



BrandBook

CORPORATE IDENTITY GUIDELINES



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GCX Brand

GCX Healthcare Solutions provide innovative products that support the medical devices and IT hardware, empowering clinicians to achieve optimal patient outcomes.

BRAND POINTS OF DIFFERENCE

- 50+ years serving hospitals and medical device manufacturers exclusively
- Industry leader in product innovation and quality
- Customizable components
- Full support through a product's lifecycle
- Medical grade materials built to last for generations

Logo Standards

The GCX corporate logo is the most immediate representation of our company, our people, and our brand to the world. In keeping with our brand personality, our logo is straightforward and simple.

It is a valuable corporate asset that must be used consistently in the proper, approved forms.

CORPORATE LOGO

CLEAR SPACE

The minimum clear space for the GCX logo is based on the x-height of the GCX letters. The “x” unit is equal to the x-height of the letters in GCX logotype.



SIZE

The minimum size of the logo is 0.4” in height.



POSITIONING

GCX logo is prominently positioned in any corner of a page or centered at the top or bottom. The margin is 2 times the x-height to the outside edge. The logo should always be used in a horizontal format unless used as a design element.



TAGLINE & LOGO PLACEMENT

When the logo is placed on GCX products it is sometimes not possible to include the smaller letters of “Healthcare Solutions.” In the case where the logo is represented at a size smaller than the recommended 0.4” height, the tagline and ® must be omitted for legibility. **Whenever the logo is printed on a product, it should be printed using PMS Cool Gray 8.**



CORPORATE LOGO - COLORS

The GCX corporate logo is the most immediate representation of our company, our people, and our brand to the world. In keeping with our brand personality, our logo is straightforward and simple.

LOGO COLOR

The GCX logo is blue or white (reversed out). The logo should always be blue on a light colored background.

If the logo is used in a solution piece, it can be reversed out (white) using the signature color.

Other acceptable, but not preferred, color is black.



INCORRECT USAGE

- Never use the logo without the tagline "Healthcare Solutions."
- Never use drop shadows under the logo.
- Never apply any effects to the logo.
- Never use the logo in any color other than blue, white, or black.
- Never put a frame around the logo.
- Never stretch or otherwise change the shape of the logo.
- Never typeset the logo; always use the logomark.
- Never use the logo in a sentence.



RESELLER LOGOS

The GCX certified reseller logo is for resellers to use in their marketing materials indicating ownership and endorsement. Never use the logo without the Healthcare Solutions tagline.

CLEAR SPACE

The minimum clear space for the GCX logo is based on the x-height of the GCX letters. The “x” unit is equal to the x-height of the letters in GCX logotype.



SIZE

The minimum size of the logo is 0.4” in height.



POSITIONING

GCX reseller logo is prominently positioned in any corner of a page or centered at the top or bottom. The margin is 2 times the x-height to the outside edge. The logo should always be used in a horizontal format unless used as a design element.



BOXED LOGO

When the logo is placed on marketing materials next to the Reseller's Company logo, the GCX reseller logo should be used in its “boxed” format to create separation.



PARTNER LOGOS

Co-branded pieces may use a partner logo with the GCX logo. The partner logos should be one color and reversed out whenever possible. A single horizontal line should separate the two logos.



PHILIPS



KAISER PERMANENTE



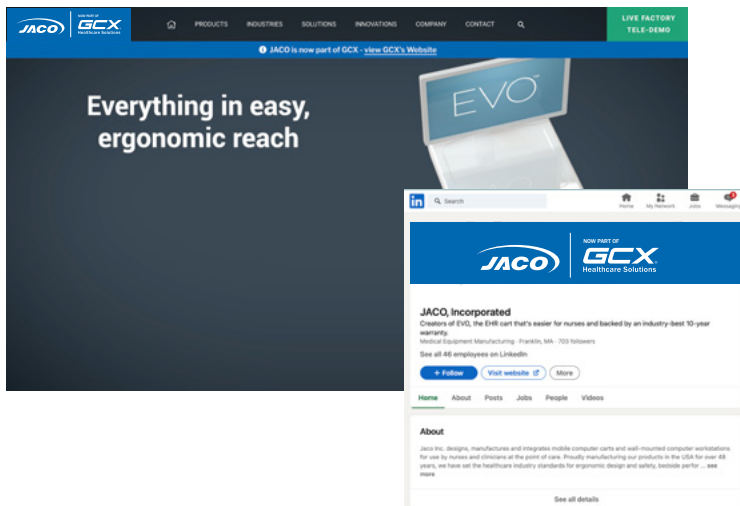
tangent

NEW ACQUISITIONS

Companies that join the GCX portfolio follow a two-stage branding process.

First, upon announcement of the merger, the acquired company will adjust their online presence (web, social media) to reflect its new relationship. A combined logo will use the GCX blue background and hairline rule separating the two logos with “NOW PART OF” sitting above the GCX logo (sample shown below). The opposite order is used on all GCX-generated content and communications, where the GCX name and/or logo is shown first and the “NOW PART OF” language is removed.

Second, depending on factors such as the acquired company’s market presence, timelines will be established to move from a merged logo to full replacement with the GCX brand.



EMAIL SIGNATURE LAYOUT

First Last Name

email@gcx.com

Title

3875 Cypress Drive
Petaluma, California 94954

Office: 000-000-0000

Direct: 000-000-0000

Mobile: 000-000-0000



NOW PART OF
GCX
Healthcare Solutions

*Innovative Solutions
Empowering Clinicians
Improving Outcomes*

WEB ADDRESS

The GCX web address should be present in all marketing materials.

USAGE

The preferred location of the web address is in the footer of a marketing piece. The English address should be used for global marketing. The regional addresses should be used on region specific pieces only.

STYLE

The web address should be typeset using corporate font Franklin Gothic Medium. Use of “www.” when displaying the website address is optional.

ADVERTISING

Always use a unique marketing URL for print ads for tracking. It should be short and memorable.

gcx.com	ENGLISH ADDRESS
de.gcx.com	GERMAN ADDRESS
cn.gcx.com	CHINESE ADDRESS
jp.gcx.com	JAPANESE ADDRESS
fr.gcx.com	FRENCH ADDRESS
es.gcx.com	SPANISH ADDRESS
MARKETING URL EXAMPLES	
gcx.com/himss23	

Visual Identity

The purpose of a visual identity is to build familiarity and recognition of the brand beyond the logo. Customers will associate color palette, typography, and imagery with your brand.

COLOR








Color plays a vital role in the GCX brand. Consistent use of the palette contributes to a lasting impression in a customer’s mind.

BRAND COLOR RATIO



PRIMARY COLOR PALETTE

White and Blue are the main colors used for any marketing collateral. Light Blue, Gold, and Dark gray are supporting colors and should always play a minor role in establishing a first impression of the piece.

							
	GCX BLUE	WHITE	LIGHT BLUE	GOLD	DARK GRAY	MEDIUM GRAY	LIGHT GRAY
PANTONE®	293	---	298	137	COOL GRAY 11	COOL GRAY 9	COOL GRAY 7
CMYK:	100 : 63 : 0 : 4	0 : 0 : 0 : 0	53 : 2 : 1 : 0	0 : 40 : 100 : 0	58 : 47 : 45 : 43	5 : 2 : 0 : 52	3 : 1 : 0 : 39
RGB:	0, 61, 165	255, 255, 255	103, 200, 239	250, 166, 26	79, 83, 85	117, 120, 123	151, 153, 155
WEB:	#003da5	#ffffff	#66c8ee	#faa61a	#4f5355	#75787b	#97999b

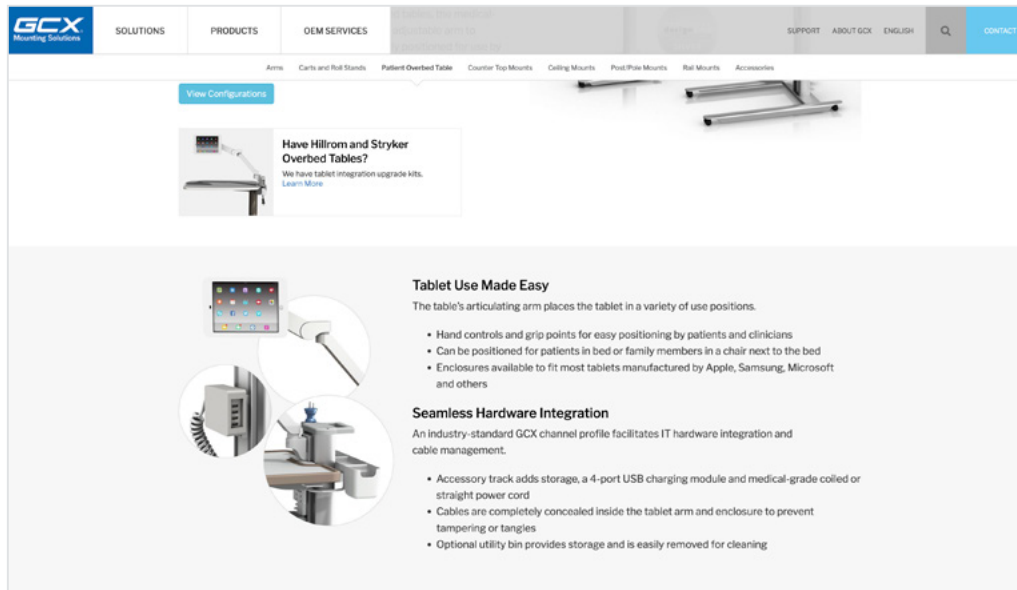
IMAGERY

In addition to color and typography, imagery works to create a lasting impression for the customer. It helps communicate the GCX mission through compassionate, editorial scenes coupled with high-quality renderings of the product line. Shown here are examples of stock imagery that reflects this goal. Subjects should appear candid, engaged in day-to-day tasks, whether it be performing surgery in the operating room or comforting a patient at their bedside. Keep in mind a diverse population (age, ethnicity, and gender) when selecting imagery and stick to candid photography shot in realistic lighting at unique angles.



PRODUCT IMAGERY

When displaying a stand-alone product, the rendering or photograph should be silhouetted on a white background and grounded with a drop shadow and reflection at the base of the product. In the instance of wall-mounted products, add a soft shadow behind the silhouette to help the product stand off the page and give the layout a sense of dimension and place. When displaying a detail of a product, the detail should be blown up and placed on top of, or appropriately adjacent to, the main product image within an outlined circular crop (shown right). When used in tandem with explanatory text, the detail images can overlap and can exceed the circular crop as needed. No more than three detail images should be used in a grouping (shown below).



TYPOGRAPHY

Consistent typography plays a significant role in maintaining the GCX brand. Use corporate Gold sparsely only in bolded text as headlines and callouts. When printing text other than headlines, use Cool Gray 11 instead of black. See page 12 for CMYK and RGB conversions.

PRIMARY TYPEFACE - FRANKLIN GOTHIC

The primary GCX typeface is Franklin Gothic. Franklin Gothic is used in all printed collateral, packaging, and other marketing materials. It should be used for all major headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890=~!@#\$%^&*()+[]\{}|:;:'<>?.,/

Franklin Gothic Medium	LARGE HEADINGS
Franklin Gothic Book	BODY TEXT DIAGRAM & CAPTIONS TEXT
Franklin Gothic Book Italic	DIAGRAM & CAPTIONS TEXT

PURCHASE FONTS

GCX cannot distribute the Franklin Gothic font. The font can be purchased from www.fontshop.com.

SECONDARY TYPEFACE - HELVETICA NEUE

The secondary GCX typeface, Helvetica or Helvetica Neue, is used for on-screen or electronic materials that require universal accessibility or editing or headlines when a thin typeface is needed in contrast with the primary typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890=~!@#\$%^&*()+[]\{}|:;:'<>?.,/

Helvetica Neue Regular	ON-SCREEN TEXT
Helvetica Neue Light	LARGE SUBHEADINGS
HELVETICA NEUE LIGHT	SUBHEADINGS - ALL-CAPS, PLUS SPACING

WEB FONT - LIBRE FRANKLIN

Our web font is Libre Franklin and is used only for body copy and some headlines on GCX websites. This font is available from fonts.google.com.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890=~!@#\$%^&*()+[]\{}|:;:'<>?.,/

LOGOTYPES & TRADEMARKS

PRODUCT SERIES

The products listed below should always appear in print and on the web with the “™” mark. For more information on Trademarks, see page 26.

VHM Series™ VHR Series™ RS Series™ M Series™

VHC Series™ FHRC Series™ RC Series™ E Series™

VHRC Series™ PRC Series™ Quick Connect PRC™ Stor-Lockx™

REGISTERED MARKS

In printed and distributed materials, and on the web, the following brands should appear as follows in the US, EU & UK:

- GCX®
- GCX On-Site Services®
- PolyMount®
- PolyQuip®

SYMBOL USE IN TEXT

For use in print and on the GCX website, the ® or ™ symbol must appear next to the appropriate brandmark or product series name each time it appears. However, if formatting or aesthetic choices do not permit this, the appropriate symbol should at the very least be used the first time it appears in body paragraph text.

POSITIONING OF LOGO ON PRODUCT

When screen printing or embossing GCX on products, the GCX logo should be printed using PMS Cool Gray 9. When the logo is printed smaller than 2” wide, the “Healthcare Solutions” typography and the ® symbol must be omitted for legibility. Location of the logo should be prominent and visible to the user.

GRAPHIC ELEMENTS

The GCX brand employs complementary graphic elements in addition to typography, color, and imagery to simplify readability, enhance layouts and create visual interest. These can be used interchangeably and in combination as suited to the layout.

GRAPHIC TEXTURE



ICON STYLE

When choosing an icon to describe a product's features, use simple outlined vectors with soft lines, and print in GCX blue or Cool Gray 9 on a white background or white on GCX blue or Light Blue.



Easy-to-Clean

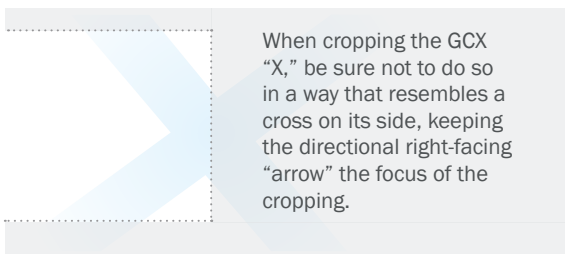


Trust/Recycle



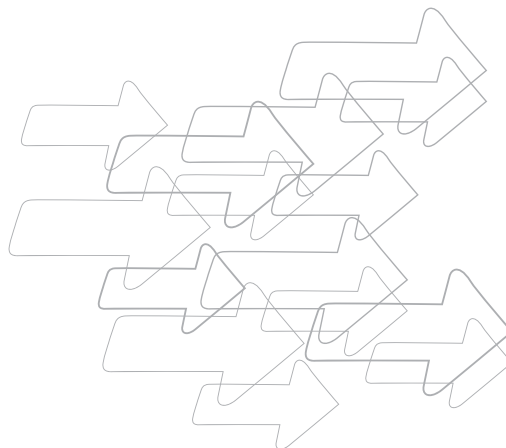
Anti-bacterial

TRIANGULAR CROPPINGS / "X"



GCX ARROW TEXTURE

Use as a background element, or large as a graphic pattern. Keep as outlines and within the GCX color palette.



Logo placement in upper corner

Brief copy

Call to action includes web address

Triangular cropping based on "X" in logo

Secondary highlight color helps pop the product image



GCX
Healthcare Solutions

GCX is the worldwide leader in mounting solutions for medical devices and IT in the healthcare space that save space, improve clinical workflows, and improve patient outcomes.

Design your perfect solution at [gcx.com](https://www.gcx.com)

Innovative Solutions
Empowering Clinicians
Improving Outcomes

Company's goals summarize purpose and commitment

Imagery captures "in the workplace" moment

Corporate Templates

To assist in communicating the brand through all customer touch points, reference the following examples.

COLLATERAL

PRODUCT SALES SHEETS

Typically one to two pages. Flexible content area.



Why GCX?
Founded in 1971 as the worldwide leader in medical device mounting for the healthcare industry, GCX serves 400+ medical device manufacturers and our products are deployed in every major hospital system in North America. GCX products are reliable, durable, and safe. Modular design allows for easy, cost-effective upgrades and adjustable positioning for enhanced workflow and user comfort.

GCX and GE Healthcare
Partnership: GCX has been a strategic supplier to GE since 1978 and works closely with GE during the design stages of a new device because the mounting solutions align with the intended clinical workflow.

Quality: Medical grade products manufactured under ISO 13485 certified quality standards and FDA-regulated. Validated by GE quality and engineering to ensure safety and durability.

Product Testing: All GCX products are tested and meet the applicable requirements.

GCX Healthcare Solutions **GE Healthcare**

CORPORATE SALES & SERVICES: 800-228-2555

VHM- AND M-SERIES ARMS

VHM SERIES | PREMIUM ARM

WORKFLOW:

- Variable height arm can be positioned anywhere on the channel to ensure optimal viewing and interaction with Canvas.
- Arm moves smoothly and weightlessly and adjusts to 36" (91.4cm) in height.
- The front and back of the arm can swivel and the screen can be tilted.
- Arm can fold to be compact when not in use.
- Cable management enables easier cleaning, creates professional look and provides easy access for service. Fits up to 8 cables.
- Available with locking handle for removal and re-mount of transport patient monitors.

DEVICE COMPATIBILITY:

- Supports devices of various weights with counterbalanced vertical movement.
- Arm available with 8" (20.3cm) or 14" (35.6cm) extensions for further reach.
- When mounting Canvas with CARESCOPE ONE 12" downpost required.
- When mounting F2/F5 Module Frame, add the F5 hanger.

Other Key Benefits of VHM- & M-Series Arms:

Clearability: Medical grade design built to survive aggressive cleaning. Chemical compatibility test data available.

Mounting location: Any GCX channel interface (wall, bed, headwall, anesthesia machine, pendant, rail, etc.). Can support bottom and back mounted devices.

Optional accessories: GCX offers a wide range of compatible accessories such as device mounts, cable management, and more.



M-SERIES | VALUE ARM

WORKFLOW:

- Fixed arm can be positioned anywhere on the channel.
- Ideal for devices when height adjustment is not required for easy operation.
- Tilt and swivel allows for basic adjustments and ease of use.

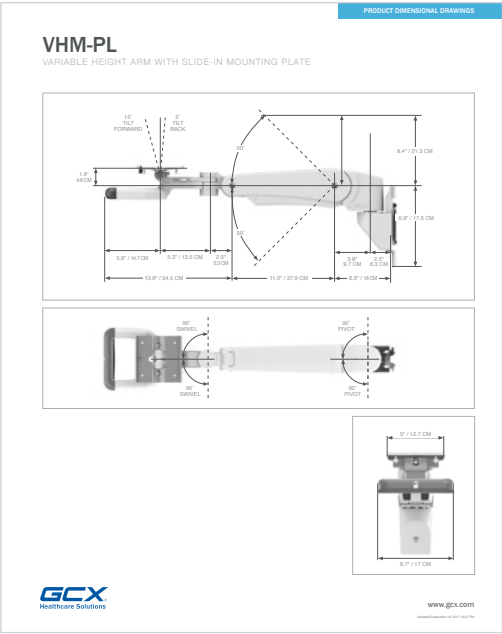
DEVICE COMPATIBILITY:

- Variety of arm lengths/articulating arms available.
- Supports GE bottom-mounted devices such as CARESCOPE Bx50 and Bx55 and back-mounted devices such as Canvas and CS One.

Learn more at gcx.com
CORPORATE SALES & SERVICES: 800-228-2555

DIMENSIONAL DRAWINGS

Can be paired with a datasheet.



CONFIGURATION CATALOG (ONLINE TOOL)

- Automatically created on gcx.com
- Ready for download
- Can be paired with other collateral

CONFIGURATION DATA SHEET (ONLINE TOOL)

- Automatically created on gcx.com
- Ready for download
- Can be paired with other collateral

SOCIAL MEDIA & PROMOTION

Logo in upper corner either in blue or white on GCX blue.

Text on image is limited to essential info, if any.



Product is layered and shadowed to create dimension and interest. Use carousel feature to showcase more than one image rather than making the image too cluttered.



For all marketing posts, captions should be 25 words or less, and include relevant information and call to action (ex. "Meet us at Booth 3851 to learn about our latest products before they hit the market!"). For corporate announcements/videos, captions should explain the image in less than 25 words (ex. "Meet head of production Jane Gonzalez. Read about her unconventional morning ritual and why her supervisor calls her a "bright spot in everyone's day" [on our blog / link in bio]").

PROMOTIONAL GIVEAWAYS

Use the logo and tagline "Healthcare Solutions" together when sizing permits. Any rendering that is under the 0.4" height limit for the logo should be printed without the tagline and ®, especially in the cases of embroidery or embossing. Whenever possible, the GCX blue should be the prominent product color, though Gold is also permitted.



TRADE SHOW EXHIBIT



EMAIL SIGNATURE

The corporate email signature is as important as any other part of the visual identity.

DESIGN & LAYOUT

First Last Name

email@gcx.com

Title

3875 Cypress Drive
Petaluma, California 94954

Office: 000-000-0000

Direct: 000-000-0000

Mobile: 000-000-0000



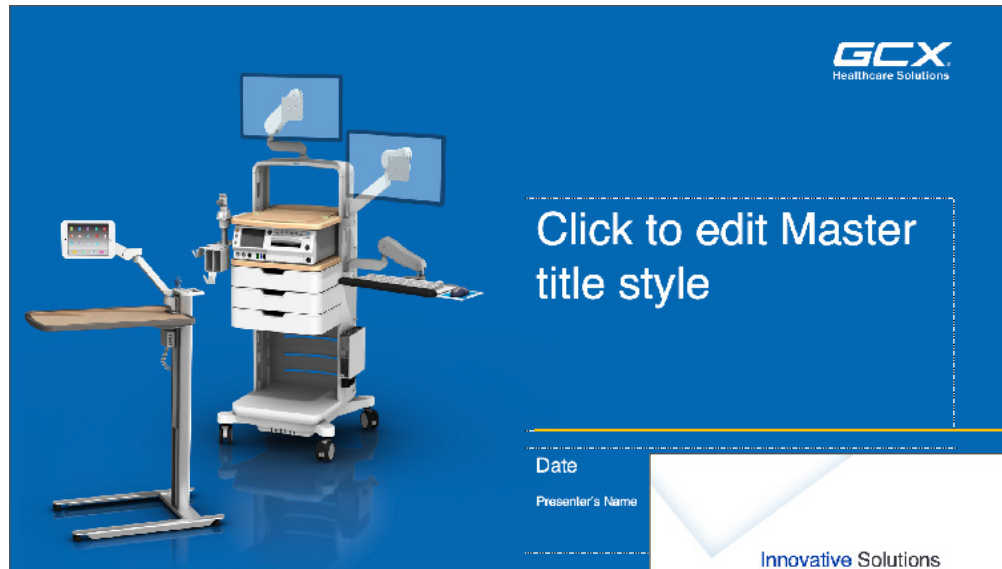
*Innovative Solutions
Empowering Clinicians
Improving Outcomes*

HOW TO INSTALL

Visit <https://signature.gcx.com> for detailed instructions on how to install and edit the email signature.

PRESENTATION TEMPLATE

Powerpoint presentations are critical for face-to-face meetings with prospects and communicating with key stakeholders. In this respect, they're as important as any other marketing materials.

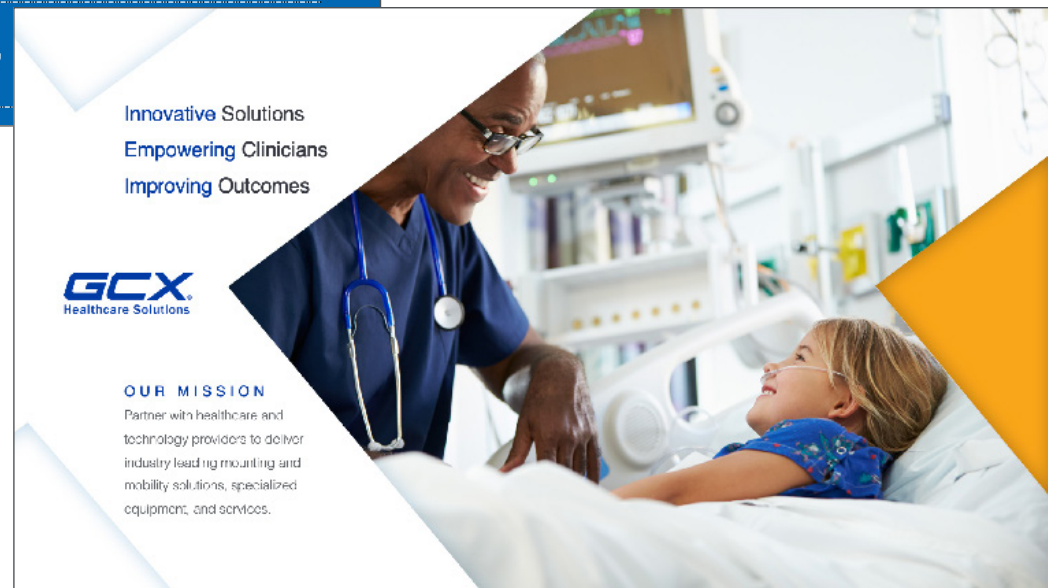


DESIGN & LAYOUT

The GCX Powerpoint template has generic and solutions designed slides. All slide types are available in the POTX template.

DOWNLOAD

The GCX Corporate Presentation Template and Master Slide deck are available in SharePoint [here](#).



STATIONARY

The main purpose of business stationery is to depict the company in a positive and professional manner and establishing trust.

PRINT

To request additional printed letterhead, envelopes, or business cards contact GCXMarketing@gcx.com.



FRONT



BACK



ELECTRONIC

A Microsoft Word and Adobe PDF version are available here in [SharePoint](#).

Editorial & Legal Guidelines

All GCX editorial content should reflect the brand's core value proposition and thought leadership in medical manufacturing and healthcare IT hardware design.

TRADEMARK GUIDELINES

Even though a trademark symbol is not required, always use the correct trademark symbol with your trademark. A properly used registration mark is viewed as a sign of professionalism and stability.

TRADEMARKS IN PRINT

- GCX® should be trademarked in the first mention in body copy.
- The trademark should always be superscripted.
- The trademark (logo) must always have a registered trademark.

TRADEMARK SYMBOLS ON THE WEB

- They do not need to appear in the main title or heading of a page.
- They should appear in the first mention in body copy.
- They should be used on anything that might appear outside of the page (i.e. web banners)

Additionally, the following company and trademark information should be treated as a boilerplate for every printed piece and web page produced for the company:

GCX Corporation is an ISO 13485:2003 and ISO 9001:2008 registered company (TUV-USA). GCX, GCX On-Site Services, PolyMount, and PolyQuip are registered trademarks of GCX Corporation in the U.S. and elsewhere. VHRC Series, VHC Series, VHM Series, VHRS Series, FHRC Series, PRC, Quick Connect PRC, M Series, E Series, RS Series, RC Series and Stor-Locx are trademarks of GCX Corporation. © Copyright 2023

COPYRIGHT NOTICE

Include a copyright notice and an attribution statement, which may appear in small, but still legible in print, when using any GCX trademarks in any published materials.

COPYRIGHT IN PRINT

GCX is an ISO 13485:2003 and ISO 9001:2008 registered company (TUV-USA). GCX, PolyMount and PolyQuip are registered trademarks of GCX Corporation. VHRC, VHC, VHM, VHRS, PRC, M Series, and Stor-Locx are trademarks of GCX Corporation. © Copyright 2023

COPYRIGHT ON WEB

© Copyright 2023

STANDARD GCX DESCRIPTIONS

25, 50, and 100 word blurbs.

25 WORD

GCX Healthcare Solutions partners with healthcare and technology providers to deliver industry leading mounting and mobility solutions, specialized equipment, and services.

50 WORD

GCX Healthcare Solutions partners with healthcare and technology providers to deliver industry leading mounting and mobility solutions, specialized equipment, and services. GCX and its growing portfolio of subsidiaries, like Jaco Inc., are empowering clinicians to achieve optimal patient outcomes through safe, comfortable, and ergonomic mounting and mobility solutions.

100 WORD

For more than 50 years, GCX Healthcare Solutions and subsidiaries, like Jaco, Inc. have been empowering clinicians to achieve optimal patient outcomes. GCX offers hospitals, medical equipment distributors, and medical device manufacturers safe, comfortable and ergonomic mounting and mobility solutions that support proper usage of medical and IT devices in a variety of environments. As an ISO 13485 and FDA-registered company, GCX has an excellent track record for design innovation, product quality, and customer service. GCX's global footprint provides local and regional product sales support via five manufacturing sites, six distribution sites and numerous sales representatives across the world.

MEDIA / PRESS

BOILERPLATE

About GCX Corporation

Petaluma, Calif.-based GCX Healthcare Solutions and its subsidiaries have been empowering clinicians to achieve optimal patient outcomes for more than 50 years. GCX offers hospitals, medical equipment distributors, and medical device manufacturers safe, comfortable, and ergonomic mounting and mobility solutions that support proper usage of medical and IT devices in a variety of environments. As an ISO 13485 and FDA-registered company, GCX has an excellent track record for design innovation, product quality, and customer service. Its global footprint provides local and regional product sales support via five manufacturing sites, six distribution sites and numerous sales representatives across the world.

TEMPLATES



MEDIA CONTACT
Sarah Nicholas
Public Relations Specialist
Phone: 209-923-9187
Email: srnicholas@wiringtigerpress.com

GCX Launches Next-Generation Fetal Monitoring Workstation for Today's Healthcare Environments
The workstation combines fetal monitoring and EMR hardware to minimize tech footprint, improve workflow efficiency in patient rooms

PETALUMA, CA (Nov. 16, 2017) – GCX Corp., the leading provider of medical instrument and IT mounting solutions, today launched its newest Fetal Monitoring Workstation, which combines fetal monitoring and electronic medical record (EMR) hardware in a single bedside cart. This newest generation in the GCX Modular Cart Series is designed to improve clinical workflows and integrate IT components and accessories into an efficient, safe workstation on wheels.

"The initial feedback we've received from customers has been fantastic," said Product Manager Colleen Scott. "We've heard it's much easier to move around than wood carts – you can pull the module cart with one hand. People also seem to enjoy the lights, drawer dividers and wells to hold loks/gels and pens. We even had some people tell us it's beautiful. Now how often does someone say that about a medical cart?"

The new Fetal Monitoring Workstation features a fully configurable, adjustable and ergonomic design with monitoring, displays, accessories and EMR hardware all integrated into a single module cart that supports multiple users. There's more storage, with up to six fully extendable drawers for easier access to stored items and additional space to store a CPU, UPS or isolation transformer. Additionally, the base comes in several prefabricated or custom finishes.

Among the workstation's benefits:

- Improved accessibility:** Monitoring and EMR hardware is positioned for greater mobility and easy viewing by both clinicians and patients. There's also a versatile work surface for note-taking and charting.
- Space-saving and mobile design:** An integrated approach makes it easier to quickly move the workstation out of the way during emergencies.
- Easy reconfiguration:** Drawers, monitors, shelves and IT hardware can easily be removed or repositioned as needed.
- Better cable management:** Cables are arranged and concealed for greater access and safety.
- More storage options:** Wide, shallow drawers allow for ample storage space so supplies and accessories can be quickly found or replenished.
- Flexible EMR hardware configurations:** The cart's flat panel and keyboard can be configured on demand as a fully adjustable, ergonomic workstation when data entry is ongoing and then rotated to

AMERICAS
3601 Cypress Drive
Petaluma, California 94954
United States
+1 209 923-9186
+1 209 733 1100 (outside US)
+1 707 733 1100 fax

EMEA
Preston House
2000 J. Yehang
The Netherlands
+31 20 481 81 80
+31 20 481 81 81
+31 20 481 81 82
+31 20 481 81 83
+31 20 481 81 84
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+31 20 481 81 88
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QUESTIONS?

Contact marketing at GCXMarketing@gcx.com

