity by helping our audiences understand how we see beyond traditional healthcare—our methods, approaches, mindset—to envision what’s not yet possible.

Tactic 2

Lead with empathy. Try to understand what all of our audiences—patients, providers, administrators and others—are feeling, to build trust and common purpose.

Speak fearlessly by using inspiring, emotive language that shapes the conversation around new possibilities in healthcare.

Spark imagination by probing healthcare’s limits. Feed the patient’s imagination and inspire them to envision a range of new possibilities.

Tactic 3

Use authentic, down-to-earth phrases that everyone we serve can understand. Don’t use a ten-dollar word when a simple, clear one will do.

Celebrate our spirit by being transparent about our passion, what we’re working on and how we’re creating a world without limits.

Speak innovation’s language by using dynamic words and verbs. Create the impression that we’re always on the cutting edge.

Brand messaging

Messaging translates our core strengths into a single source of truth and overarching story for how we talk about the brand. It is a hub around which additional messaging is built—for audiences and business units—to keep all communications grounded and consistent.

Messaging pillars

Messaging is made up of pillars, which are foundational themes that underlie all our communications. These pillars are the essential ideas about our brand, laying out our key offerings and points of difference in the marketplace. They are the touchstones of our brand experience.

We are currently updating our messaging. Please reach out to the Corporate Brand Team for messaging assistance at brand.health@gehealthcare.com

The GE HealthCare brand identity communicates our optimism, our compassion and our tireless drive to create a world where healthcare has no limits.

Our logo

GE HealthCare’s brand identity represents our optimistic and uplifting outlook for the future, as we seek to advance personalized, connected, compassionate patient care and instill fresh humanity in the healthcare experience.

We are GE HealthCare.

We made a deliberate decision to proceed with “GE HealthCare” as our brand and company name. We capitalize the “H” and the “C” to demonstrate the dependency between better care and better health, and our strategic focus to improve both. For this reason among others, it’s important we support our new brand and use the full name, “GE HealthCare.” Solely out of necessity, “GEHC” is our stock symbol, but it is not our name nor is it a licensed trademark.

Note: Consistent with standard practice, use of “GEHC” is permitted as a defined term in contracts or other legal and regulatory documents only.

We do not translate our logo unless its legally required or presents a cultural issue. If there is a requirement, please contact brand.health@gehealthcare.com.



GE Monogram
We retain the GE name and Monogram because they are enduring, global symbols of safety, quality, trust, and innovation.

GE HealthCare

Wordmark
Curved and fluid letterforms demonstrate our focus on patients throughout a seamless and connected journey.

The juxtaposed “e” and “a” in “Health” signify the reciprocal relationship between our people, providers, and patients.

Medial capital
The capital “H” and “C” demonstrate the dependency between better care and better health, and our strategic focus to improve both.

Color
Our signature brand color, Compassion Purple, signals change and creates instant distinction.

Its warmth expresses our confidence and empathy towards better and brighter patient outcomes, and underscores our commitment to our people, providers, and patients.

Logo versions

There are three logo versions available for various scenarios:

Horizontal (primary)

The horizontal version should be used across our applications for consistency and maximum impact.

**Stacked
(limited space applications only)**

Our stacked logo is to be used only when space constraints prevent the use of the primary horizontal logo. Usage of the vertically stacked logo configuration requires approval by GE HealthCare’s Brand Team brand.health@gehealthcare.com.

Platform (special use)

The Platform logo is used in special instances such as advertising where the logo must appear on imagery and legibility of the logo is key. For more details on use case scenarios, see our Platform logo section.

Download the logo suite from the Agency Brand Portal

Download

Download the logo suite from The Beat

Download

Horizontal logo (primary)



Stacked logo (limited space applications only)



Platform logo (special use)



Type
specification

We use a systematic approach to type sizes and weights for visual hierarchy in our communications. we expand the type sizes up for headlines and subheadlines, and down for captions.

Tracking for all type should be set to “Metrics” with headlines and subheadlines set at -20.

Italics should not be used for headlines.

Headline	Source Sans Pro Light	Leading equal to type Metrics -20
Vitae a ecilsi sed fringiller id orci		

Body head	Source Sans Pro Semi Bold	Leading equal to type Metrics -20
Suspendisse elementum at lacus nec suscipit		

Body copy	Source Sans Pro Light	Leading equal to type Metrics -20
Proin finibus semper blandit. Suspendisse elementum at lacus nec suscipit. Praesent feugiat lorem lacus, sed tempus leo dignissim rhoncus. Quisque ac ultricies dui. Aptent taciti socios. Praesent hendrerit rutrum blandit.		

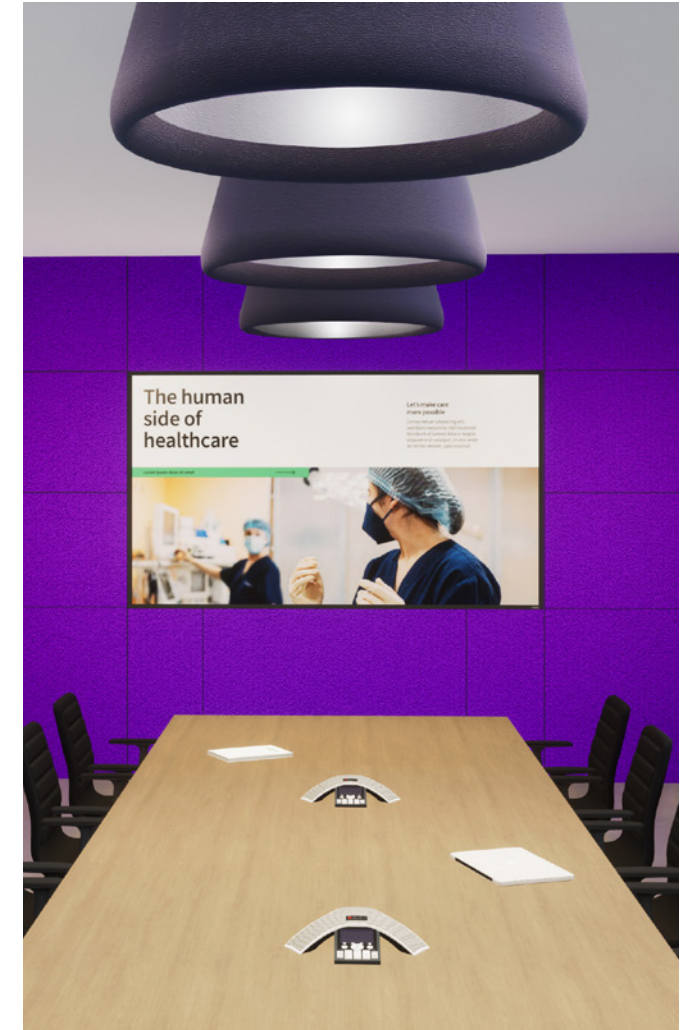
Interior site design standards

Our spaces should reflect our investment in our people through tactile, warm and human-centric designs. We use muted and neutral finishes as the core palette to create welcoming and inviting spaces, with brand-aligned elements to create visual anchors.

Site design principles

Our design principles bring our experience principles and visuals to life within our spaces. When designing our spaces, these design principles should be used as an overarching guide for creating consistent and brand-led spaces across our facilities.

- **Use linear and curved forms** inspired by our logo to provide balance and reflect the reciprocal relationships between our people, patients and providers.
- **Use streamlined, curved shapes in architecture and décor** (lighting, furniture, rugs) to define spaces.
- **Use a welcoming and neutral color palette** with organic elements and materials that support the brand palette and provide visual warmth and intrigue.
- **Use strategically placed brand-inspired design elements** that connect the spaces to our brand, including the use of Compassion Purple and accent colors.
- **Use bold, clean and purposeful brand storytelling** to inspire our people and providers to collaborate and invent new ways of making healthcare work better for all.
- **Use natural lighting or lighting that mimics natural light** to ensure our environments are realistic and natural, not sterile or studio-like.
- **Use open furniture arrangements** and unique configurations to foster genuine moments of connection.



Site branding elements overview

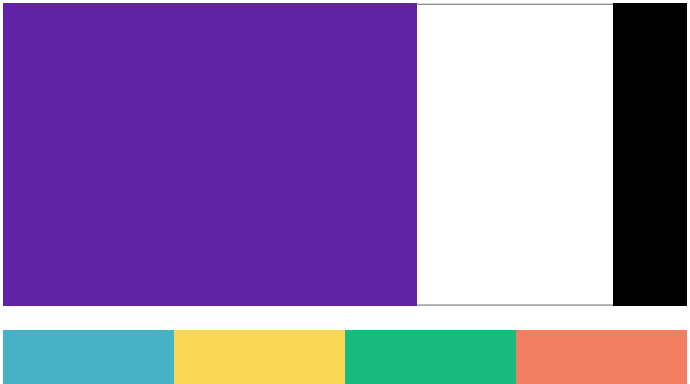
These are the site branding elements used to deliver a cohesive and intentional site branding experience. Together they serve as a visual representation which seamlessly integrates our brand into three-dimensional spaces. The key components include:

- Color palette
- Decorative lighting and furniture
- Graphic applications
- Greenery
- Logo
- Materials palette
- Photography
- Typography

Logo



Color palette



Photography



Typography

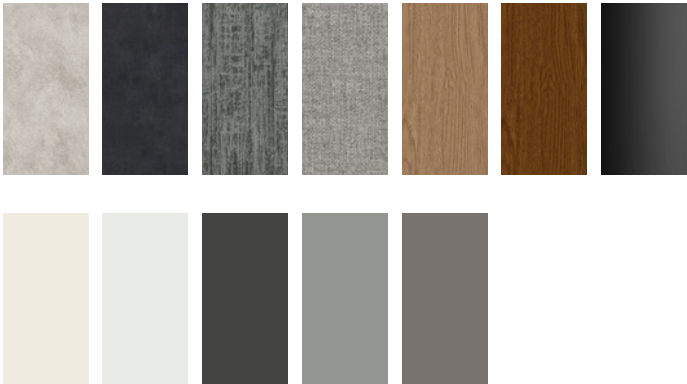


Site branding elements overview

These are the site branding elements used to deliver a cohesive and intentional site branding experience. Together they serve as a visual representation which seamlessly integrates our brand into three-dimensional spaces. The key components include:

- Color palette
- Decorative lighting and furniture
- Graphic applications
- Greenery
- Logo
- Materials palette
- Photography
- Typography

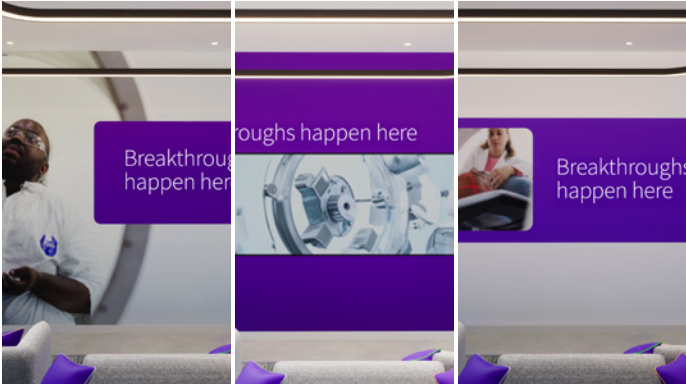
Materials palette



Logo applications



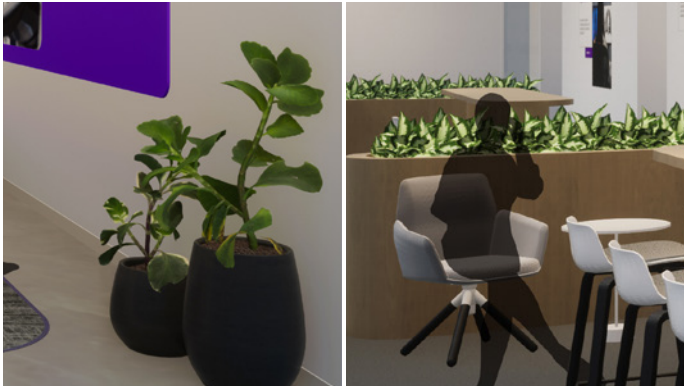
Graphic applications



Decorative lighting and furniture



Greenery



Using our logo

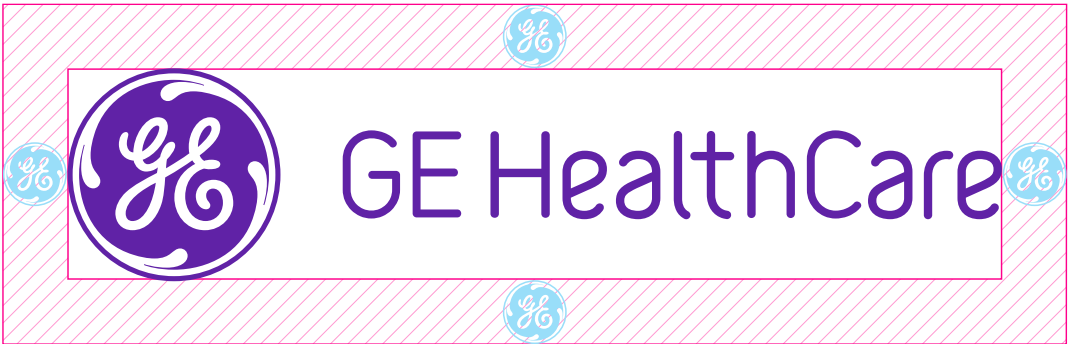
Our logo should be used to identify our locations and aid site navigation. Please note that each touchpoint has specific usage guidelines; follow these strictly to ensure logos are not overused in our spaces.

- 1. Use only the horizontal (primary) logo version.**
The horizontal logo version should be used in all standard sign applications for maximum readability and impact.
- 2. The full logo should appear intact.**
The Monogram and wordmark are a logo lock-up and should never be modified, separated, distorted or altered in any way. Never attempt to recreate the logo; use only the approved logo artwork source file formats.
- 3. Place logo within an area with clear space.**
This is essential in ensuring our logo remains clear, bold and easy to recognize without competing visual elements.

Horizontal (primary)



Logo minimum clear space for interior signage



 = 30% height of Monogram

In interior signage, the minimum clear space surrounding the logo is 30% of the Monogram height. This has been reduced from the typical 40% as specified in the [Brand Guidelines](#) to maximize the available area on sign faces and architecture.

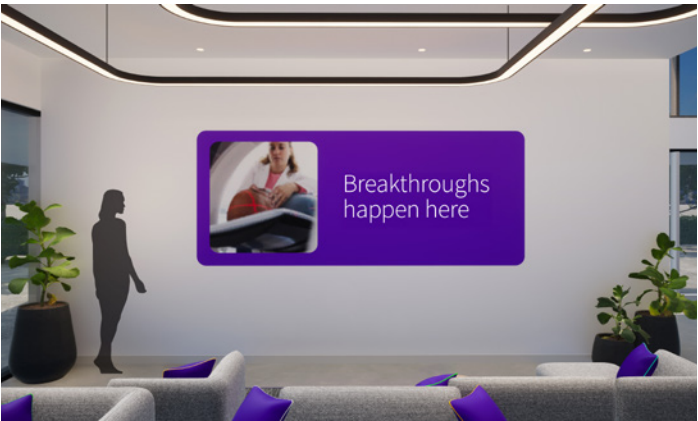
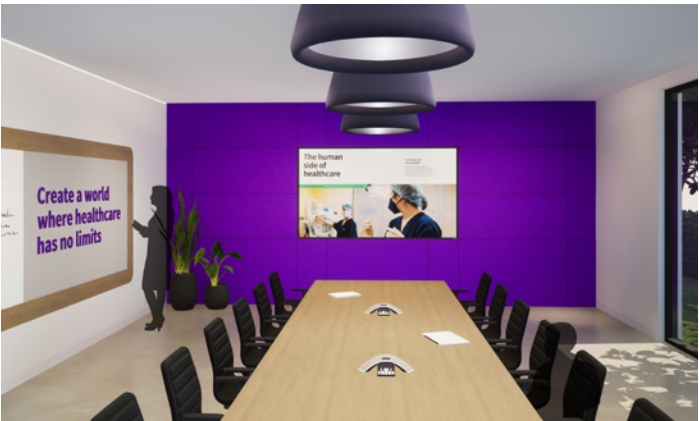
Using Compassion Purple

Compassion Purple is bold, yet meaningful and using it highlights key touchpoints and brand experiences in a thoughtful, balanced way without overpowering other design elements. Follow specific touchpoint guidelines for color usage to ensure Compassion Purple is used strategically and not overused in our spaces.

- 1. Use as a graphic element:**
Use Compassion Purple primarily in graphic applications (such as behind logos) or wall graphics, rather than as a dominant color for architectural elements. This ensures that the color emphasizes brand identity and storytelling moments without overwhelming the physical space. Purple can be integrated into signage, entry elements, or key messaging areas to create brand consistency while the broader architectural design maintains a neutral tone.
- 2. Purposeful placement:**
Any use of Compassion Purple should tie back to our core brand messaging pillars and reflect the overall design strategy. For instance, it might be used to subtly highlight key areas or storytelling elements, but never as the primary color in a room or space.
- 3. Neutral color palette complement:**
Purple accents should work within the neutral, warm color palette of the space (like warm whites, grays and tans). This ensures it complements the natural materials and creates a welcoming, cohesive environment. Limit use to the ratios established in our site branding color palette.



Additional examples:



Interior branding palette

Our interior branding palette is pulled directly from our visual identity, where the colors are grounded in compassion, curiosity, innovation and humanity. When applying brand colors to our interior graphics, be sure to stay true to our visual identity for consistency.

Compassion Purple is our **primary color**. It should be the predominant hue to maintain brand consistency and visual identity.

Our **accent colors** highlight the diversity, empathy and optimism of our brand. As a secondary design element, our accent palette should be used functionally to categorize and separate information, build hierarchy or signify an interactive element. The accent palette consists of Turquoise, Yellow, Green and Coral. Accent colors should never be used for decorative purposes.

For more detailed information, refer to our [Accent Color Guidelines](#).

Brand colors

BC-01 (Compassion Purple)
Use: Accent
Pantone: 267 C
RGB: 96/34/166
CMYK: 81/99/0/0
HEX: 6022A6
RAL: Matthews 72866 R235745

BC-02 (White)
Use: Accent
RGB: 255/255/255
CMYK: 0/0/0/0
HEX: FFFFFFFF
RAL: 9010

BC-03 (Black)
Use: Accent
RGB: 0/0/0
CMYK: 0/0/0/100
HEX: 000000
RAL: 9005

Accent colors

BC-04 (Turquoise)

Use: Accent
Pantone: 7703 C
RGB: 69/178/197
CMYK: 80/12/9/3
HEX: 45B2C5
RAL: 5012

BC-05 (Green)

Use: Accent
Pantone: 2416 C
RGB: 25/187/124
CMYK: 80/0/61/0
HEX: 19BB7C
RAL: 6032

BC-06 (Yellow)

Use: Accent
Pantone: 129 C
RGB: 248/215/84
CMYK: 0/14/90/0
HEX: F8D754
RAL: 1018

BC-07 (Coral)

Use: Accent
Pantone: 4057 C
RGB: 243/127/99
CMYK: 0/67/56/0
HEX: F37F63
RAL: 3022

Brand-led materials palette

This is the main palette; follow it when designing on-brand spaces for GE HealthCare.

Our human-first brand personality informs the tonality of the interior finishes, embracing a warm and slightly desaturated look. Warmth is how we show people we care, evoking a sense of comfort and encouragement and grounding our spaces in authenticity. This comes to life through white walls and ceilings and polished concrete floors that are complemented by wood accents, industrial black metal and strategically placed greenery.

The neutral interior colors palette is inspired by the neutrals in our visual identity, but translated into warm neutral paint colors that add softness and humanity to our spaces.



Concrete flooring
Utilize concrete flooring throughout the space for a seamless, durable and modern aesthetic.



Dark carpet
Incorporate dark carpeting to effectively conceal stains while adding contrast and depth to the space.



Patterned carpet
Utilize patterned carpeting to conceal stains effectively while defining and sectioning off different areas within the space.



Light felt
Implement sound-absorbing felt to enhance sound absorption and add a modern aesthetic.



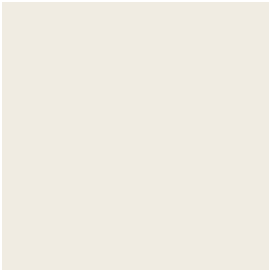
White oak
Incorporate light wood elements to introduce warmth and a welcoming ambiance to the space.



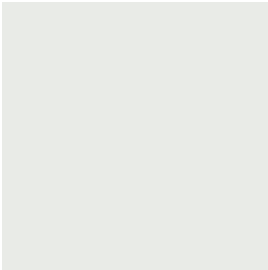
Dark wood
Incorporate dark wood elements to create contrast and depth within the space.



Black metal
Incorporate black metal as an accent color in fixtures and furniture to add a modern, sophisticated touch.



PT-01 Warm White paint
Use on walls, doors and trim.
Manufacturer: Sherwin Williams
Color: Greek Villa SW 7551
HEX: F0ECE2



PT-02 Ceiling paint
Use on open and all ceiling material types.
Manufacturer: Sherwin Williams
Color: Ceiling Bright White SW 7007
HEX: E9EBE7



PT-03 Dark Gray paint
Use on accent walls.
Manufacturer: Sherwin Williams
Color: Iron Ore SW 7069
HEX: 434341



PT-04 Gray paint
Use on accent walls.
Manufacturer: Sherwin Williams
Color: Tin Lizzie SW 9163
HEX: 939591



PT-05 Warm Gray paint
Use on accent walls.
Manufacturer: Sherwin Williams
Color: Gauntlet Gray SW 7019
HEX: 78736E

Logo applications

The letter colors and background combinations shown here are intended to assist in selecting the appropriate pairing for a variety of applications.

All examples shown here are acceptable, but these examples are not exhaustive. Work with your signage implementation partners and the Corporate Brand Team to choose the letter color and background combination best suited for your location.

Keep in mind Compassion Purple or Brand White is the preferred color of our branded lettersets. Brushed aluminum can be used in areas that require a higher finish level to complement the interior space or not compete with colors in the space. With a mid-value, neutral finish, these letters can be used in most applications.

Note:
Each touchpoint has specific usage guidelines; follow these strictly to ensure logos are not overused in our spaces.

Brand White letters



Use on Compassion Purple backgrounds.



Use on glass.



Use on medium-to-dark-tone backgrounds.



Use on dark backgrounds.

Compassion Purple letters



Use on Warm White backgrounds.



Use on medium-to-light-tone backgrounds.

Brushed-aluminum letters



Use on textured wood backgrounds.



Use on warm stone backgrounds.

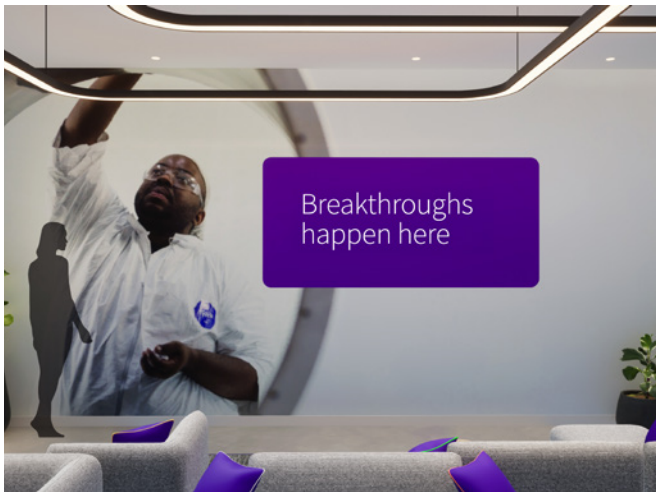


Use on dark stone backgrounds.

Graphic applications

When you see "large-format graphic" recommendations throughout this document, we are referring to one of the installation methods shown on the right. Graphic applications may include approved brand typography or photography.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Type I: Vinyl graphics

Standard application: Wallpaper-style custom-printed graphic (can be applied to the whole wall).
Premium application: Wallpaper-style custom-printed graphic with dimensional letters and forms (can be applied to the whole wall).

Application examples include:

- Large wall installations
- Product showroom entrance and displays
- Timelines

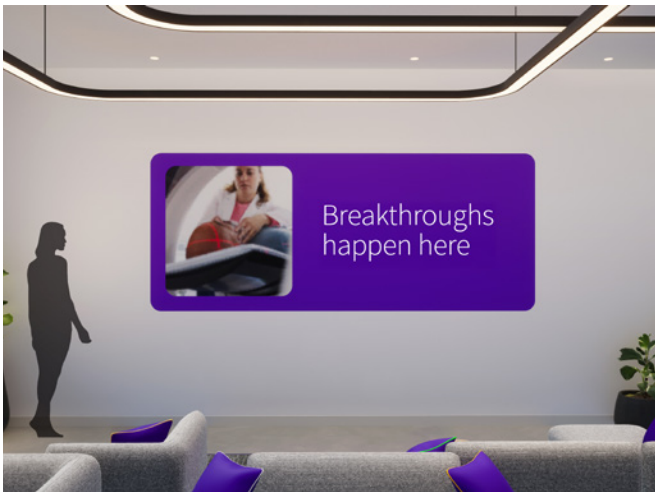


Type II: Painted wall with graphics

Standard application: Die-cut applied vinyl letters on a Compassion Purple (use Pantone color chip for paint color matching) or Warm White ([see page 20 for paint](#)) painted wall. Optional digital screen or mounted print.
Premium application: Dimensional letters on a Compassion Purple (paint to match Pantone) or Warm White ([see page 20 for paint](#)) painted wall. Optional digital screen or mounted print.

Application examples include:

- Building entryways
- Large wall installations
- Reception walls



Type III: Fabric graphic frame or mounted print

Standard application: Printed graphic affixed to a rigid backing for durability and easy display.
Premium application Option 1: Printed fabric graphic stretched to fit in an aluminum frame with optional backlighting.

Application examples include:

- Community wall installations
- Corridor or long hallway displays
- Product showroom entrance installations

Brand-led decorative lighting and furniture

Furniture:

- Lounge furniture should be modern, comfortable and inviting.
- Feature curved forms to enhance the sense of flow and harmony, reflecting the brand's emphasis on balance and interconnectedness.
- The upholstery should range from light to dark grays, complemented by white oak wood tones.
- Brand accent pillows should only be used if color and vibrancy are needed.

Lighting:

- Area lighting should be warm linear lighting.
- Lighting should be suspended from the open ceiling or embedded into slat or acoustic ceiling systems.
- Consider the ease of managing and replacing bulbs.
- Decorative lighting should be simple with a contemporary look and feel.
- All lighting should be LED with a 3000K color temperature.
- In high-visibility areas, use sculptural lighting elements to create a warm and inviting atmosphere.

Note:

The information on this page is brand-level guidance; to procure furniture or lighting for any GE HealthCare office, reach out to global.workplace@gehealthcare.com

Overhead lighting



Wall sconces



Tables



Chairs



Poufs



Couches



Greenery standards

Incorporate greenery by utilizing either live or faux plantings, both integrated into individual pots and into architectural elements.

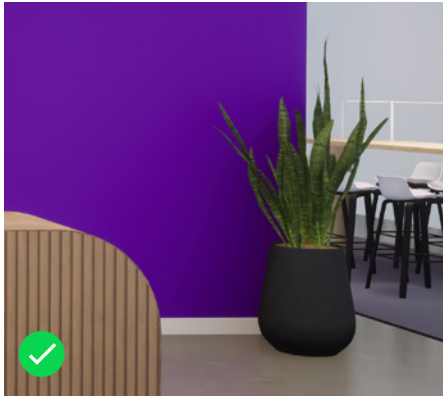
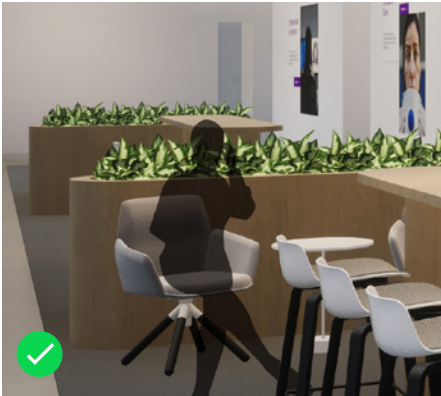
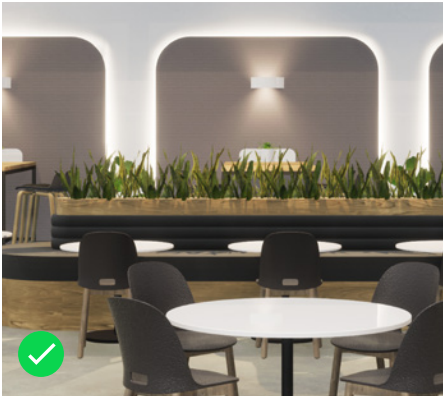
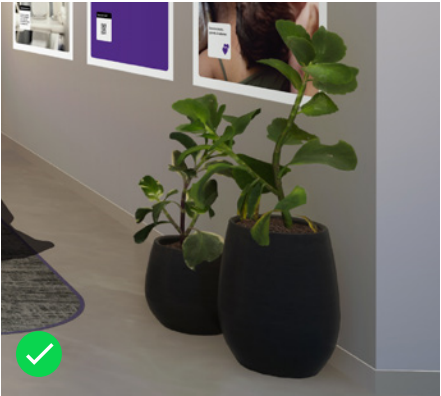
Placement:
Be strategic about placement for maximum visibility. Greenery should create privacy, delineate zones or be a decorative element in high-traffic areas only. Use a combination of dark and light green as well as a mix of vertical leaves and trailing leaf structures. Colorful plantings or flowers are not advised.

Type:
Vases and planters should be black or dark gray. Smaller vases can be permanently secured to tables/shelves.

Maintenance:
We recommend faux greenery unless the site can commit to regular upkeep. For regular upkeep, plants and decorative items should be dusted on a regular maintenance schedule and replaced when wear and tear are shown. Ideally, hire a local service for regular waterings and maintenance if using real plants.

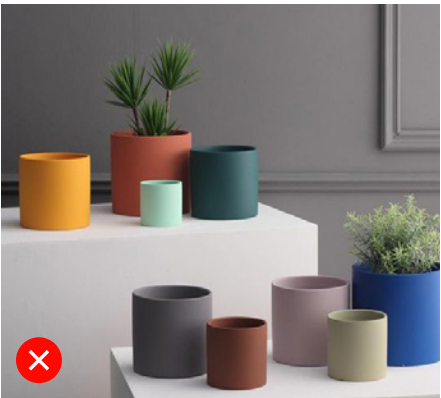
Note:
The information on this page is brand-level guidance; some requirements vary based on local rules. To procure greenery for any GE HealthCare office, reach out to global.workplace@gehealthcare.com

Greenery dos:

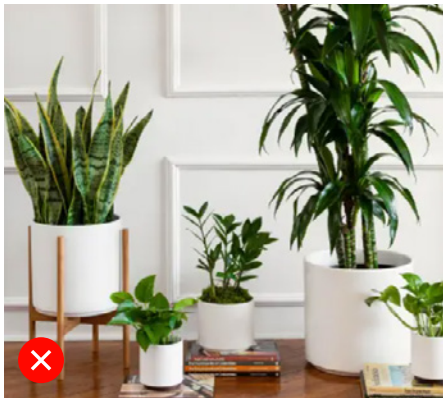


Do: Use a mix of green tones and plant types.

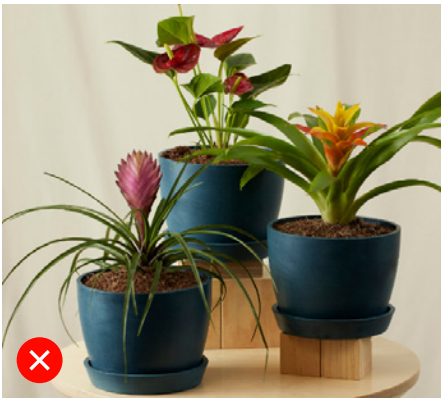
Greenery don'ts:



Don't: Use colored pots.



Don't: Overpower spaces with greenery.



Don't: Use colorful or flowering plants.

Interior dos

The following, creates a high-level guideline for how our material palette should be utilized. For additional context, refer to [page 28](#) for the site branding touchpoint toolkit section of this document.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Do: Use a neutral materials palette. Use Compassion Purple in limited applications to anchor a space and support branded content.



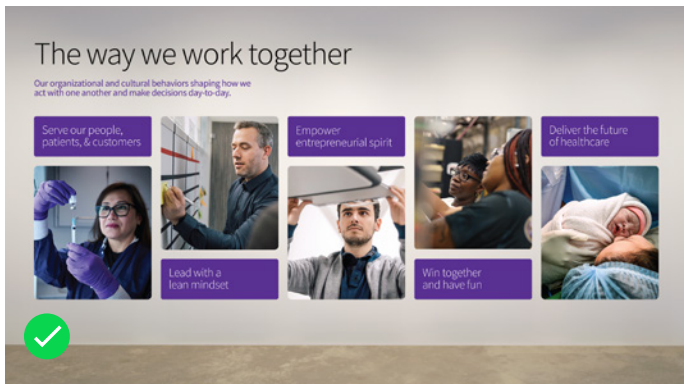
Do: Use greenery in key areas to add color and organic elements to the space.



Do: Use wood as an accent to warm up spaces. Use wood in divider elements, custom wall elements, doors and key furniture pieces.



Do: Use Compassion Purple and strategic, optimistic brand-level messaging in prominent locations.



Do: Create spaces for human connection. Make sure employees and our culture are a messaging focus within cafeteria, employee-centric corridors and collaboration spaces.



Do: Use curved or rounded design elements, such as furniture or graphics, when space or need allows.

Interior don'ts

The following suggestions create a high-level guideline for how our material palette should not be utilized.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



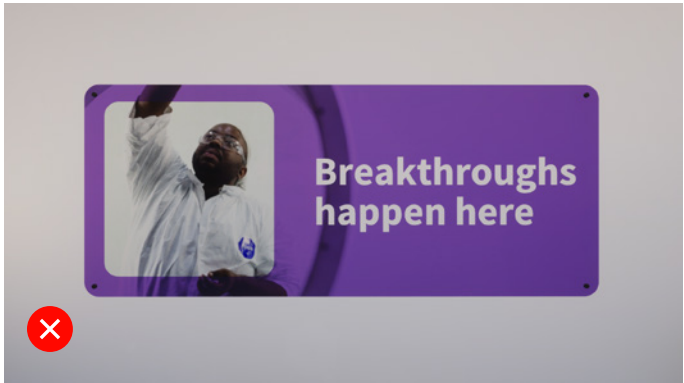
Don't: Use shades or hues of Compassion Purple.



Don't: Use colorful furniture pieces.



Don't: Use non-brand graphic elements (i.e., line patterns.)



Don't: Use transparent Compassion Purple.



Don't: Overuse wood. Stick to ratios illustrated in this document.



Don't: Use non-brand patterned materials.



Don't: Use light-colored planters against light-colored walls.



Don't: Use accent colors for decorative purposes. Our accent palette should be used functionally to categorize and separate information, build hierarchy or signify an interactive element.



Don't: Use photography in site branding that doesn't include people or storytelling about the human impact of our work.

Site branding touchpoint toolkit

Each high-visibility touchpoint across our spaces should consistently represent our brand. Throughout this section you will find a toolkit of elements that you can customize and implement to elevate your unique space.

Touchpoint overview

01 B Building entryway The primary entrance area where visitors first enter our buildings, setting the tone for their journey. • Intuitive logo and door vinyls • Bold, optimistic brand messaging • Warm, neutral walls • Light that brightens space • Curved or rounded design elements	02 B Reception Establish our spaces as warm, human and approachable. • Updated interior palette • GE HealthCare logo • Branded reception desk • Feature wall • Statement lighting • Digital signage	03 A Waiting area Demonstrate our leadership in reshaping the industry around people. • Updated interior palette • Inviting seating, artwork, lighting and décor • Interior branding elements such as large-scale branded graphics, digital elements or art installations	04 B C D Corridors Tell compelling stories about our work, products and people to inspire colleagues and visitors. • Updated interior palette • Feature artwork, graphics or large-scale textures • Story vignettes	05 B C Product showroom Connect our innovations to the human needs they meet. • Updated interior palette • Interior branding elements such as large-scale storytelling/infographics and brand signage • Key methods for displaying brand in a modular way • Unified signage system for product display and education	06 D Cafés/Cafeterias Create an energizing and inspiring space that connects our colleagues through our culture and vision. • Updated interior palette • Purposeful and diverse seating arrangements • Interactive elements so employees can personalize the space • Messaging and artwork • Digital signage
07 A D Collaboration/ Meeting room spaces Encourage collaboration and bring our future vision to life. • Updated interior palette • Warm lighting • Privacy vinyl • Messaging, branded graphics and artwork	08 B Manufacturing floor Energize our workforce to make them feel connected to our purpose and our culture. • Simplified solution for bays and label signage • Interior branding/messaging banners • Branded elements at key tour stops	09 E Interior signage Create a simple signage system that supports our brand. • GE HealthCare logo • Updated signage system • Wayfinding signage • Room/cubical identifier signage • Regulatory signage • Informational signage • Sitemap direction	Key brand touchpoints for: A Brand vision B Brand messaging C Product stories D Culture principles E Wayfinding principles		

Key objective at building entryways

The primary entrance area is where visitors first experience the brand in our buildings, setting the tone for their journey inside.

Building entryway Elements

The following are the key elements to use when designing building entryways for GE HealthCare facilities.

Key elements:

- 1 Intuitive logo placement and door vinyls. (Required: GE HealthCare logo door vinyl - follow [Exterior Signage Guidelines](#) for proper placement.)
- 2 Brand message wall in a prominent location visible from the entrance. (Required for visitor entryways and optional for employee-only entryways, if space allows. See next page for branding options.)
- 3 Unobstructed natural light when possible or curved, streamlined lighting to brighten space. (Required, if space allows.)

Notes:

Keep the space clear of clutter and unnecessary signage.

Not all sites or buildings have entryways. When no entryway is present, branding should be easily visible in the corridor, transition space or reception area.

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Building entryway Branding options

Our building entry is our first opportunity to welcome visitors and employees with a branded moment inside our buildings. Visitors should feel assured they are in the right place and are met with an inspiring brand message as they approach the entry.

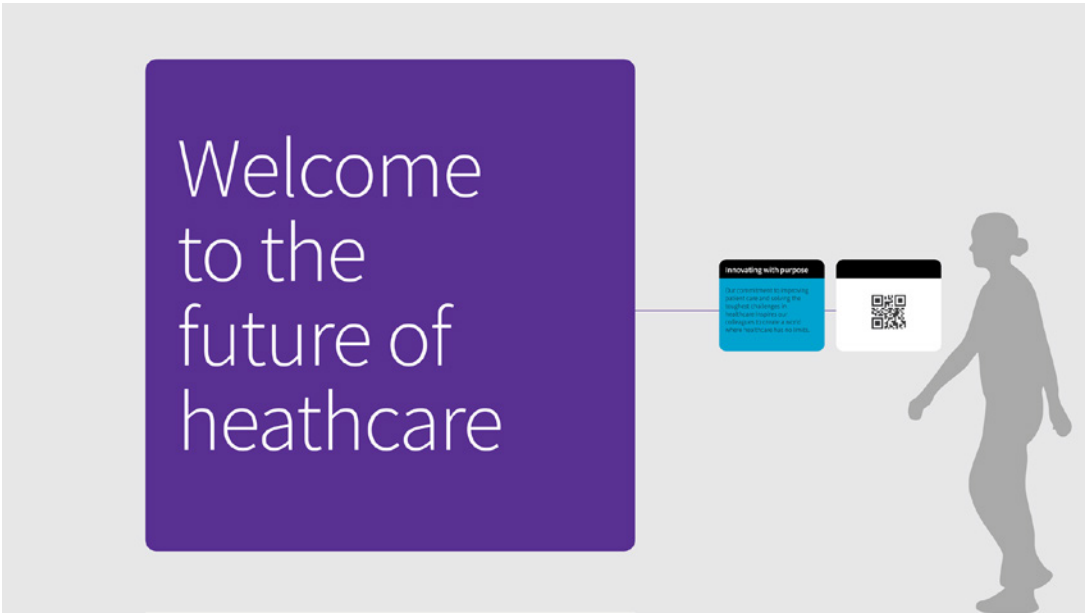
When there is ample natural light in the space, either Compassion Purple or Warm White paint can be used on the wall facing the entrance. When there is no natural light, use Warm White paint to brighten the space. Please refer to [page 20](#) for Warm White paint specifications.

Placement:
Left-justify text and center horizontally on wall.

Materials:
See [page 20](#) for application direction.

Notes:
Messaging examples are for illustrative purposes only and should not be used to direct content.

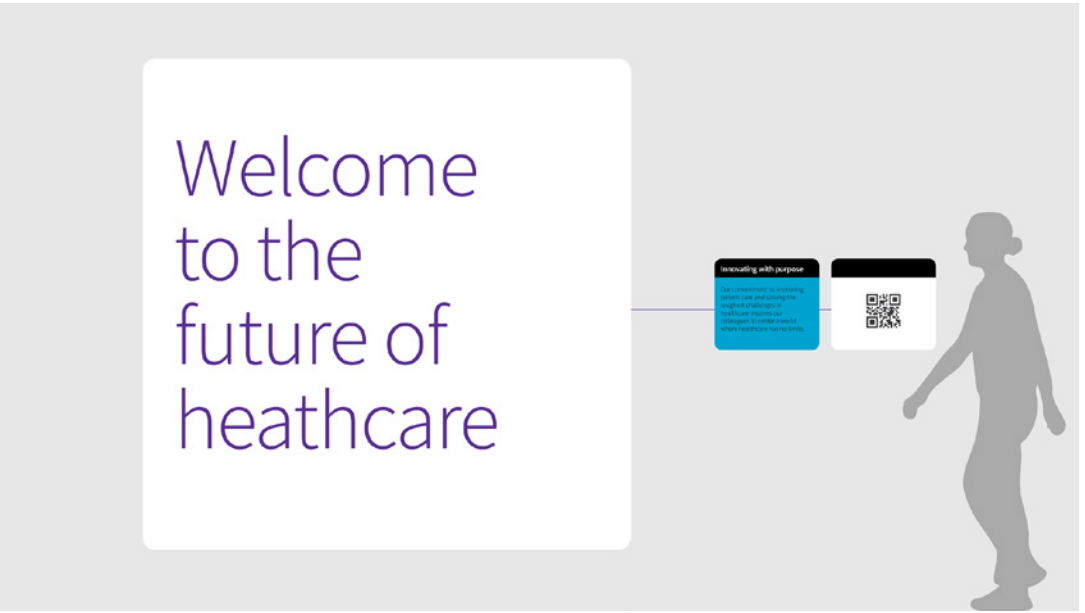
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Option 1

White letters set over a Compassion Purple graphic device helps establish an ownable and impactful experience and works well in clean, open spaces with shorter wall sections. Use this option for walls narrower than 20' in width.

Application type II: Painted wall with graphic. Please refer to [page 22](#) for more details. QR code links to [gehealthcare.com](#).



Option 2

Compassion Purple letters set over a white graphic device wall may help calm down a busy or cramped entryway. Use this option for walls wider than 20'.

Application type II: Painted wall with graphic. Please refer to [page 22](#) for more details. QR code links to [gehealthcare.com](#).

Key objective at reception areas

Welcome visitors with prominent brand signage and establish the warm, human and approachable tonality of our spaces.

Reception Elements

The following are the key elements to use when designing reception areas for GE HealthCare facilities.

Key elements:

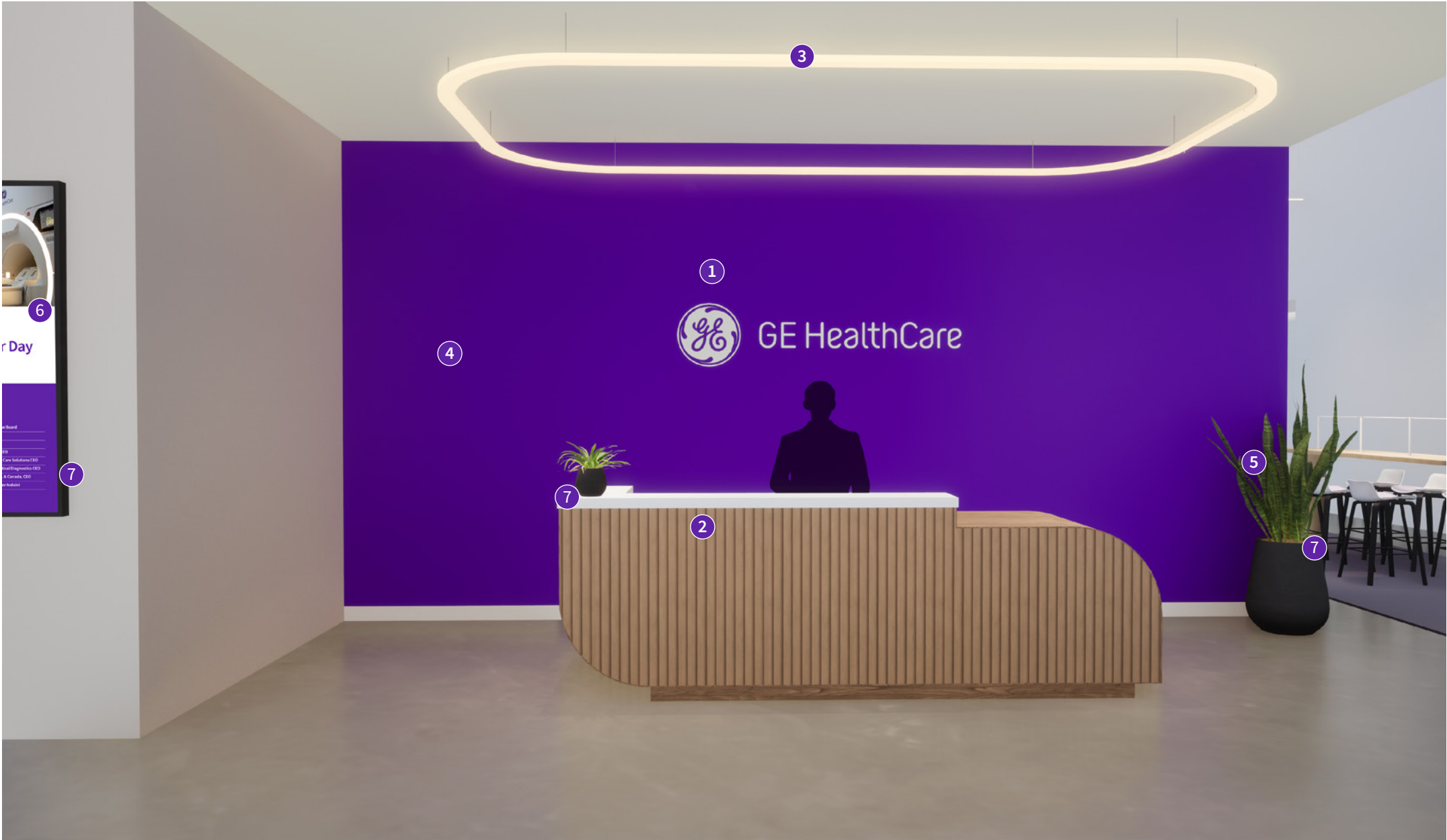
- 1 Prominent logo placement on brand wall, behind desk if applicable. (Reference [Exterior Signage Guidelines](#) for proper sizing and application.)
- 2 Warm, inviting, curved desk that offers clear visibility to person/people sitting there. Custom desk optional.
- 3 Curved, rounded, streamlined lighting to define the space. *Natural lighting is optimal when possible.*
- 4 Impactful Compassion Purple wall to bring our brand into introductory spaces. (See next page to determine application guidelines.)
- 5 Organic accents such as wood architectural detailing or plants. *Optional if space allows.*
- 6 Functional signage as needed to create placemaking and help people find key info (e.g., event details) quickly and easily. *Optional*
- 7 Use black décor as an accent for contrast.

Notes:

When no desk is present, branding should be on a prominent location clearly visible from entry.

Sites must allocate budget for regular maintenance for live plants or use fake plants.

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Reception

Branding options

Our reception areas are an opportunity to welcome visitors to our brand, starting with our logo prominently displayed on a Compassion Purple painted wall. Use of Compassion Purple is most effective for significant focused brand moments and should not be overused.

To avoid oversaturating our branded spaces, we have provided design and color options throughout these guidelines.

Functional signage or screens can be added to reception areas as needed to create placemaking and help people find key info (e.g., event details) quickly and easily. Digital signage creates multifunctional opportunities to continuously update messaging, videos, etc.

Note:
Assign an on-site content owner for all digital screens to ensure content is updated and brand-compliant.



Option 1

Compassion Purple creates an area of focus that is authentic to our brand and helps spaces feel less sterile. The purple wall should be visible from the entry whenever possible. Use this option for walls narrower than 20' in width.

Application type II: Painted wall with dimensional logo. Please refer to [page 22](#) for more details.



Option 2

Walls wider than 20' can start to feel oversaturated with Compassion Purple. Use a Compassion Purple logo on a Warm White painted wall in these instances.

Application type II: Painted wall with dimensional logo. Please refer to [page 22](#) for more details.

Reception

Interior letterset sizing

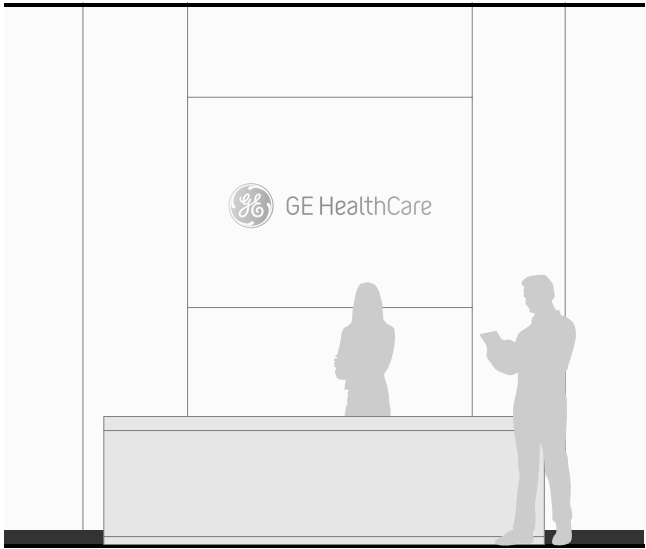
Selecting interior lettersets is a balance between available space, scale and proportion. The letters selected need to fit the space, have good readability and not be overbearing at a closer distance. Base letter size on ceiling height, wall length and whether they are placed on an open reception wall or above a reception desk. The guidelines provide size ranges for each, but consider the specific horizontal and vertical space and wall availability around potential visual obstructions.

Typically letters should be mounted at just above eye level, around 5' to 7' from the floor to the bottom of the logotype. Never encroach on the logo signage clear space when choosing the letterset size for your space. Please refer to [page 17](#) for more details. Work with your signage implementation partners and the Corporate Brand Team to choose the letter size best suited for your location.

Interior letters are always non-illuminated plate or dimensional letters. Plate letters are ideal for smaller sizes and lower cost needs. Use dimensional letters for larger sizes when an elevated level of elegance and quality is needed. Please reference the [Exterior Signage Guidelines](#) for proper placement and execution.



Example of a large letterset sized to fit on a wall behind a reception desk.



Example of a smaller letterset behind a reception desk restricted by architectural elements.



Example of a large letterset sized to fit on a wall in a reception area.



Example of a smaller letterset sized to fit on a wall above seating in a reception area, creating a vignette appropriate for the smaller-size letters.

Reception

Digital displays

Digital displays are an excellent opportunity to welcome, inform and inspire our guests and colleagues. The options shown here illustrate flexibility in message and content and considerations for imagery and color application. Visit our image DAM for brand compliant preapproved images.

All communication is GE HealthCare and site-level content. Content related to specific products or offerings should not appear in this touchpoint.

Inside GE HealthCare dedicated facilities, branded digital content should not use our logo lockup to avoid overbranding of the spaces.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Example 1

Messaging and imagery



Example 2

Key brand messaging



Example 3

Messaging and imagery

Key objective at waiting area

Demonstrate our leadership in reshaping the industry around people by providing a space for connection and highlighting the impact of our work through wall art, digital content and/or bold messaging.

Waiting area Elements

The following are the key elements to use when designing waiting areas for GE HealthCare facilities.

Key elements:

- 1 Place impactful and human-centered imagery on a prominent wall visible from the seating area. It will enhance emotional appeal and immerse visitors in our brand while demonstrating our key vision. Always accompany imagery with brand messaging.
- 2 Create layouts that encourage collaboration and interaction, such as seating areas for group discussions or shared experiences. Can use existing or new furniture.
- 3 Lighting elements can create a warm and inviting atmosphere.
- 4 Use wood, plants and textured fabrics to add warmth and a tactile feel to the space.
- 5 Use black décor as an accent for contrast.
- 6 Integrate curved architectural details (walls or alcoves) or curved decor (light fixtures, tables, area rugs) to soften the environment and foster a sense of flow and balance (applies to new builds and renovations only). When architectural elements cannot be curved, use applied and decorative elements to add curved forms.

Notes:

Keep space clear of clutter and unnecessary signage.

At a minimum, add branding elements to existing spaces and rearrange furniture for collaboration.



Waiting area

Bold digital installation

Our waiting areas provide a space to tell our story and connect with our visitors in an impactful and memorable way. A brand wall creates an innovative and visually impactful experience and provides a platform to highlight the impact of our work and connect our visitors with our products and technology.

Placement:
Left-justify text and center horizontally on the wall.

Materials:
See [page 22](#) for application direction.

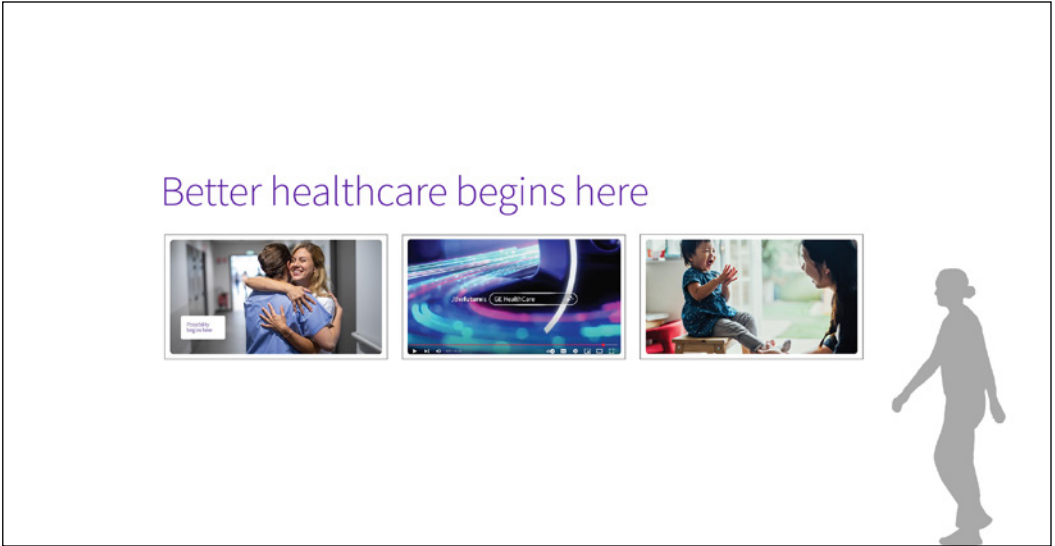
Note:
Visual examples are for illustrative purposes only and should not be used to direct content.

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Option 1
Compassion Purple painted wall, large-scale brand messaging and digital screens.

Application type II: Painted wall with graphic and optional digital screen. Please refer to [page 22](#) for more details.



Option 2
Warm White painted wall, large-scale brand messaging and digital screens.

Application type II: Painted wall with graphic and optional digital screen. Please refer to [page 22](#) for more details.

Waiting area

Bold static wall installation

Static brand walls are an easy and affordable way to create impact in our waiting areas. The options shown here offer variety in application of Compassion Purple and overall impact.

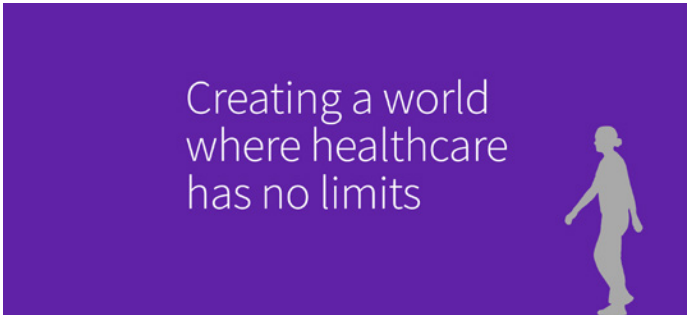
Imagery for these installations should always show people—either employees, patients or clinicians. This is required with any use of photography at our sites.

When choosing a static installation, consider budget and permanence of the graphic. Options 1a and b are simple and affordable ways to introduce brand messaging in any space. Options 2 and 3 are more premium options and have the added impact of imagery. Option 4 is the most visually impactful and should be considered as the most permanent application.

Placement:
Left-justify text and center horizontally on the wall.

Materials:
See [page 22](#) for application direction.

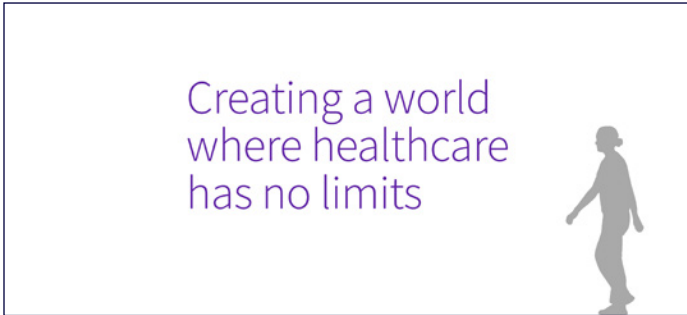
Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Option 1a

Compassion Purple painted wall with large-scale brand message. Use this option for walls narrower than 20" in width.

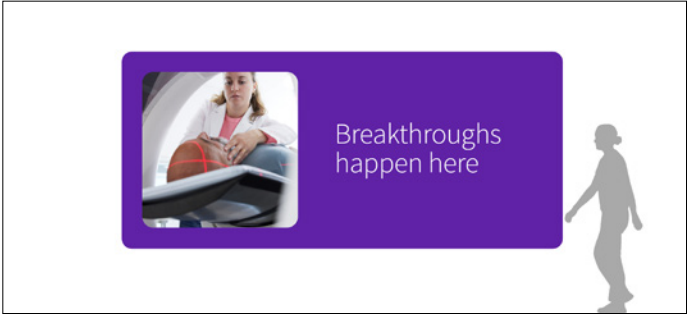
Application type II: Painted wall with graphic. Please refer to [page 22](#) for more details.



Option 1b

Warm White painted wall with large-scale brand message. Use this option for walls wider than 20 ft.

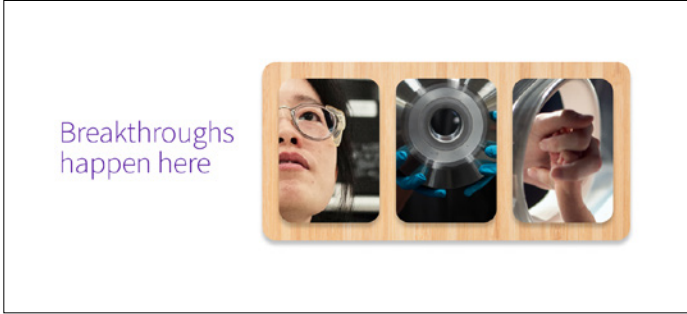
Application type II: Painted wall with graphic. Please refer to [page 22](#) for more details.



Option 2

Compassion Purple panel based on the graphic device with brand message and inset image on Warm White painted wall. For more information on the correct corner radius to use, please refer to the [Brand Guidelines](#).

Application type III: Fabric graphic frame or mounted print.



Option 3

Wood panel with mounted photo panels based on the graphic device, should feature employees, patients or clinicians.

Application type III: Fabric graphic frame or mounted print
Application type II: Painted wall with graphic for messaging



Option 4

Floor-to-ceiling imagery displays our products and our people, paired with a Compassion Purple panel based on the graphic and brand message.

Application type I: Full-wall vinyl graphics
Application type III: Fabric graphic frame or mounted print for messaging panel (optional)

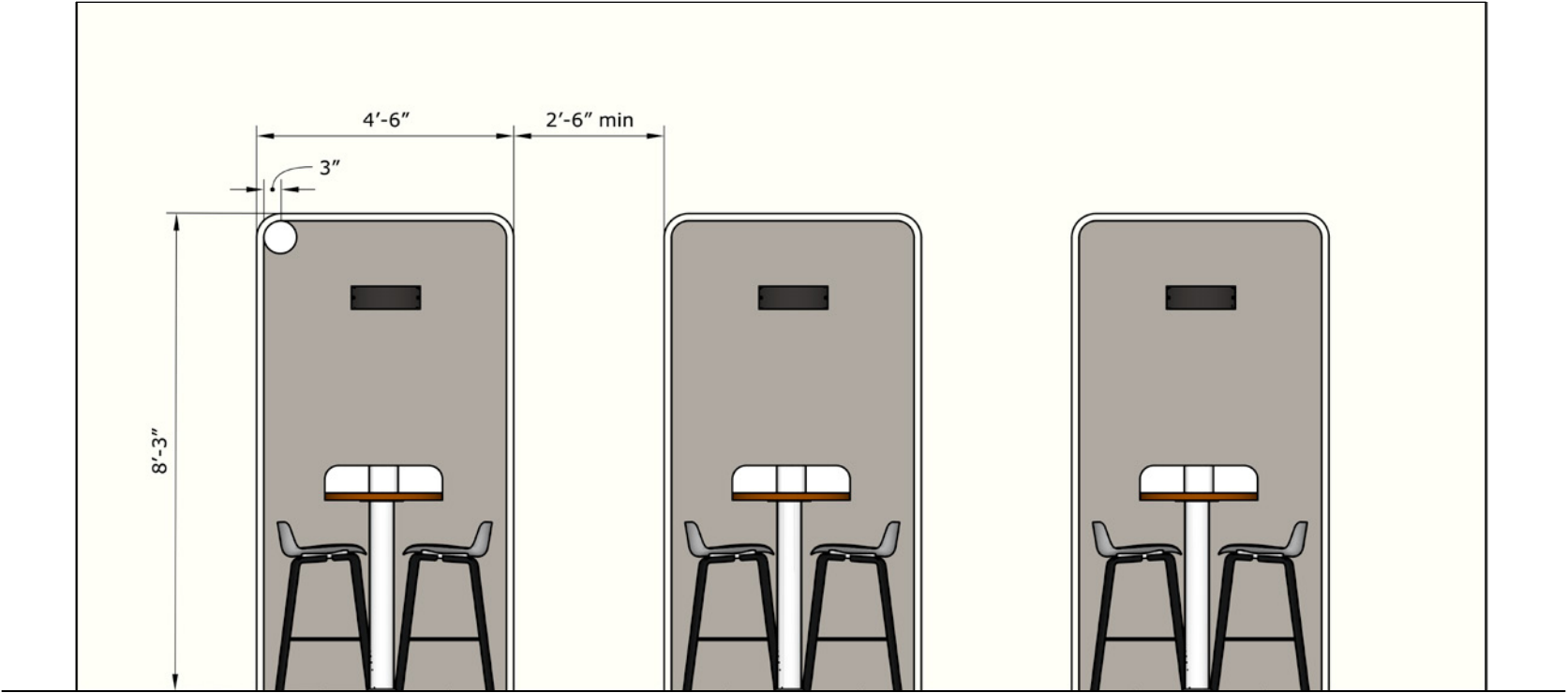
Waiting area

Color-block direction

These color-blocked seating areas define distinct zones within the larger space. The felt material panels enhance acoustics by absorbing sound. Designed for two people, these seating areas offer a comfortable setting for work or conversation.

Placement:
Center seating area on the wall.

Materials:
See [page 20](#) for materials palette.



Color-block direction

Rounded-edge panel with 1-inch molding and gray acoustic felt accented with a black metal wall sconce against a Warm White painted wall. Please refer to page 66 of the [Brand Guidelines](#) for more information on the correct corner radius.

Key objective at corridors

Tell compelling stories about our work, products and people to inspire colleagues and visitors and keep the connected to our vision.

Corridor Elements

The following are the key elements to use when designing corridors for GE HealthCare facilities.

Key elements:

- 1 Use a warm neutral palette, including tones like warm white and light gray, to create a welcoming and human-centered atmosphere with black hardware to create contrast.
- 2 Wood should be incorporated where it naturally fits, such as in furniture or trim accents, to add warmth and tactility.
- 3 Use artwork and installations to present stories of people behind the innovations and those impacted by GE HealthCare's work, creating a window into our brand.
- 4 Add streamlined, curved décor lighting and furnishings where appropriate to enhance connection and collaboration.

Note:

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Corridors

Modular display install

Corridors offer open wall space to tell the stories of people behind the innovations and those impacted by our work, creating a window into our brand.

All of these installs should be in high-traffic, prominent corridors near entryways, product showrooms or other paths of circulation that visitors most often take.

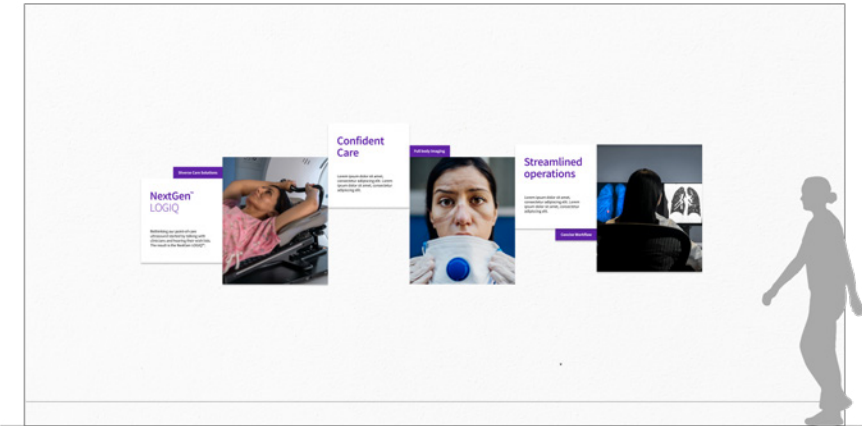
Constellation displays are flexible opportunities to present a wide variety of content, as additional components can be added or removed to accommodate messaging requirements. A constellation module is comprised of three components: One large image panel, one storytelling panel with copy supporting the image and one smaller panel featuring a short key message or takeaway. You can use a single module on a narrow wall or put it with others to create a constellation on a wider wall.

Use timelines in public-facing spaces to inform visitors about the company's background. Or use timelines as digital content on touchscreen displays to create a more interactive experience.

The options shown here illustrate the scalability of the installation, but not every open space should be filled. Do not overpopulate walls with artwork.

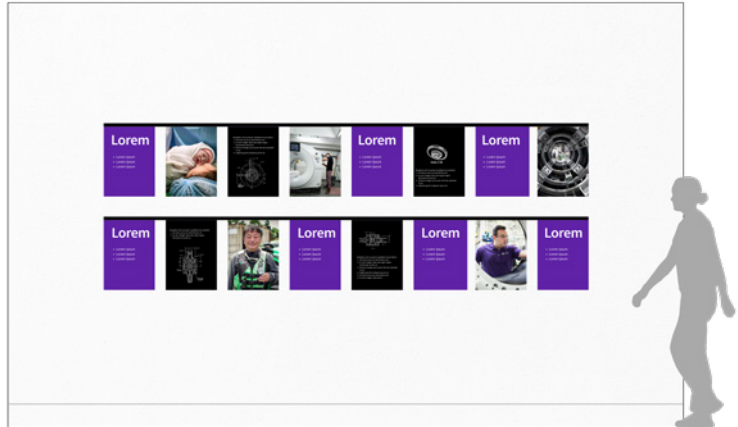
Placement:
Center horizontally on wall.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



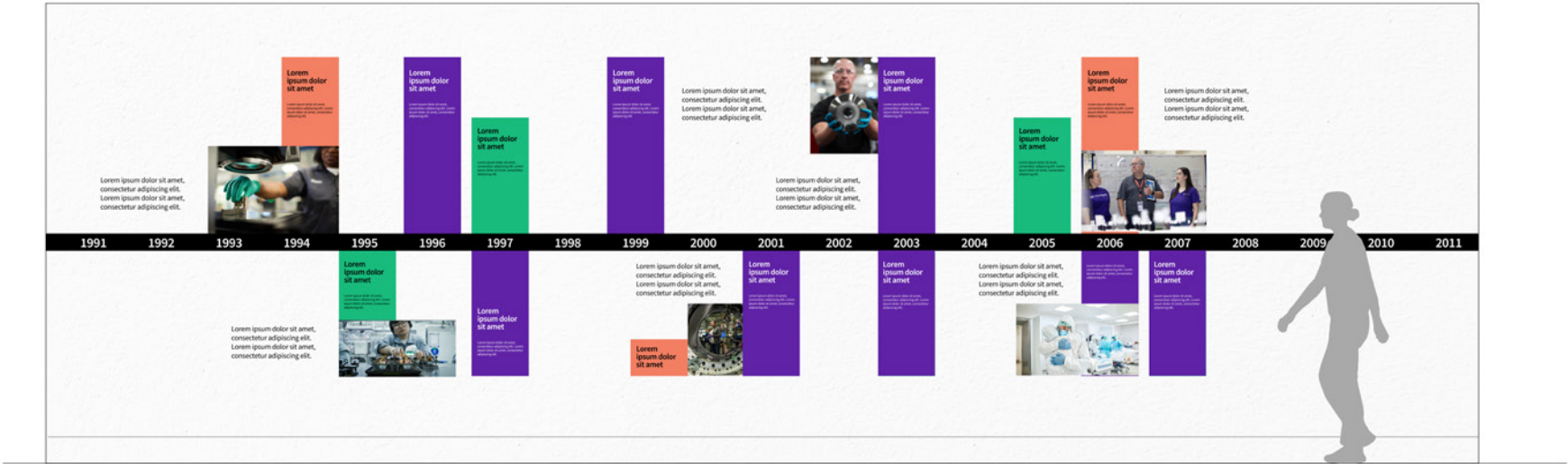
Constellation displays: Modular mounted-panel system showcases stories related to the GE HealthCare vision and key messages.

Application type III: Fabric graphic frame or mounted print. Please refer to [page 22](#) for more details.



Storytelling: 1.5" black metal track-mounted hanging system displays literature, diagrams, patents, photography, patient stories, etc.

Application type III: Fabric graphic frame or mounted print. Please refer to [page 22](#) for more details.



Timelines: Should present a history of our products and innovations, celebrate our people and showcase the impact we have on humanity.

Application type III: Fabric graphic frame or mounted print or **application type I:** Vinyl graphics. Please refer to [page 22](#) for more details.

Corridors

Creative displays

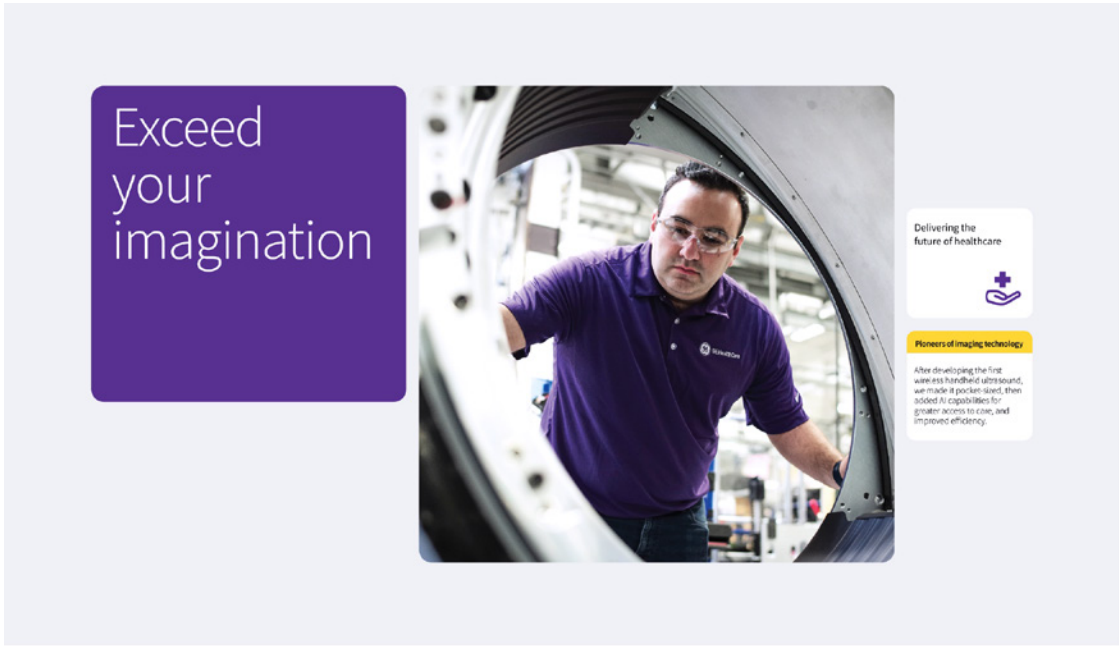
Use to highlight GE HealthCare's human centered innovation and emotional resonance.

Pair human-centric photography that reflects, care, optimism, and connection with bold statement and supporting company/industry/technology fact.

Four individually separated panels or graphics for focused emphasis:

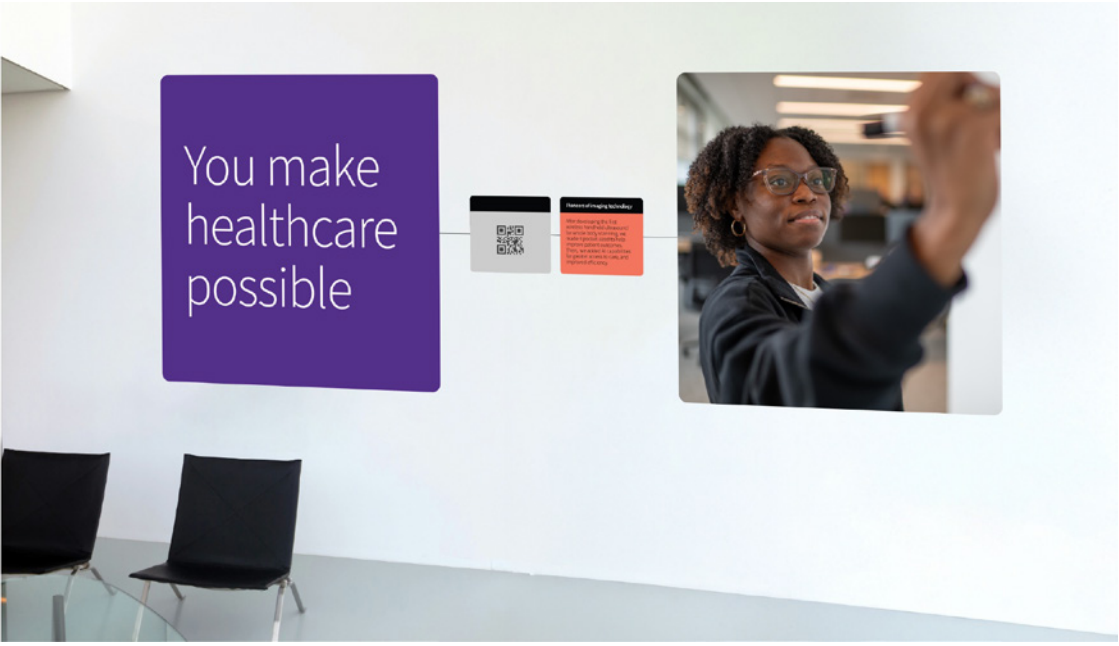
- Lead short message
- Large graphic image
- Culture Operating Principle message and image tie to or QR code for call to action to our website for more information
- GE HealthCare factoid

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Option 1

Application type I: Full-wall vinyl graphics
Application type III: Fabric graphic frame or mounted print for messaging panel (optional)



Option 2

Application type I: Full-wall vinyl graphics
Application type III: Fabric graphic frame or mounted print for messaging panel (optional)

Corridors

Patent wall install

Placement:

Place in highly visible, wide corridors to highlight the scale and depth of GE HealthCare's contributions. Keep plaques within a grid system with enough space around it for ease of viewing.

Materials:

Frames should be professionally mounted using one frame design for consistency.

Note:

Messaging should motivate and celebrate a culture of innovation, progress and ingenuity.

Use of GE HealthCare in this application is appropriate since this a patent wall and we want our guests to understand this is our technology.

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Application type III: Fabric graphic frame or mounted print. Please refer to [page 22](#) for more details.

Key objective at product showrooms

Connect our innovations to the human needs they meet through meaningful and impactful storytelling.

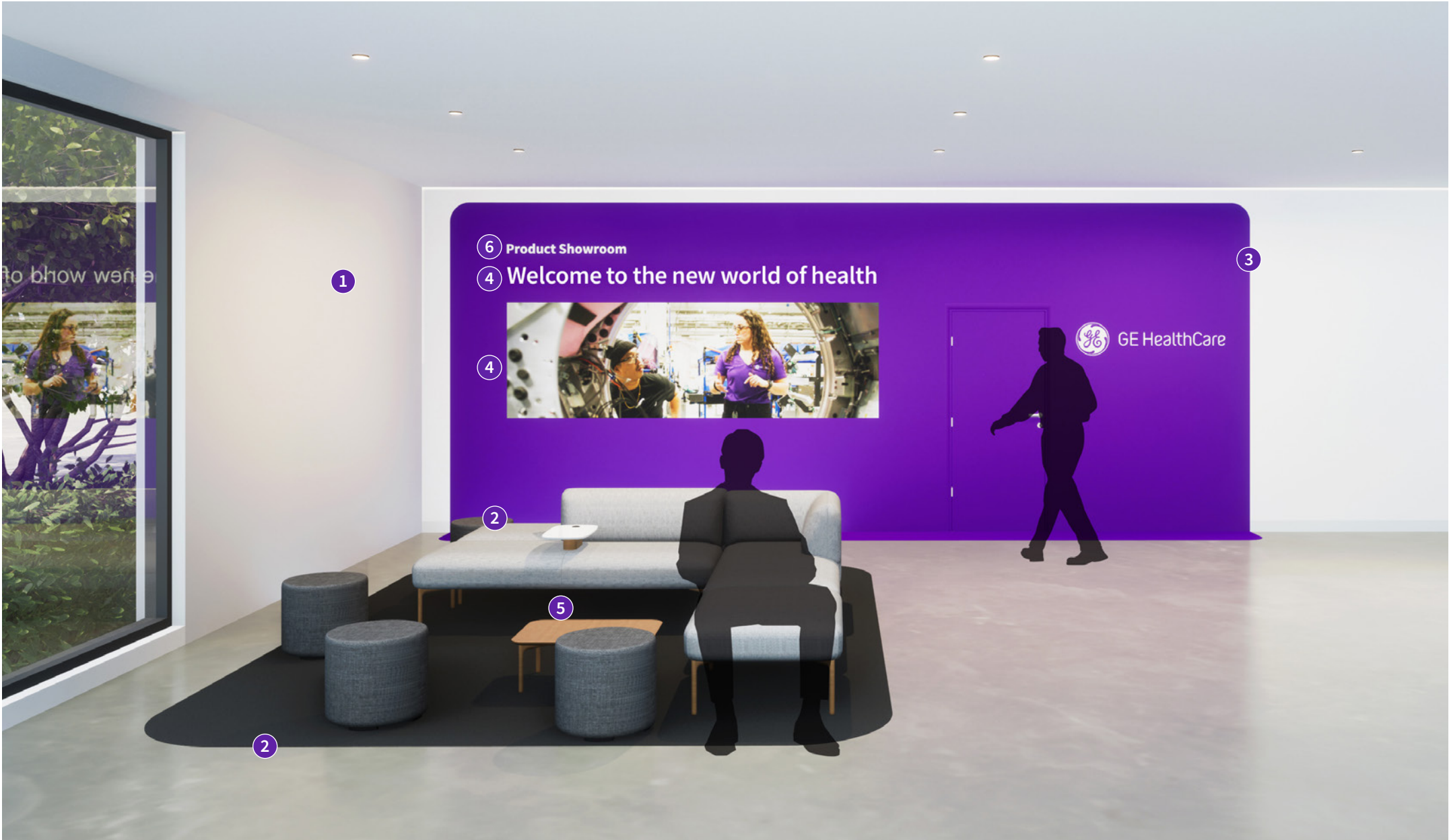
Product showroom

Entrance

The following are the key elements to use when designing showroom lobby entrances for GE HealthCare facilities.

Key elements:

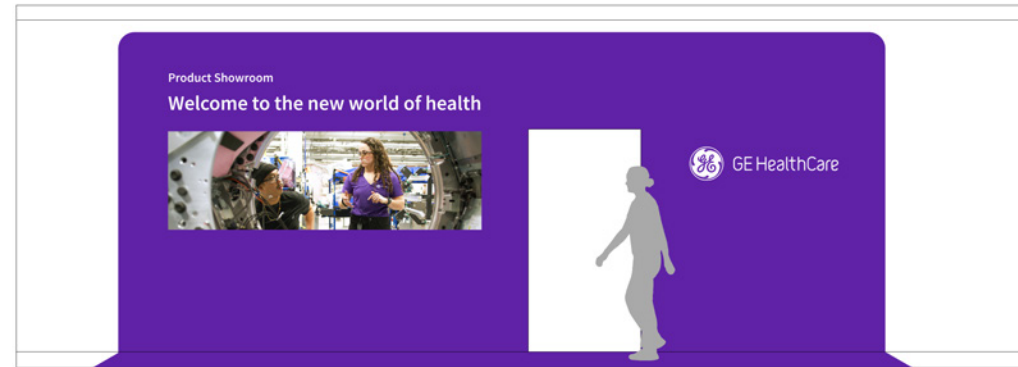
- 1 Use warm, neutral tones to brighten the space and create an inviting atmosphere.
- 2 Incorporate rounded architectural elements, such as curved furnishings or soft-edged rugs, to promote a sense of flow and balance.
- 3 Strategically use Compassion Purple to define the entrance into the showroom and create a sense of entering a unique environment.
- 4 Feature dynamic and forward-thinking brand messaging in a prominent location. Messaging should embody the spirit of technology and innovation. If a digital screen is possible, display product-related content to introduce guests into the product showroom and showcase innovation.
- 5 Position soft seating with wood accents and textured fabrics near the entrance to create a welcoming, human-centric experience.
- 6 Clearly define the entrance to the showroom space with appropriate labeling to enhance navigation and visibility.



Product showroom Entrance options

Our product showroom entrance is an opportunity to inspire and educate our visitors. Our Compassion Purple color signal defines a space around the door where we can feature our logo, welcome messaging or digital screens. This concept is flexible to accommodate different spaces.

- Use digital displays to tell the stories behind our innovations and human impact.
- Use this treatment only for entrances into priority branded experiences like showrooms and trade show events. Do not use this treatment for other spaces on site.
- Extending Compassion Purple to the floor adds visibility to the entryway and relates to tradeshow branding. The depth of the Compassion Purple floor graphic should be approximately one third of the height of the wall graphic, to allow for enough space to create an immersive entrance.
- The height of the Compassion Purple graphic should be between 1' to 3' above the door frame. The graphic should be no taller than 6" below the ceiling height. The Compassion Purple graphic should be no wider than 20'.
- In the case of the narrower entryway, the Compassion Purple can extend to the ceiling as well as the floor to further elevate its visibility without visuals or messaging. In this option, the graphic should not exceed 8' in width, preferably with the door centered. The depth of both floor and ceiling extensions should be approximately one third of the height of the graphic on the wall.



Option 1a

Large digital screen to showcase the stories of our innovations and human impact.

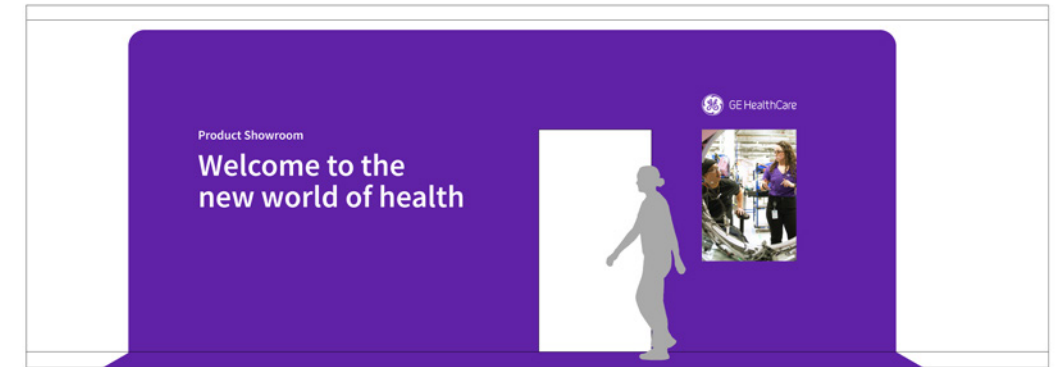
Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor and ceiling; i.e., 3M floor graphic film.) Please refer to [page 22](#) for more details.



Option 2

Branding option for narrower entryways that don't have space for visuals or large messaging.

Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor and ceiling; i.e., 3M floor graphic film.) Please refer to [page 22](#) for more details.



Option 1b

Large messaging opportunity welcoming visitors to the showroom space with a smaller digital screen to tell the stories of our innovations and human impact.

Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor and ceiling; i.e., 3M floor graphic film.) Please refer to [page 22](#) for more details.

Product showroom

Entrance options (cont.)

Our showroom installation designs feature a flexible wall tile system using our Compassion Purple color signal.

Panels can feature our logo, a welcoming brand message, imagery and digital screens (if applicable). The imagery and digital screens should showcase stories related to the showroom products and innovations. Imagery should always feature people. Achieve customized layouts using the following principles:

- Determine a centered space on the walls with clear space to separate it from the floor and ceiling (2').
- Divide space into equal units (consider fixed dimensions; e.g., TV size).
- Create hierarchy by combining units.
- Place imagery, digital screens (if applicable), messaging and logo.
- Place images within the grid; however, because of the complexity of some of our product shots, do not place images directly next to each other so they share an edge, which could make it difficult to understand where one image stops and another starts. Place multiple images with Compassion Purple tiles between them, though corners may touch.
- Consider uniformity across multiple applications for economies of scale.

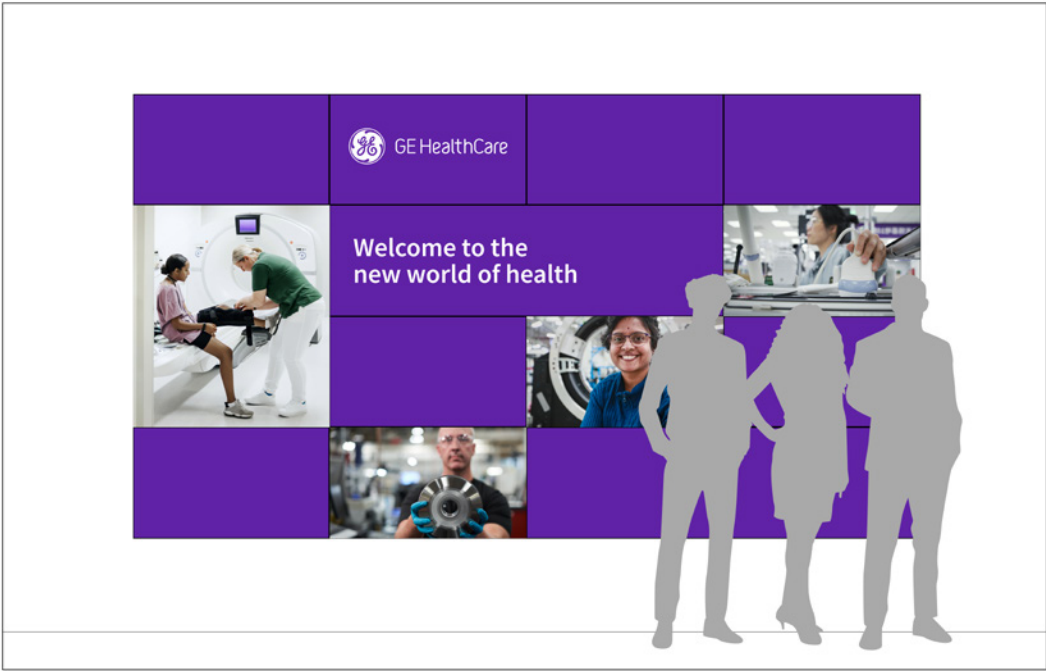
Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Option 1

Wall-tiled video screen installation with a bench setup. When seating or a bench is in front, leave content off bottom row of panels.

Application type III: Fabric graphic frame or mounted print (painted panel.) Please refer to [page 22](#) for more details.



Option 2

Wall-tiled installation with a mix of video, photography and messaging panels.

Application type III: Fabric graphic frame or mounted print (painted panel.) Please refer to [page 22](#) for more details.

Product showroom

Product platform options

Our product displays use the same flexible Compassion Purple design element from the lobby extending from the wall to the floor to create a "platform" for our products to sit on.

- Use the key product platform to display a single priority or feature product per room.
- Only display one priority product per platform.
- Use wall panels to display additional products around the priority product. Optional accent color band can be used only if needed to organize the presence of multiple product categories or groups.
- Both options can have display screens or photography mounted alongside informational copy.
- Both options can be scaled depending on the product size and placement.
- Follow information hierarchy as shown on these illustrative examples

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

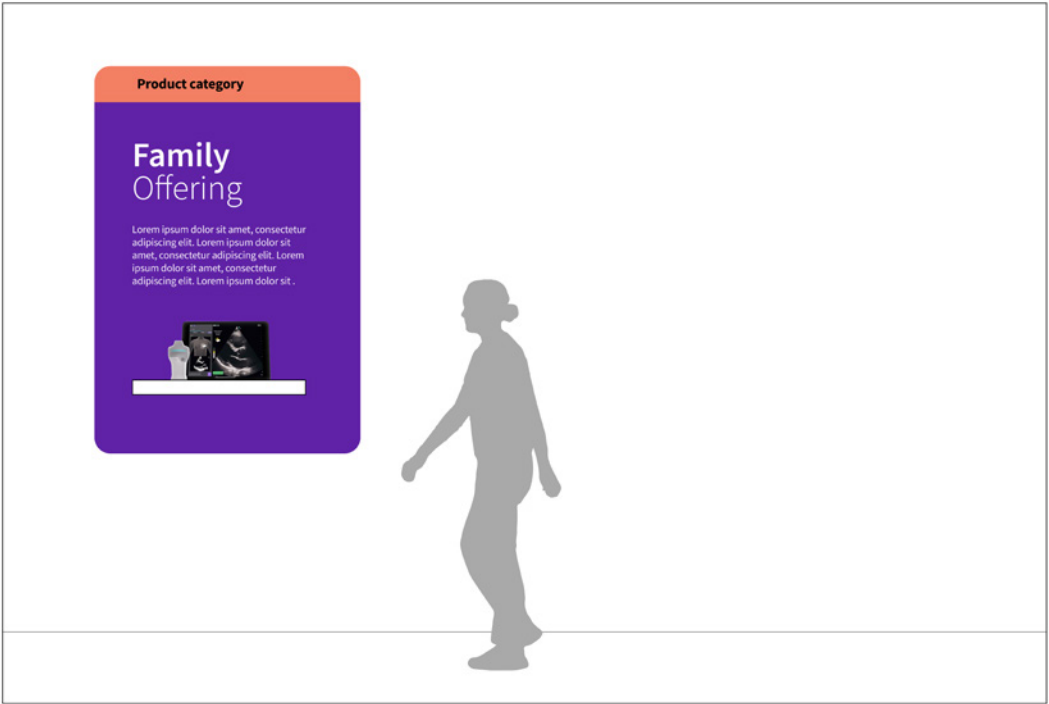
Please note this guidance relates to interior site branding only. Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.



Key product platform

Use to display a single priority or feature product.

Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor; e.g., 3M floor graphic film.) Please refer to [page 22](#) for more details.



Wall panel (with optional accent color bar and product display shelf)

Use to display additional products around the key product platform.

Application type I: Vinyl graphics. Please refer to [page 22](#) for more details.

Product showroom

Product platform options

Product platforms may use Compassion Purple or brand white to add variety and visual hierarchy in our showrooms.

- Use the key product platform to display a single priority or feature product per room. Do not use multiple platforms in one room. Use wall panel displays for other products in the same area or room.
- Compassion Purple platforms are best in larger areas.
- White platforms are best in smaller areas to avoid oversaturating spaces with Compassion Purple.
- For products with a lot of technical information, the white platform is best because it helps viewers digest all the information.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.

Please refer to the [Brand Guidelines](#) for more information on using the correct corner radius in proportion to the platform, which is based on one of visual identity elements—the graphic device.



Option 1

Compassion Purple platform.

Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor; e.g., 3M floor graphic film.) Please refer to [page 22](#) for more details.



Option 2

White platform.

Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor; e.g., 3M floor graphic film.) Please refer to [page 22](#) for more details.

Product showroom

Product platform— Compassion Purple

Our product platforms can scale to support different sizes of products, messages, imagery, shelves or podiums.

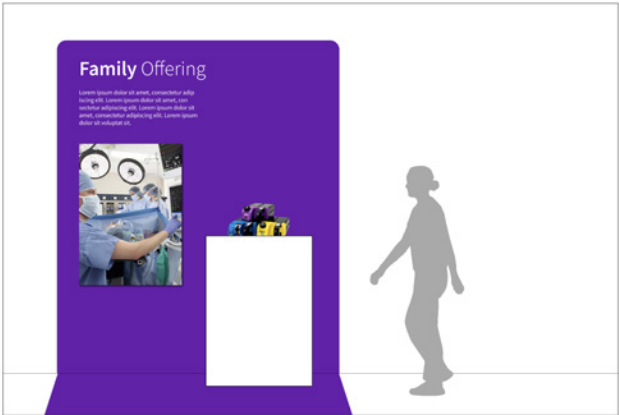
Place large products outside of the platform in order to avoid covering up content on the wall. This allows visitors room to stand on the platform and interact with information and visuals.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

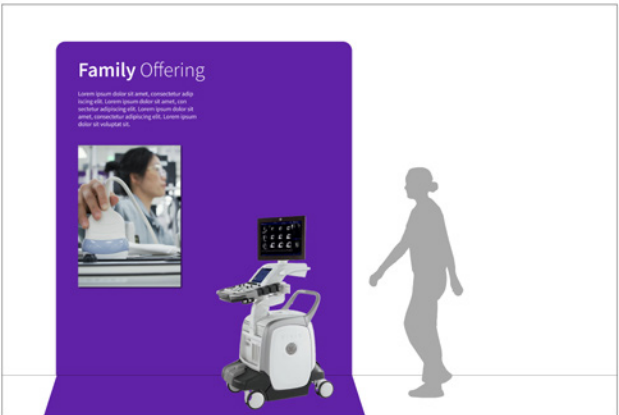
Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.



Shelf display



Podium product/part display



Freestanding product display



Large-scale product display

Product showroom

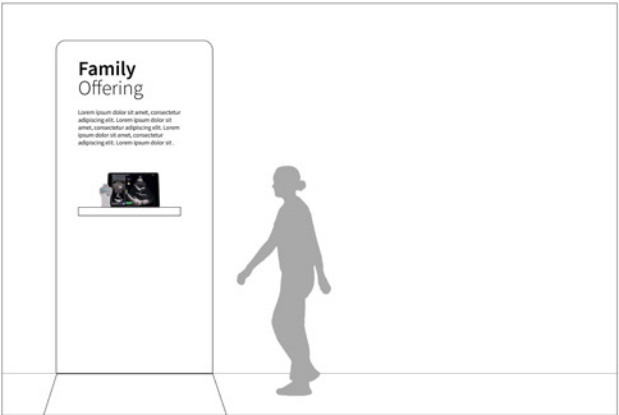
Product platform— Brand White

Our product platforms can scale to support different sizes of products, messages, imagery, shelves or podiums.

Place large products outside of the platform in order to avoid covering up content on the wall. This allows visitors room to stand on the platform and interact with information and visuals.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.



Shelf display



Podium product/part display



Freestanding product display



Large-scale product display

Product showroom

Wall panel options

Our wall panels can support different sizes of products, messages, imagery, shelves and podiums.

- Use Compassion Purple wall panels in areas for product platforms. For more information on using product platforms, refer to previous pages.
- Use white panels in areas with white key product platforms.
- For products with a lot of technical information, the white platform is best because it helps viewers digest all the information.
- Place information on the left side or in two columns at the top, depending on the amount of text and visuals.
- Follow information hierarchy as shown in these illustrative examples.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.
Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.



Option 1

Compassion Purple wall panel.

Application type I: Vinyl graphics. Please refer to [page 22](#) for more details.



Option 2

White wall panel.

Application type I: Vinyl graphics. Please refer to [page 22](#) for more details.

Product showroom

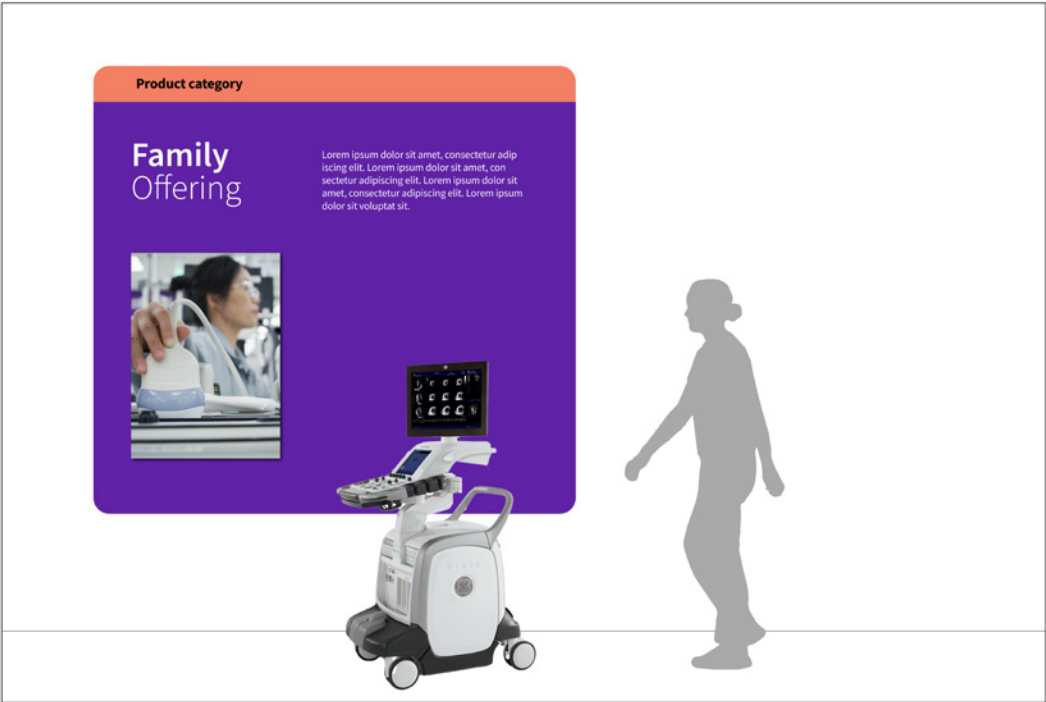
Wall panel w/color bar

Only add an accent color band to the top of a wall panel if multiple product categories and groups are present. Accent colors should be used to help organize product categories.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

Please refer to our [Accent Color Guidelines](#) for further information on using our accent colors in accordance to our brand standards.

Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.



Option 1

Compassion Purple wall panel.

Application type I: Vinyl graphics. Please refer to [page 22](#) for more details.



Option 2

White wall panel.

Application type I: Vinyl graphics. Please refer to [page 22](#) for more details.

Product showroom

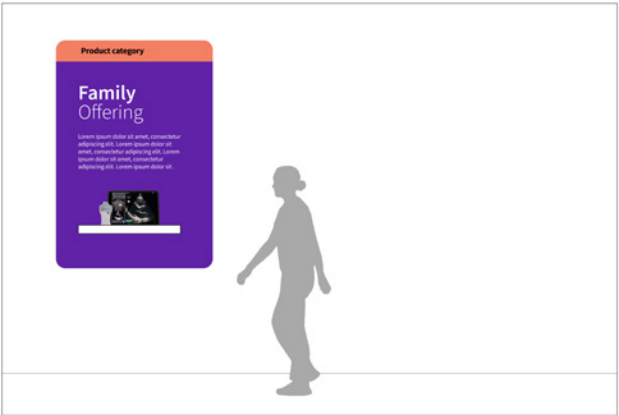
Wall panel— Compassion Purple

Our wall panels can scale to support different sizes of products, messages, imagery, shelves and podiums.

To create a cohesive experience in our showrooms, use Compassion Purple wall panels or white wall panels in groups not randomly intermixed throughout the specific area display.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

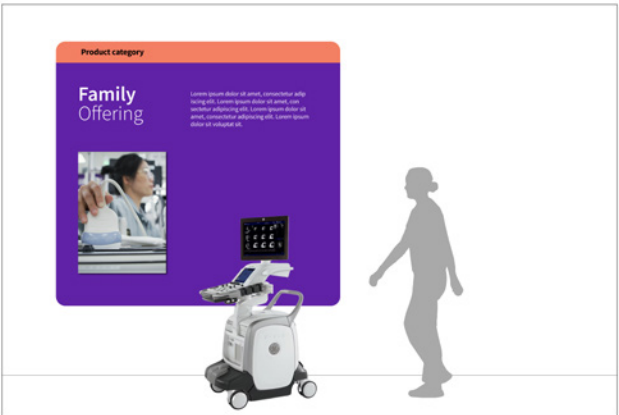
Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.



Shelf display



Podium product/part display



Freestanding product display



Large-scale product display

Product showroom

Wall panel—Brand White

Our wall panels can scale to support different sizes of products, messages, imagery, shelves and podiums.

To create a cohesive experience in our showrooms, use Compassion Purple wall panels or white wall panels in groups not randomly intermixed throughout the specific area display.

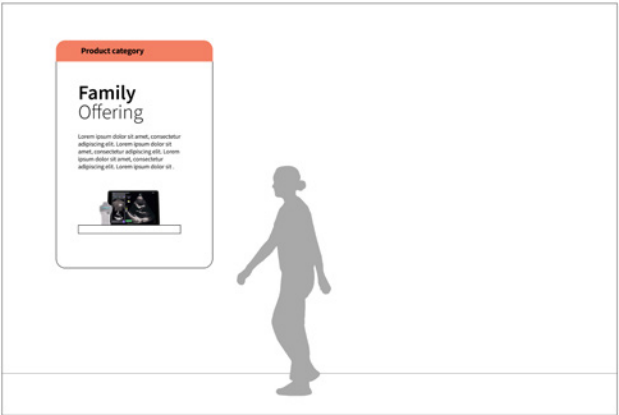
Color:

Refer to page 19 for RAL numbers for white and accent colors.

Note:

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.

Please refer to our [Product Brand Guidelines](#) for further information on using our brand for product-led marketing and communication.



Shelf display



Podium product/part display



Freestanding product display



Large-scale product display

Touchpoint 06: Cafés/Cafeterias

Cafés/Cafeterias are communal spaces that encourages reflection, connection, and conversation. Messaging in this space is centered around our Cultural Operating Principles and is brought to life through engaging, interactive prompts and thought exercises.

Key objective at Cafés/Cafeterias

Create an energizing and inspiring space that connects our colleagues through our culture and vision.

Cafés/Cafeterias Elements

The following are the key elements to use when designing cafeteria for GE HealthCare facilities.

Key elements:

- 1 Ensure the stories focus specifically on employee-centered narratives and Cultural Operating Principles. Digital screens should display dynamic content such as employee highlights and team achievements.
- 2 Include a vibrant and engaging community wall that reflects GE HealthCare’s unique cultural values.
- 3 Use a neutral, warm color palette complemented by dark neutral accents on wall panels and alcoves to create a balanced and harmonious space.
- 4 Use Compassion Purple in graphic elements to bring brand and color into the space in an impactful way.
- 5 Use curved elements such as architectural details, lighting fixtures and décor to ground and define the space.
- 6 Incorporate wood into built-in furniture elements and accents to bring warmth into the space.

Note:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Cafés/Cafeterias Elements

The following are the key elements to use when designing cafés for GE HealthCare facilities.

Key elements:

- 1 Use a neutral, warm color palette complemented by dark neutral accents on wall panels and alcoves to create a balanced and harmonious space.
- 2 Use curved elements such as architectural details, lighting fixtures and décor to ground and define the space.
- 3 Wood should be incorporated into built-in furniture elements and accents to bring warmth into the space.
- 4 Use black décor as an accent for contrast.



Cafés/Cafeterias Community Wall

Cafés/Cafeterias are natural gathering places to connect with coworkers and celebrate our Cultural Operating Principles. The options shown on this page create focused areas to present our Cultural Operating Principles, employee-centered narratives or achievements, news or events.

When choosing between options for the community board, select the materials that best complement the existing or new interior design of the space.

Use no more than one community board in cafeteria spaces.

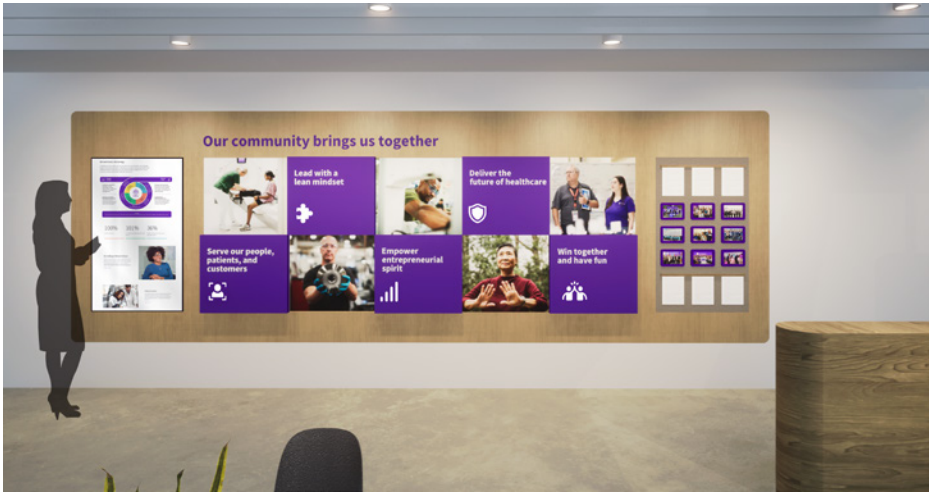
Dimensions:
Option 1a and b panels are 7'6"H x 22'W
Option 2 panel is 7'6"H x 5'W

Notes:
Bulletin boards can be populated with printed notices and changeable picture frames.

For this specific touchpoint, on the bulletin board, site-specific employee content is permissible.

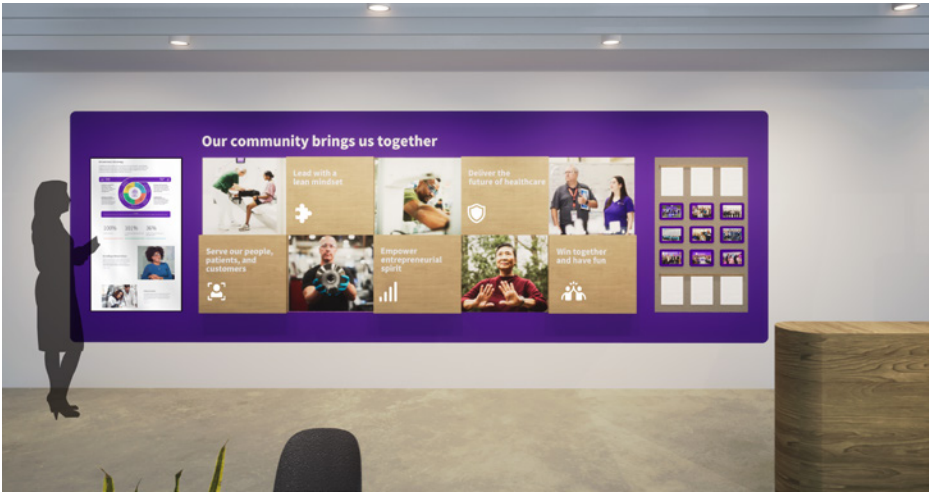
Do not use the GE HealthCare logo on the community board to avoid overbranding our spaces.

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



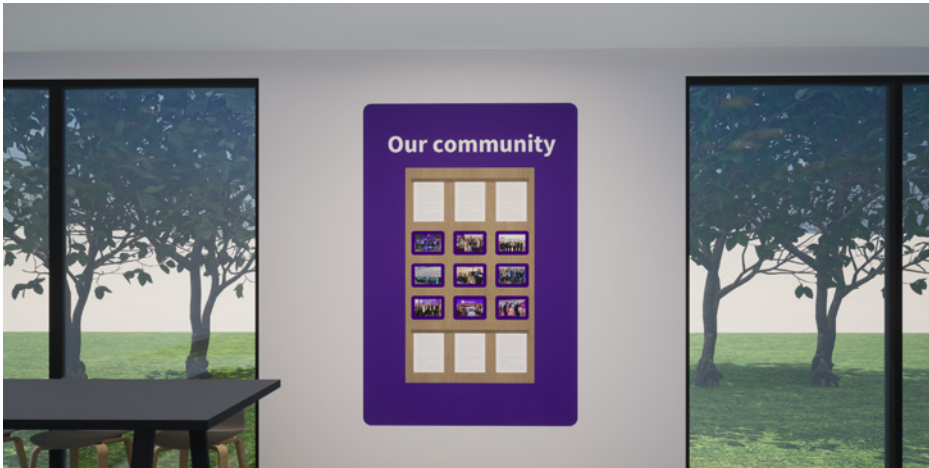
Option 1a

Wall-mounted rounded-edge Compassion Purple panel or painted graphic area with wooden cultural principle tiles, a video screen, mounted graphics and a bulletin board. Use 1.5" thick rail system for organized display of printed notices and changeable picture frames that can be filled by on-site employees for personalization. Center horizontally on a wall that's 25' or larger.



Option 1b

Wall-mounted rounded-edge wooden panel with painted Compassion Purple cultural principle tiles, a video screen, mounted graphics and a bulletin board. Use 1.5" thick rail system for organized display of printed notices and changeable picture frames that can be filled by on-site employees for personalization. Center horizontally on a wall that's 25' or larger.



Option 2

Wall-mounted rounded-edge Compassion Purple panel with a wooden bulletin board. Use 1.5" thick rail system for organized display of printed notices and changeable picture frames that can be filled by on-site employees for personalization. Center horizontally on a wall that's 10' in length or shorter.

Cafés/Cafeterias

Branded installations

Branded installations that reflect GE HealthCare’s unique cultural values are a great way to inspire and energize our people.

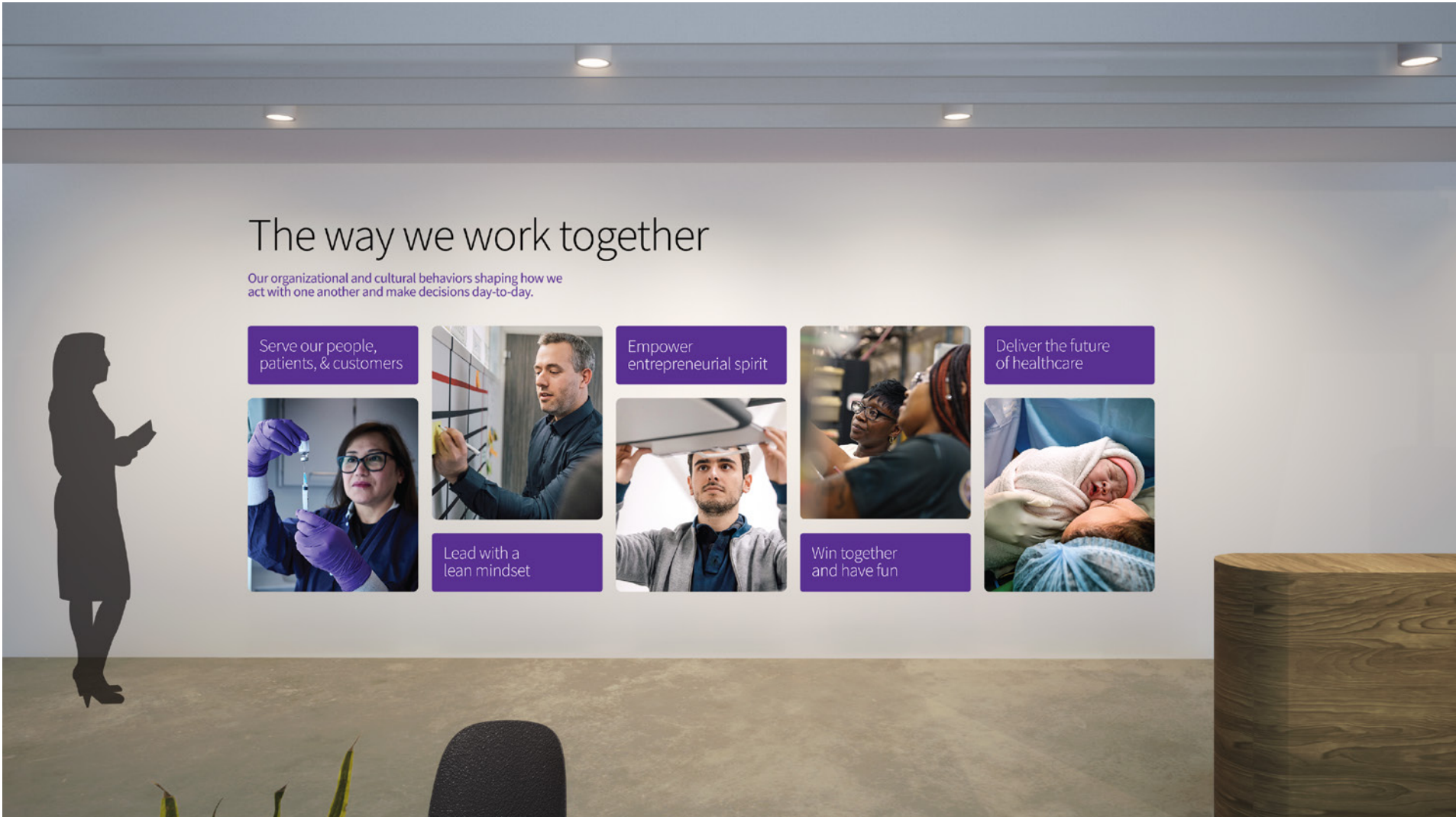
These graphic displays can include related imagery or digital screens. To maintain the impactful messaging around our Cultural Operating Principles, the five pillars should always appear together. Integrate additional storytelling into content that appears on digital screens. Center the installation horizontally on the wall.

Dimensions:

Each pillar is 7'8"H x 3'W, spaced 1' apart.

Notes:

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Compassion Purple panels display Cultural Operating Principles and related image or digital screens.

Application type III: Fabric graphic frame or mounted print for imagery. Please refer to [page 22](#) for more details.

Application type I or II: Painted wall or vinyl wall with graphics. Please refer to [page 22](#) for more details.

Touchpoint 07: Collaboration/Meeting spaces

Collaboration areas promote a culture of innovation and team problem-solving. Messaging in these spaces champions breakthrough thinking, inclusivity, and shared purpose.

Key objective at collaboration/meeting spaces

Encourage collaboration and connection to bring our vision to life.

Collaboration/Meeting spaces

Breakout area elements

The following are the key elements to use when designing breakout areas for GE HealthCare facilities.

Key elements:

- 1 Use Compassion Purple to signal our brand, incorporate a custom branded wall installation that seamlessly combines a digital screen, a whiteboard and an organized space for displaying important documents.
- 2 Incorporate curved architectural details, lighting fixtures and décor inspired by the brand's logo.
- 3 Add warmth and texture with wood finishes, live plants and soft, textured fabrics to enhance the sensory appeal and comfort of the environment.
- 4 Use black décor as an accent for contrast.
- 5 Design layouts that promote collaboration and engagement, incorporating seating arrangements and spatial configurations conducive to group discussions or shared experiences. Existing or new furniture may be used to achieve this goal.
- 6 Digital displays can feature employee-related content and rotating content featuring our culture operating principles. (Allows for screen mirroring when collaborating.)

Notes:

Do not use the GE HealthCare logo on the wall installation to avoid overbranding our spaces.



Collaboration/Meeting spaces

Breakout area installations

Breakout areas create an opportunity for collaboration, brainstorming and sharing. This flexible system features dry-erase wall panels, digital displays and bulletin boards to accommodate a variety of uses.

Notes:
Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding. For this specific touchpoint, on the bulletin board, site-specific employee content is permissible.

Do not use the GE HealthCare logo on the wall installation to avoid overbranding our spaces.



Option 1
Three-panel wall-mounted installation for a collaborative dry-erase board, digital display screen and magnetic bulletin panel.



Option 2
Rounded-edge wood panel frames a collaborative dry-erase board or bulletin board.

Collaboration/Meeting spaces

Employee conference room elements

The following are the key elements to use when designing conference rooms for GE HealthCare facilities.

Key elements:

- 1 Include brand messaging featuring an inspirational message that reflects the brand's vision accented with Compassion Purple to subtly introduce brand identity, ensuring visual impact. Enhance the design with a collaborative element, such as a whiteboard or bulletin board, to encourage idea-sharing and interaction.
- 2 Incorporate a digital screen to facilitate presentations, screen sharing and video content.
- 3 Mount painted panels behind the screen. If budget allows, opt for acoustic panels behind the screen to minimize noise and enhance sound quality. Panels should color-match Compassion Purple.
- 4 Use soft-edged architectural details, lighting fixtures, and décor elements using black as the accent lighting shade color.
- 5 Enhance the space's sensory appeal and comfort by integrating wood finishes, live plants and soft, textured fabrics.

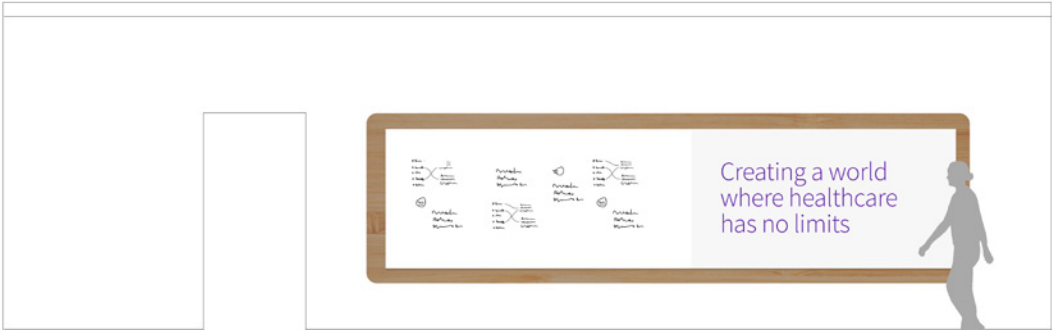


Collaboration/Meeting spaces

Employee conference room

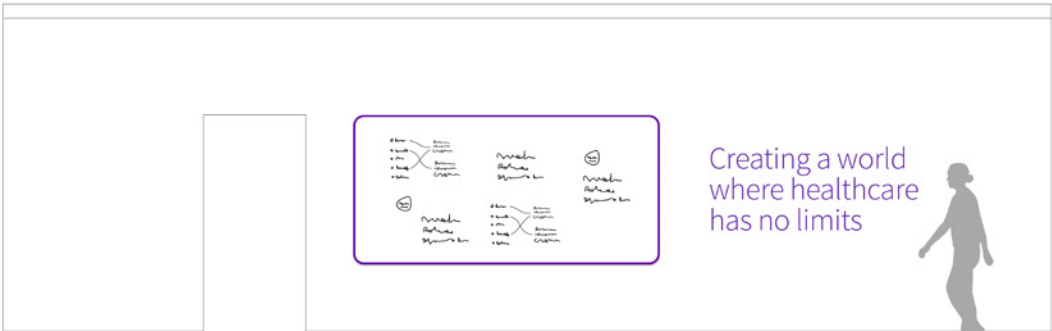
wall installation

Similar to breakout areas, our conference room installations provide a consistent, flexible and functional space to share messaging and brainstorm.



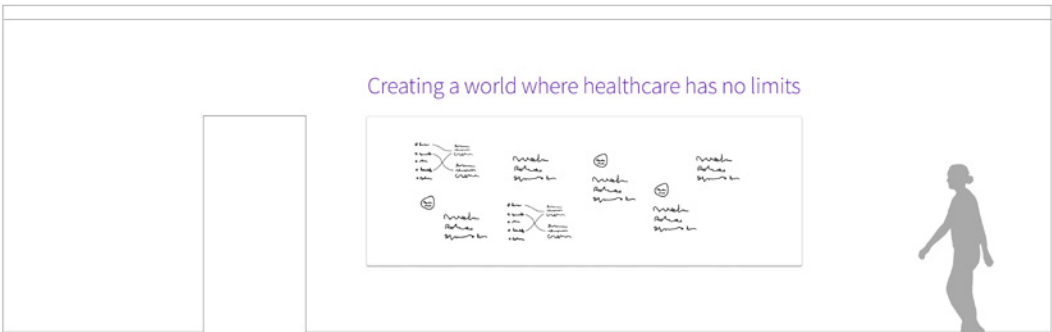
Option 1

Dry-erase board and large brand message framed by a rounded-edge wood panel.



Option 2

Dry-erase board with a custom Compassion Purple border along with large brand message.



Option 3

Standard dry-erase board along with brand message above.

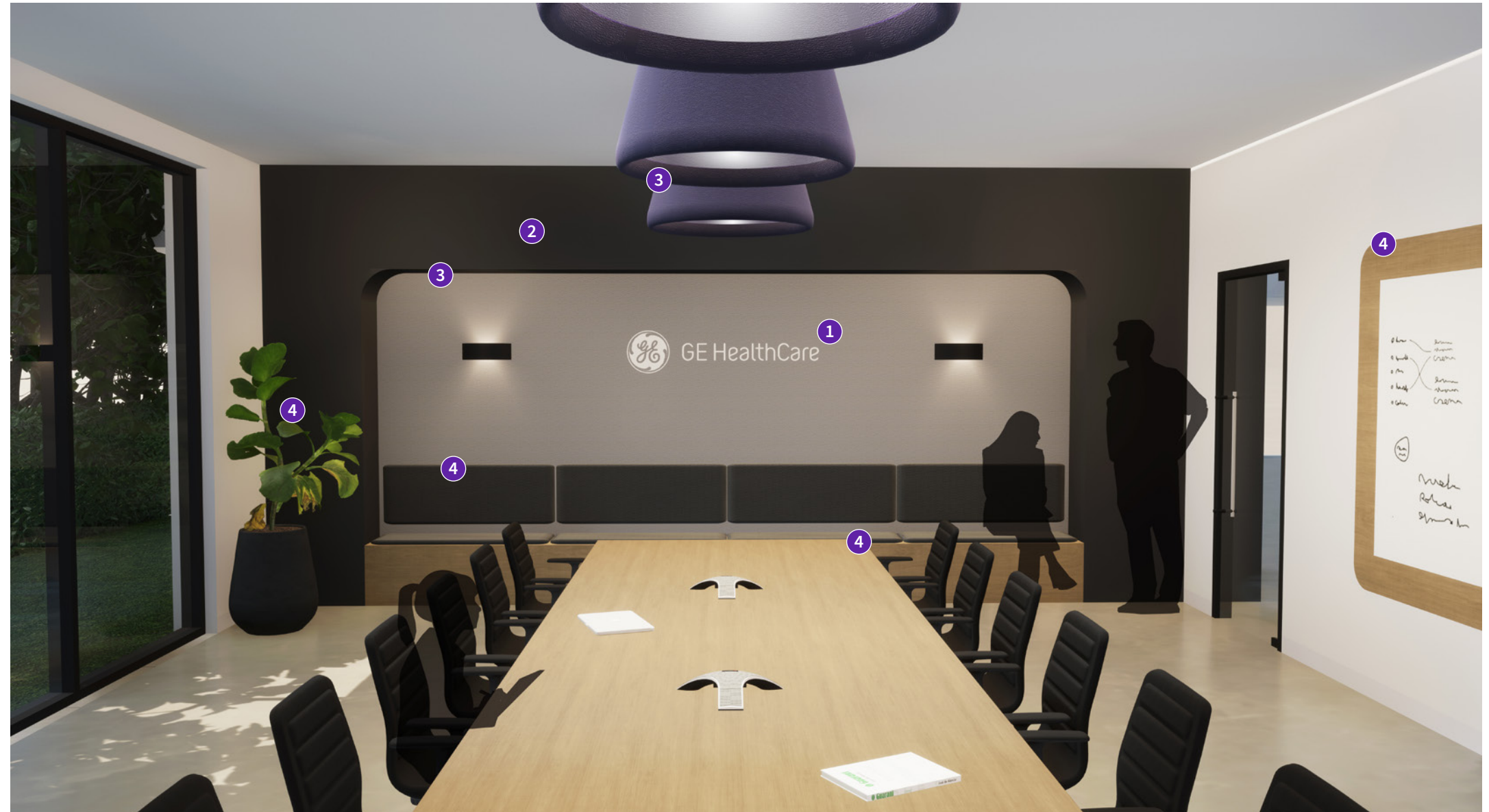
Collaboration/Meeting spaces

Executive conference room elements

The following are the key elements to use when designing executive-level conference rooms for GE HealthCare facilities.

Key elements:

- 1 Feature the company logo (suggested for our executive conference rooms only due to cost) positioned strategically behind the video area to serve as a branded backdrop, reinforcing visual identity during virtual meetings and presentations. If the logo cannot be positioned such that it will be seen on camera, it should not be displayed in the conference room.
- 2 The back wall should use both dark and light gray paint for increased color contrast and design emphasis. Refer to [page 20](#) for paint specifications.
- 3 Use soft-edged architectural details, lighting fixtures, and décor elements using black as the accent lighting shade color.
- 4 Enhance the space's sensory appeal and comfort by integrating wood finishes, live plants and soft, textured fabrics.



Collaboration/Meeting spaces room art

Usage notes:
Use imagery that reflects GE HealthCare’s premium, strategic positioning—showing precision, innovation, and patient impact.

Select visuals with a refined, high-end aesthetic. Avoid overt branding, text overlays, or modular design systems.

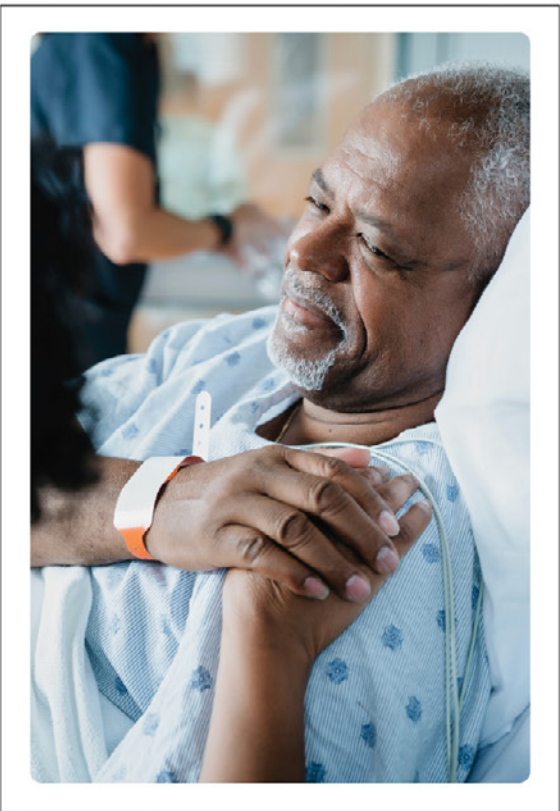
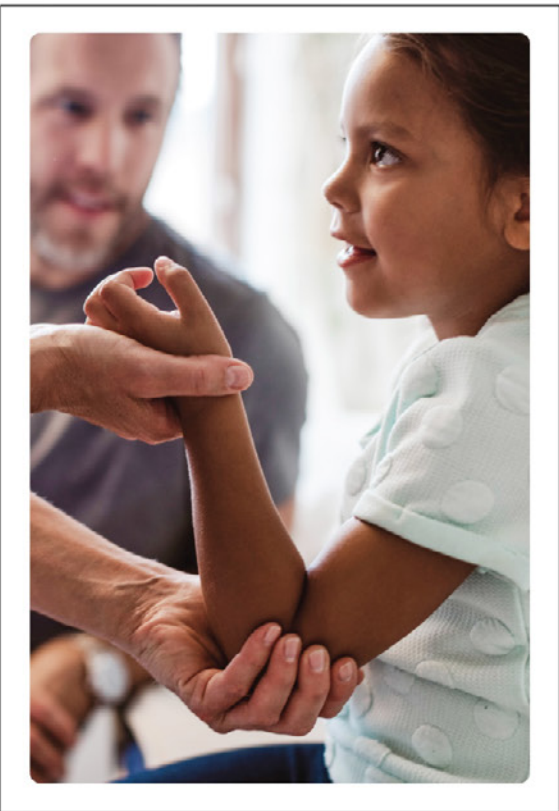
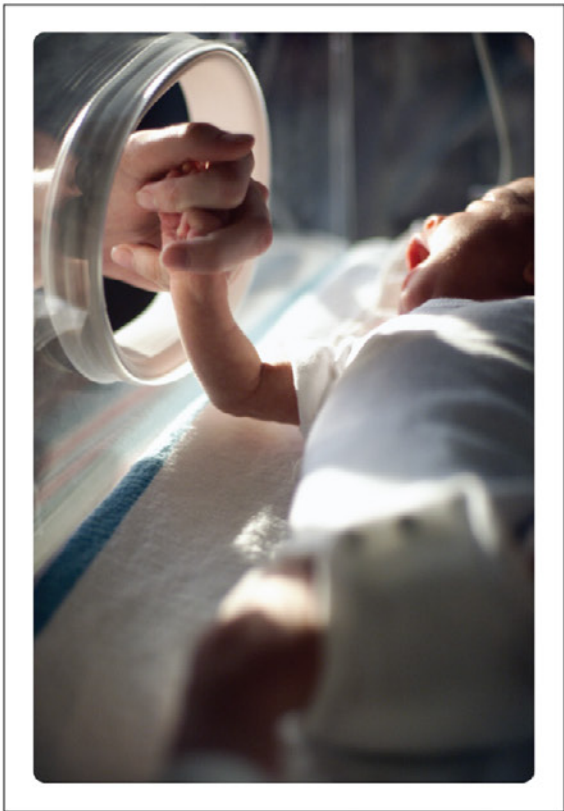
Production notes:
Titles above art should be 3D letters in brushed aluminum for an elevated presentation.

Framing:
Use modern clear frames with a clean, elevated look. Use acrylic floating double-sided panels where needed.

Mounting:
Raise all pieces off the wall with discreet spacers for a floating effect.

Installation
Keep consistent height and even alignment across all works.

With you through all stages of life



Touchpoint 08: Manufacturing floor

Manufacturing spaces reflect standards and values that underpin our work from safety and integrity to innovation. Messaging in this space highlights precision, quality, and pride in process.

Key objective at manufacturing floors

Energize our workforce to make them feel connected to our purpose and our culture.

Manufacturing floor Walkways

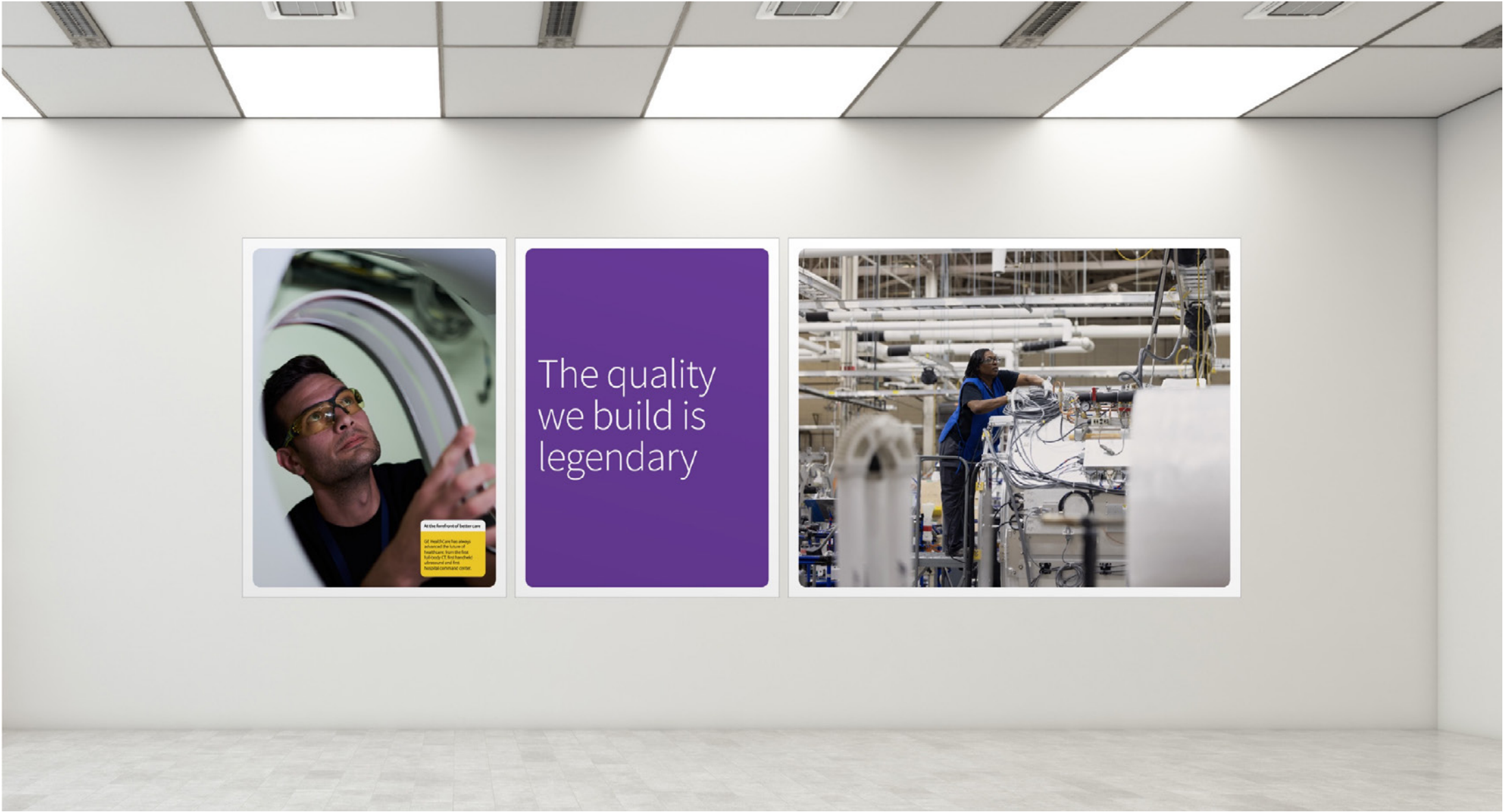
Usage notes:
Designed for areas with high visibility along production lines or team access corridors.

Used to promote craftsmanship and pride in work. Pair with imagery that shows real team members or production detail.

Small facts are communicated to help reinforce how we are impacting our industry globally.

Production notes:
Execution can be as flat decals or if budget permits, to apply on raised plexiglass to give dimension.

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor; e.g., 3M floor graphic film.) Please refer to [page 22](#) for more details.

Manufacturing floor Walkways

Usage notes:

Highlights core operational values: efficiency, discipline, and continuous improvement.

Use multiple panels to represent different principles (e.g., precision, safety, integrity).

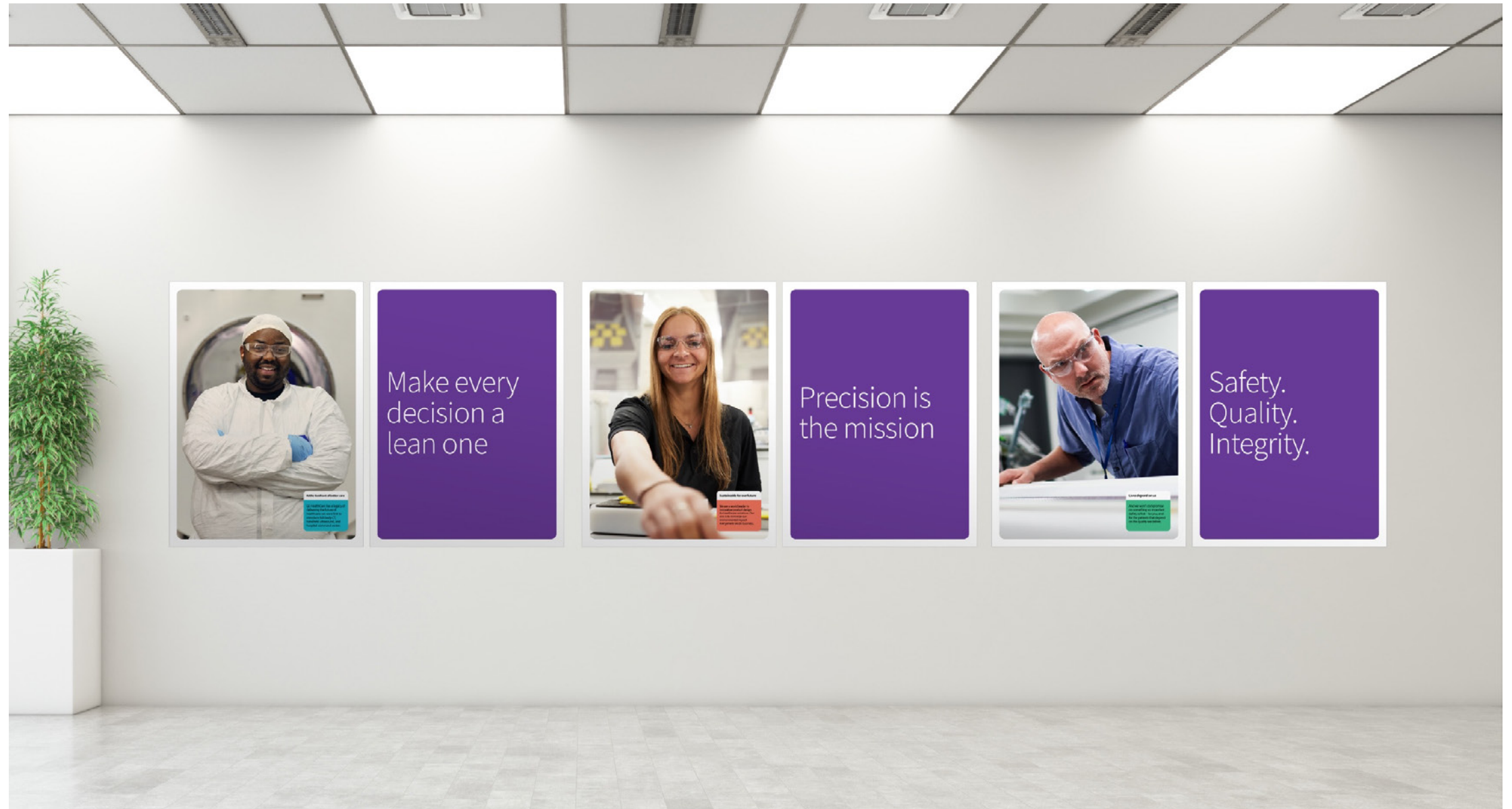
Position at a readable height to encourage informal discussion during daily stand-ups.

Production notes:

Execution can be as flat decals or if budget permits, to apply on raised plexiglass to give dimension. It can also be framed in a modern clear frame.

Small facts are communicated to help reinforce how we are impacting our industry globally.

Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Application type I: Vinyl graphics (use high-traffic vinyl for graphics extending to the floor; e.g., 3M floor graphic film.) Please refer to [page 22](#) for more details.

Manufacturing floor

Customizable wall graphics

- Usage notes:**
- Use as customizable graphics. Swap in the relevant technology to suit context and audience
 - Use with staff-facing messaging where a sense of collective mission can be reinforced.
 - Placement reference for wide-format walls. Align image, text block, and fact labels for visual harmony.
 - Leverage when possible connection between message and Culture Operating Principles.
 - Only use preapproved artwork from the [Site Branding Creative Asset Library](#) for all interior graphics and branding.



Application type I: Full-wall vinyl graphics

Application type III: Fabric graphic frame or mounted print for messaging panel (optional)

Manufacturing floor Department banner signage

Branded vinyl banners can be used as hanging or wall-mounted elements to display the GE HealthCare brand and identify areas on the factory floor.

Use department name banners in paths of circulation or above a zone to identify the area. These messages are in Compassion Purple to differentiate them from secondary areas like product material staging.

Product and material banners display secondary messages and should be always be in gray with no color bar.



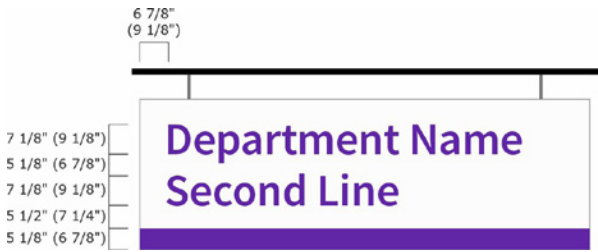
48"H x 144"W
36"H x 108"W

Branded banner

Substrate
White vinyl.

Logo
Digitally printed Compassion Purple background with reversed-out white logo.

Mounting
Banners may attach to the wall or suspend from the ceiling. Provide appropriate grommet holes and hardware as required.



48"H x 144"W
36"H x 108"W

Department name banner

Substrate
White vinyl.

Typeface
Source Sans Pro Regular, Compassion Purple.

Information
Title case, digitally printed.

Color bar
Digitally printed Compassion Purple color bar along bottom of banner. Color bar height for the short banner is 5.125". Color bar height for the taller banner is 6.625".

Mounting
Banners may attach to the wall or suspend from the ceiling. Provide appropriate grommet holes and hardware as required.



48"H x 144"W
36"H x 108"W

Product name banner

Substrate
White vinyl.

Typeface
Source Sans Pro Regular, PMS Cool Gray 9C.

Information
Title case, digitally printed.

Mounting
Banners may attach to the wall or suspend from the ceiling. Provide appropriate grommet holes and hardware as required.

Touchpoint 09: Interior signage

The primary purpose of interior signage is wayfinding—it's subtle, simple, and supports our brand identity.

Key objective of interior signage

Create a simple signage system that supports our brand.

Interior signage

Overview

Our interior signage is designed around a kit of consistent, easy-to-understand elements that can be applied to various site conditions. This will create a consistent identity across our spaces and complement our [Exterior Signage Guidelines](#).

The kit of elements includes signage plaques, reception signage, window glazing, wayfinding signage, department signage and regulatory signage. Each part of the kit serves a specific purpose like identification, presenting directional and orienting information and providing guidance around regulation-compliant signs.

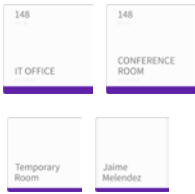
When implementing the interior signage family, be sure to consider how the parts relate to each other and to the other pieces of this document as well.

Fonts for signage are slightly different than what we use on brand creative. We use capitalized lettering and upper case letters to emphasize "formal" building locations or departments. This helps with legibility from a distance.

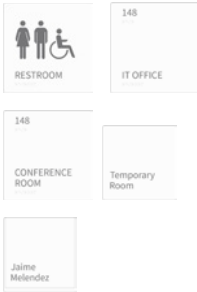
Note:
Do not use the GE HealthCare logo on interior signage in ways other than illustrated in this document to avoid overbranding our spaces.

Signage plaques

Color bar



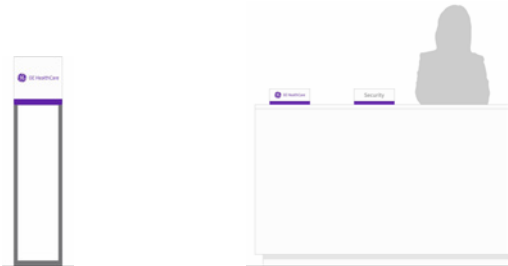
No color bar



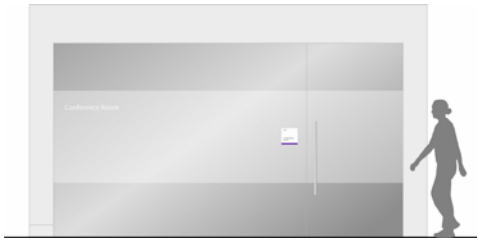
Flag-mounted



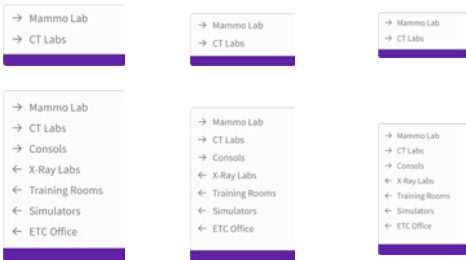
Reception signage



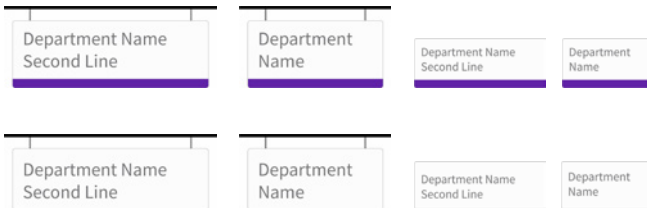
Glazing



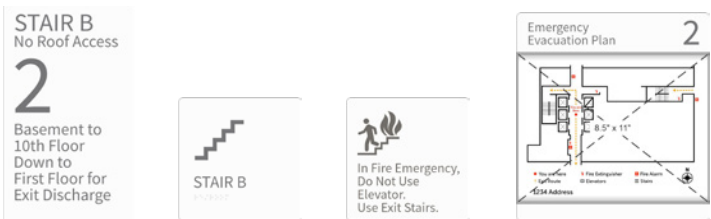
Wayfinding signage



Department signage



Regulatory signage



Interior signage

Plaques with color bar

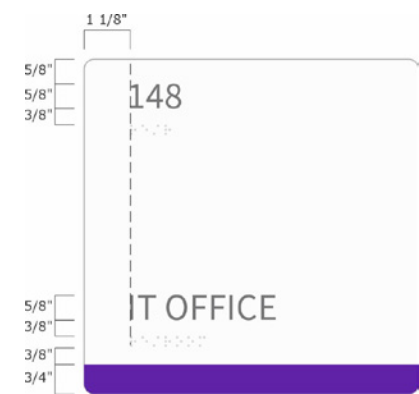
Signage plaques with our Compassion Purple color bar can be used in public-facing areas. Permanent room signs consist of braille copy and uppercase raised letters to comply with ADA standards.

General placement:

Install room signs on the handle side of the door at a minimum of 48" to the baseline of the lowest raised character and a maximum of 60" to the baseline of the highest tactile character.

ADA compliance:

All room signs must meet 2010 ADA Guidelines or any state or local guidelines that take precedence.



8.5"H x 8.5"W

Permanent room plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Permanent room information

5/8" uppercase, raised 1/32" thick.

Braille

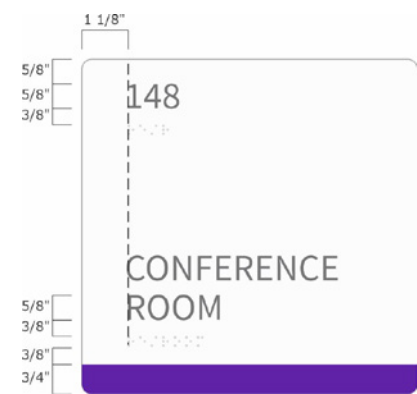
Braille in clear raster dots.

Color bar

Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 0.75".

Mounting

When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.



8.5"H x 8.5"W

Conference room plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Permanent room information

5/8" uppercase, raised 1/32" thick.

Braille

Braille in clear raster dots.

Color bar

Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 0.75".

Mounting

When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.

Interior signage

Plaques with color bar (cont.)

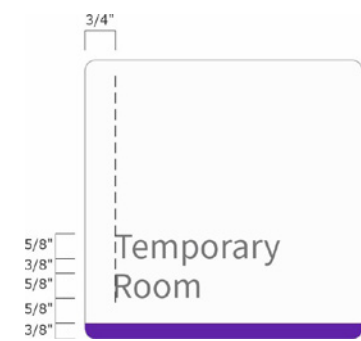
Signage plaques with our Compassion Purple color bar can be used in public-facing areas. Permanent room signs consist of braille copy and uppercase raised letters to comply with ADA standards.

General placement:

Install room signs on the handle side of the door at a minimum of 48" to the baseline of the lowest tactile character and a maximum of 60" to the baseline of the highest tactile character.

ADA compliance:

All room signs must meet 2010 ADA Guidelines or any state or local guidelines that take precedence.



7"H x 7"W

Non-permanent plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Non-permanent room information

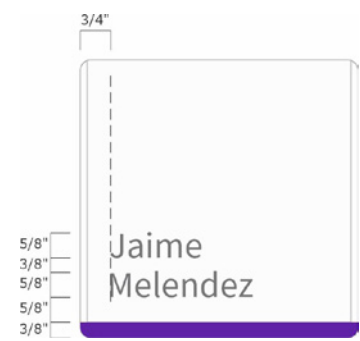
5/8" first surface applied vinyl film.

Color bar

Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 0.375".

Mounting

When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.



7"H x 7"W

Workstation plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Room name insert

Removable printed 6.5" x 6.5" paper insert with clear window.

Color bar

Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 0.375".

Mounting

Mount sign to wall or workstation as required.

Interior signage

Plaques with color bar

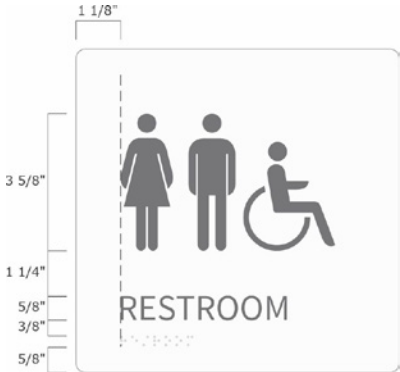
Signage plaques without our Compassion Purple color bar can be used in restrooms and back-of-house applications. Permanent room signs consist of braille copy and uppercase raised letters to comply with ADA standards.

General placement:

Install room signs on the handle side of the door at a minimum of 48" to the baseline of the lowest tactile character and a maximum of 60" to the baseline of the highest tactile character.

ADA compliance:

All room signs must meet 2010 ADA Guidelines or any state or local guidelines that take precedence.



8.5"H x 8.5"W

Restroom plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Pictogram

Pictogram symbols in PMS Cool Gray 9C.

Permanent room information

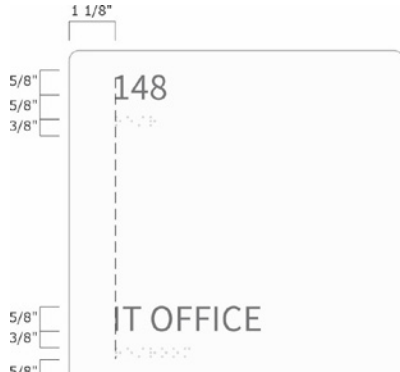
5/8" uppercase, raised 1/32" thick.

Braille

Braille in clear raster dots.

Mounting

Adhere to wall surface with double-sided VHB tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.



8.5"H x 8.5"W

Permanent room plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Permanent room information

5/8" uppercase, raised 1/32" thick.

Braille

Braille in clear raster dots.

Mounting

Adhere to wall surface with double-sided VHB tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.



8.5"H x 8.5"W

Conference room plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Permanent room information

5/8" uppercase, raised 1/32" thick.

Braille

Braille in clear raster dots.

Mounting

Adhere to wall surface with double-sided VHB tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.

Interior signage

Plaques with color bar (cont.)

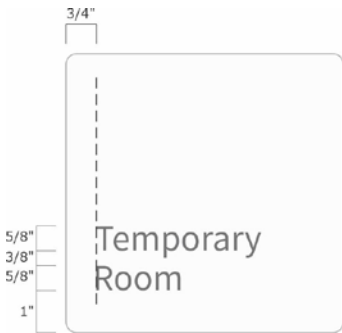
Signage plaques without our Compassion Purple color bar can be used in restrooms and back-of-house applications. Permanent room signs consist of braille copy and uppercase raised letters to comply with ADA standards.

General placement:

Install room signs on the handle side of the door at a minimum of 48" to the baseline of the lowest tactile character and a maximum of 60" to the baseline of the highest tactile character.

ADA compliance:

All room signs must meet 2010 ADA Guidelines or any state or local guidelines that take precedence.



7"H x 7"W

Non-permanent plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Non-permanent room information

5/8" first surface applied vinyl film.

Mounting

Adhere to wall surface with double-sided VHB tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.



7"H x 7"W

Workstation plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Room name insert

Removable printed 6.5" x 6.5" paper insert with clear window.

Mounting

Mount sign to wall or workstation as required.

Interior signage

Plaques flag-mounted

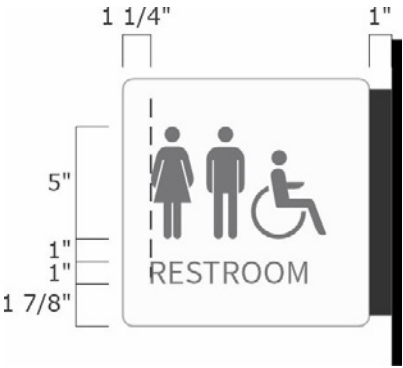
Flag-mounted signs are ideal for rooms in long corridors where rooms need to be identified from a distance.

General placement:

Install flag-mounted signs with a minimum clearance of 80" between the ground and the bottom of the sign.

Note:

The restroom plaque here is shown as an example. Other services such as cafés can utilize this style of flag-mounted signage.



11"H x 11"W

Flag-mounted sign (double-sided)

Substrate

Clear frosted acrylic with opaque white backing.

Hardware

Black.

Typography

Source Sans Pro Regular, PMS Cool Gray 9C.

Pictogram

Pictogram symbols in PMS Cool Gray 9C.

Permanent room information

5/8" uppercase, raised 1/32" thick.

Braille

Braille in clear raster dots.

Mounting

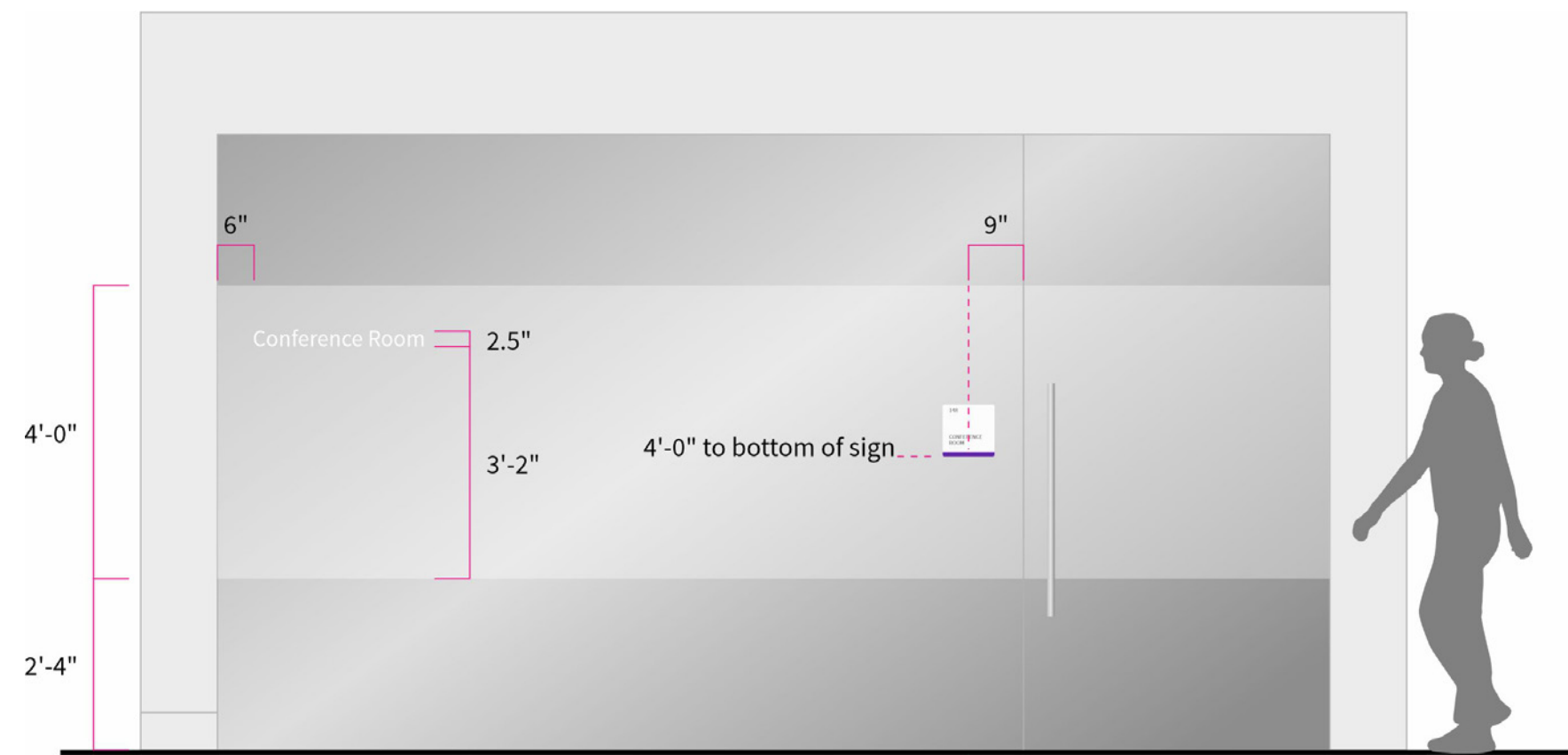
Mount to existing wall as required.

Interior signage

Privacy glazing

Our conference rooms and offices should have privacy glazing applied in a consistent and simple way.

Reach out to global.workplace@gehealthcare.com about glazing recommendations and procurement at any GE HealthCare site.



Interior signage

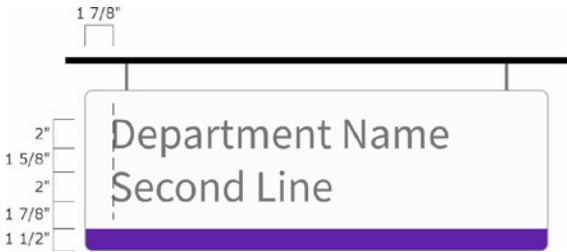
Department signage w/color bar

Overhead and wall-mounted department signs come in one of two sizes. If necessary, increase the width of the sign to accommodate long messages. Use the size that best fits your site conditions and messaging requirements.

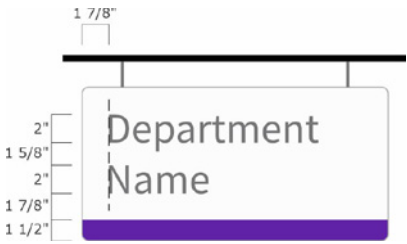
Use the Compassion Purple color bar option for high-visibility signage that is hanging from the ceiling and is meant for large-scale wayfinding.

General placement:

Install overhead signs with a minimum of 80" of clearance between the ground and the bottom of the sign.



11"H x 32"W



11"H x 22"W

Overhead department ID sign (double-sided)

Substrate

Clear frosted acrylic with 1" opaque white core.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Information

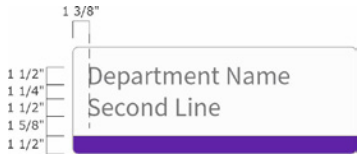
2" title case first surface applied vinyl film.

Color bar

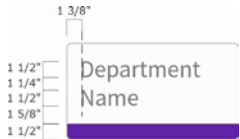
Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 1.5".

Mounting

Secure to existing ceiling as required.



9"H x 24"W



9"H x 16"W

Wall-mounted department ID sign

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Information

1.5" title case first surface applied vinyl film.

Color bar

Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 1.5".

Mounting

Adhere to wall surface with double-sided VHB tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.

Interior signage

Department signage

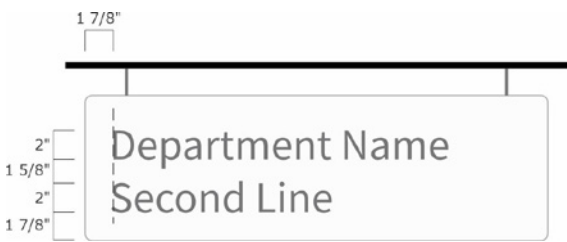
w/no color bar

Overhead and wall-mounted department signs come in one of two sizes. If necessary, increase the width of the sign to accommodate long messages. Use the size that best fits your site conditions and messaging requirements.

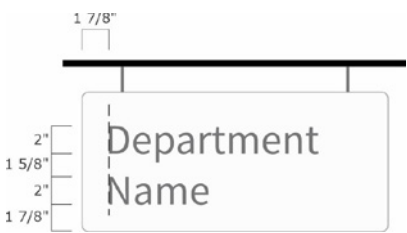
Use this option with no Compassion Purple color bar when signage is smaller on shelving or in specific bays.

General placement:

Install overhead signs with a minimum of 80" of clearance between the ground and the bottom of the sign.



10"H x 32"W



10"H x 22"W

Overhead department ID sign (double-sided)

Substrate

Clear frosted acrylic with 1" opaque white core.

Typeface

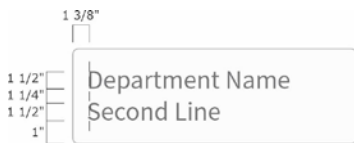
Source Sans Pro Regular, PMS Cool Gray 9C.

Information

2" title case first surface applied vinyl film.

Mounting

Secure to existing ceiling as required.



8.5"H x 24"W



8.5"H x 16"W

Wall-mounted department ID sign

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Information

1.5" title case first surface applied vinyl film.

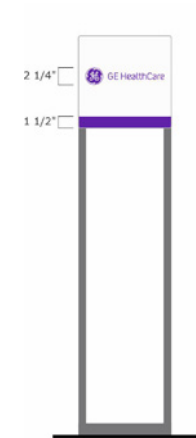
Mounting

Adhere to wall surface with double-sided VHB tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.

Interior signage

Reception signage

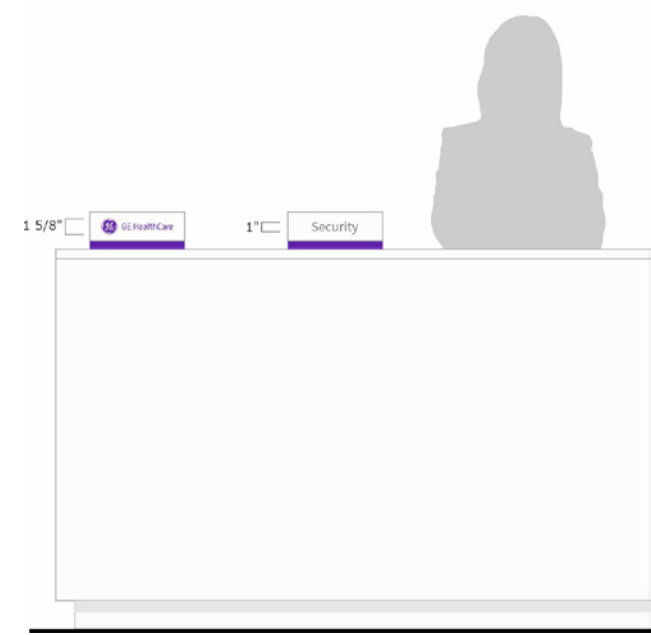
Reception desk signage is available both as a freestanding and desktop sign. These signs are typically used in multi-brand facilities to indicate which brand a specific counter position is servicing.



12"H x 12"W

Freestanding reception signage

- Logo**
Logo is first surface applied Compassion Purple vinyl film. Monogram is 2.25" diameter.
- Color bar**
Color bar is first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 1.5".
- Support frame**
1" aluminum tube frame with weighted base as required to prevent tipping. Paint all exposed surfaces to match PMS Cool Gray 9C, semi-gloss finish.



4"H x 10"W

Countertop reception signage

- Logo**
Logo is first surface applied Compassion Purple vinyl film. Monogram is 1.625" diameter.
- Color bar**
Color bar is first surface applied Compassion Purple vinyl along bottom of sign face. Color bar height is 0.625".
- Base**
Provide weighted base as required to prevent tipping. Paint all exposed surfaces to match Compassion Purple, semi-gloss finish.

Interior signage

Wayfinding

Place wayfinding plaques in logical locations near key decision-making points and use them to present orientational and directional information. Typically, these areas include the main floor entrance lobby, key corridor intersections and secondary entrance lobbies from parking garages. Think critically about important destinations and messages when determining what information to put on the wayfinding plaques. Again, the copy size, color and contrast of these signs are designed to comply with ADA standards.

General placement:

Install wayfinding plaques at a minimum of 60" to the middle of the sign.

ADA compliance:

All wayfinding signs must meet 2010 ADA Guidelines or any state or local guidelines that take precedence.

Wayfinding signage

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Title case, Source Sans Pro Regular, PMS Cool Gray 9C.

Information

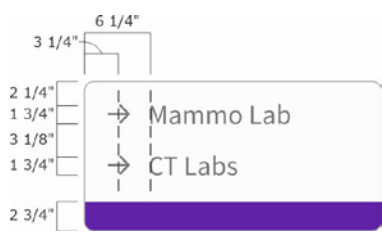
Text is first surface applied vinyl film.

Color bar

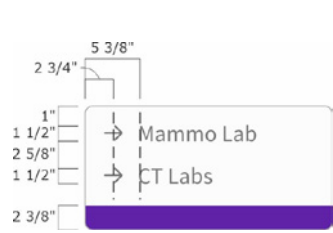
Color bar to be first surface applied Compassion Purple vinyl along bottom of sign face (see height specifications in the diagrams to the right)

Mounting

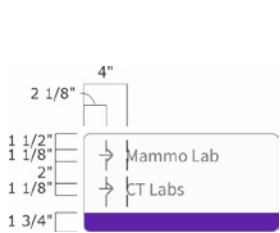
Adhere to wall surface with double-sided tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.



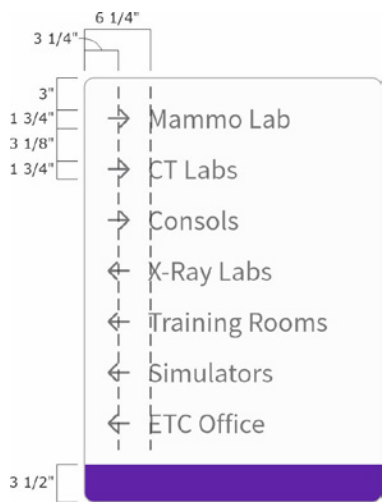
14"H x 28"W
Color bar height: 2.75"



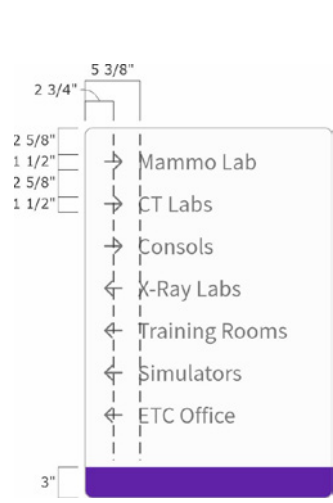
12"H x 24"W
Color bar height: 2.375"



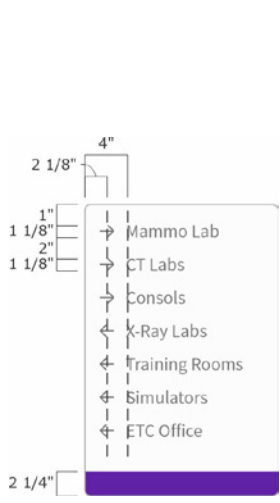
9"H x 18"W
Color bar height: 1.75"



40"H x 28"W
Color bar height: 3.5"



36"H x 24"W
Color bar height: 3"



27"H x 18"W
Color bar height: 2.25"

Interior signage

Regulatory

Fire codes often require the use of stair and elevator wall plaques. There are two different types of stair plaques and a call button plaque complete with an evacuation map. Each has its own specific uses and installation requirements. Corridor-side stair plaques are installed on the side of door where an occupant enters the stairway. Stair-side stair plaques are installed next to the door at the exit from a stairway. In both cases, the sign must always be readily visible regardless of the door being opened or closed. Elevator plaques include an evacuation map and are installed as close to each elevator call button as possible. Always consult with local fire officials to ensure that you meet all codes and requirements in your local area.

ADA compliance:
All regulatory signs must meet 2010 ADA Guidelines or any state or local guidelines that take precedence.



20"H x 12"W

Interior stairwell plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

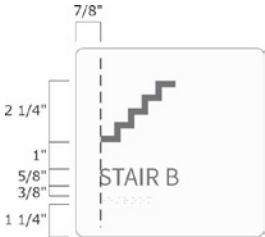
Title case, Source Sans Pro Regular, PMS Cool Gray 9C.

Information

Text is first surface applied vinyl film.

Mounting

Adhere to wall surface with double-sided VHB tape.



7"H x 7"W

Exterior stairwell plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Pictogram

Pictogram symbols in PMS Cool Gray 9C.

Permanent room information

5/8" uppercase, raised 1/32" thick.

Braille

Braille in clear raster dots.

Mounting

Adhere to wall surface with double-sided VHB tape. When applying to a glass surface, supply a matching opaque white material inside the glass to hide the adhesive.



7"H x 7"W

Emergency evacuation plaque

Substrate

Clear frosted acrylic with opaque white backing.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Information

1.5" title case first surface applied vinyl film.

Mounting

Adhere to wall surface with double-sided VHB tape.



12"H x 11.125"W

Emergency evacuation plaque with map insert

Substrate

Clear frosted acrylic with opaque white backing.

Map insert

Removable printed 8.5" x 11" paper insert with clear Lexan window.

Typeface

Source Sans Pro Regular, PMS Cool Gray 9C.

Header

First surface applied vinyl film.

Mounting

Adhere to wall surface with double-sided VHB tape.

Contacts & Resources

General brand questions

Corporate Brand Team
brand.health@gehealthcare.com

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

Brand guidelines & templates

[Brand Guidelines](#)

[Exterior Signage Guidelines](#)

[Site Branding Creative Asset Library](#)

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.