GS1

GS1 **global brand manual**

Delivering global coherence and local flexibility

Version 2.0

07 September 2021

Welcome to the GS1 global brand

The global brand initiative is a major strategic commitment undertaken by all GS1 Member Organisations (GS1 MOs) to create a unified and coherent global GS1 brand.

At the heart of this commitment is the creation of tools, resources and guidance to enable GS1 MOs to speak with one voice to the constituencies of GS1 worldwide.

We encourage you, together with other GS1 professionals and your local agencies, to fully explore the comprehensive resources available on the GS1 global brand section of the MO Zone. The success of this initiative depends on the support and determination of all those involved in communicating on behalf of GS1.

mozone.gs1.org/brand

GS1 global brand manual and online resources

This manual is a guide to the building blocks of the GS1 global brand (logos, colours, typography and graphic styles) as well as to the assets and templates available online that enable all GS1 MOs to create materials within the GS1 global brand system.

Brand building blocks

• Files in multiple formats for logos, brand icons and infographic components.

Print templates

• Design templates in multiple sizes for brochures, handouts, stationery and CDs/DVDs.

Digital templates

• Templates for common shared documents such as Microsoft PowerPoint and Microsoft Word as well as display ads and email signatures.

GS1 global brand web guidelines

The web guidelines are a separate online style guide that define the visual appearance and interactivity of all user interface (UI) elements needed to create GS1 websites as well as resources and information to help facilitate implementation.

Component design library

• Provides specifications for distinct UI elements (such as buttons, cards, tables).

Ready-to-use CSS file

• Contains core-branding type, spacing and colour styles.

Sample pages

• Showcase how components can be combined to achieve different results.

Design resource files

• Make it easy for designers to mock up pages using the correct styles and components.

Questions?

Contact the global brand project team through the email form under "support and feedback" on the global brand website at the URL above.

Table of contents

GS1 purpose and beliefs and GS1 claim

All GS1 MOs are united through our common purpose and beliefs. This set of statements captures the essence of what we try to achieve and the fundamental principles of who we are as a collective organisation.

The adoption of the GS1 purpose and the GS1 claim (tagline) by all GS1 MOs is critical to achieving GS1's strategic goal of speaking with one voice. The GS1 General Assembly 2020 voted to make the use of this language mandatory by the end of 2020.

This set of statements should be communicated to all—both internally within your GS1 MO and externally outside of GS1—who need to understand who we are and what we do.

GS1 purpose (primary and recommended version)

GS1 believes in the power of standards to transform the way we work and live.

GS1 purpose (alternative)

We believe in the power of standards to transform the way we work and live.

GS1 claim (tagline)

The Global Language of Business

GS1 purpose and beliefs and GS1 claim continued

The Global Language of Business

GS1 believes in the power of standards to transform the way we work and live.

We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable visibility through the exchange of authentic data.

We empower business to grow and to improve efficiency, safety, security and sustainability.

We are…

- Neutral and not-for-profit.
- User-driven and governed.
- Global and local.
- Inclusive and collaborative.

How to use

- The GS1 purpose and GS1 claim must appear on all GS1 websites as well as be used wherever possible in high-level overview materials.
- The alternative to the GS1 purpose may be used by GS1 MOs wishing to personalise the statement for their audiences.
- It is suggested that the GS1 purpose be used as a headline on a GS1 MO's "About us" page of their website or on a specific "Purpose and beliefs" page.
- The GS1 purpose and beliefs may be translated into a local language.

- When using the GS1 claim as the official brand tagline that accompanies the GS1 logo, follow the guidelines outlined on page 14.
- When using the GS1 claim as text (such as a headline) and not as a branding element, the text may be translated and the visual treatment may vary from the tagline guidelines.

GS1 global brand manual

Brand building blocks

A visual identity is more than just a logo; it is a distinctive look and feel that takes into consideration the style of all visual elements including logo, colours, typography, icons, infographics, graphic elements and photography. The style standards of these elements make up the visual language of our brand.

GS1's visual brand system strives for a balance of global coherence and local flexibility. When looked at together, all materials should look and feel like a visual family—like one organisation of many parts united in a common purpose.

Coherence and harmony

Coherence will be achieved by all GS1 MOs using the same set of building blocks to create their local materials. The benefits of adhering to style standards are a streamlining and synergy of efforts that will ensure that all GS1 materials build on one another to create greater brand awareness and business impact both globally and locally.

Flexibility and creativity

Within the parameters of the established visual language, all GS1 MOs have the flexibility to choose what type of materials they need, what content to use and how to assemble the building blocks to achieve their communication goals.

Logo and tagline	Colours	Typography	Brand icons	Corporate visual	Infographics	Graphic styles
See pages 10–17	*See pages 18–21*	*See pages 22–25*	*See pages 26–33*	*See page 34*	*See pages 35–44*	*See pages 45–50*

Design overview

Our visual style is simple and structured so that we can present complex information in a manner that is straightforward, organised and easy to understand.

We balance vibrant, colourful boxes with a lot of white, open spaces.

The visibility of our logo is critical. It is always positioned in the top-left corner on an open area on any cover or primary display panel.

Our design is...	Our design is not...
Clean	*Complicated*
Organised	*Decorative*
Vibrant	*Overly sophisticated or serious*
Approachable	*Frivolous or silly*
Smart	
Purposeful	

Design fundamentals

Logo

- Each GS1 MO must use the files available on the MO Zone.
- *See pages 10–17 for more information.*

GS1
Utopia

Identity zone

The Identity zone is the top area of any cover or primary display panel that is reserved for the logo and tagline.

- The logo is always placed in the top-left corner.
- The background is white (recommended) or 10% screen of a brand colour (where necessary).
- For vertical layouts, the identity zone is a minimum of 15% of the vertical space.
- For horizontal layouts, the identity zone is a minimum of 20% of the vertical space.
- Exception: for extreme horizontal layouts where the width is more than twice the height, use a minimum of 25% of the left side of layout (maintain clear space from logo).
- *See pages 16–17 for more information.*

Minimum of 15% of vertical space for vertical layouts, 20% for horizontal layouts

GS1
Utopia

Content Area
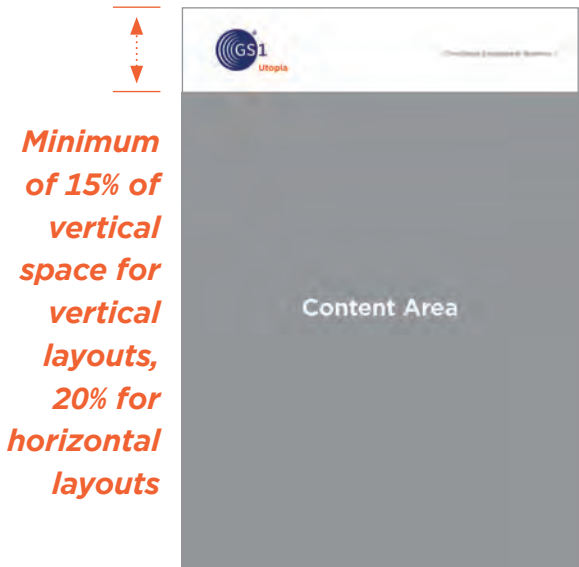
Typography

- Use Gotham Office for all professionally designed materials such as brochures and displays.
- Use Verdana for shared documents such as Microsoft PowerPoint presentations or Microsoft Word documents.
- *For non-Latin languages, see page 23.*
- *See pages 22–25 for more information.*

Gotham Office 1234567890
Verdana 1234567890

Primary colours

- Use the primary colours as the dominant colours for any general, cross-industry materials.
- *See pages 18–21 for more information.*

GS1 blue C100 M80 Y0 K42	**GS1 orange** C0 M76 Y88 K0	**GS1 dark gray** C0 M0 Y0 K80
GS1 dark medium gray C0 M0 Y0 K50	**GS1 light medium gray** C0 M0 Y0 K30	**GS1 light gray** C0 M0 Y0 K10

Secondary colours

- Use the designated secondary colour for colour-coding industry-specific content; "identify, capture, share, use" content; or partner certification levels.
- Multiple secondary colours may be used together for infographics or as accents on cross-industry materials.
- *See pages 18–21 for more information.*

GS1 raspberry *Retail, Capture* C0 M82 Y20 K0	**GS1 purple** *General merchandise* C24 M56 Y0 K0	**GS1 lavender** *Apparel* C32 M42 Y0 K0
GS1 slate C50 M25 Y0 K0	**GS1 sky** *Healthcare, Identify* C83 M0 Y10 K0	**GS1 link** C100 M20 Y0 K0
GS1 mist *Education* C42 M7 Y12 K1	**GS1 teal** *Transport & Logistics* C71 M0 Y33 K0	**GS1 mint** *Government* C59 M0 Y53 K0
GS1 grass *Foodservice, Share* C57 M0 Y100 K0	**GS1 forest** *Recycling* C82 M0 Y86 K0	**GS1 olive** *Technical industries* C43 M11 Y76 K0
GS1 lime *Marketplaces* C29 M0 Y100 K0	**GS1 gold** *Finance* C7 M5 Y100 K20	**GS1 peach** *Fresh foods* C0 M35 Y90 K0
GS1 tangerine *CPG, Use* C0 M60 Y100 K0	**GS1 honey** *Humanitarian logistics* C7 M35 Y99 K19	**GS1 terracotta** *Agriculture* C17 M54 Y65 K0

Design fundamentals, continued

Icons

- Brand icons consist of industry icons and the "identify, capture, share, use" icons.
- Only use the unique, stylised icons created for the brand by the GS1 global brand project team.
- *See pages 26–33 for more information.*

Industry icons (examples)

"Identify, capture, share, use" icons

Corporate visual

- Five configurations are available.
- Do not create new icon combinations (except when creating infographics or for special collateral or events).
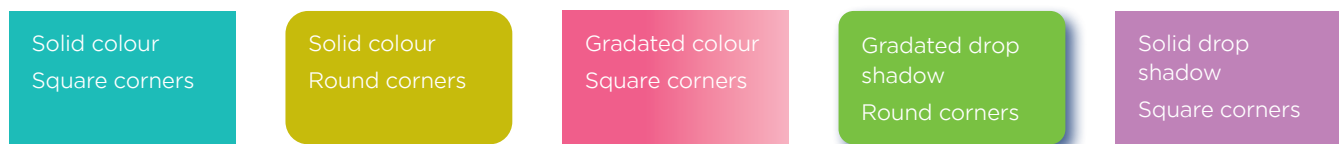- *See page 34 for more information.*

Infographic components

- Use existing components from the infographic library to build infographics whenever possible—do not create alternate versions of components that already exist.
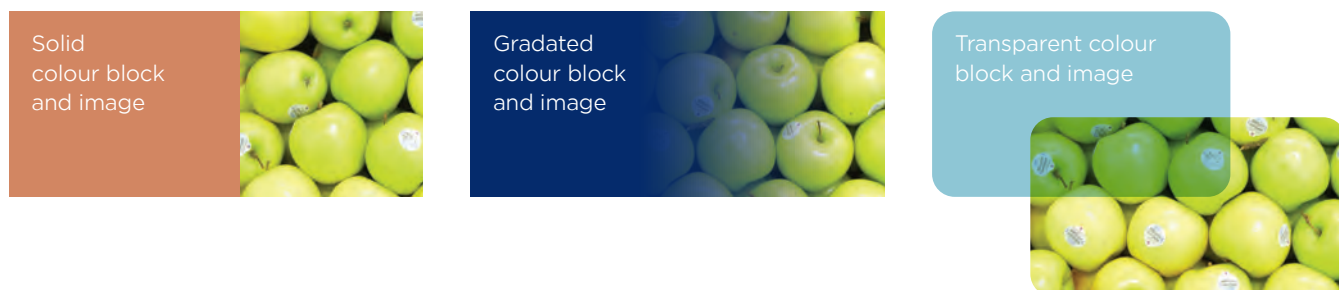- *See pages 35–44 for more information.*

Graphic styles

- GS1 supporting visual elements have a modern, simple graphic style.
- Coloured shapes, such as text blocks, may be combined with photos and illustrations in a variety of ways.
- Blocks may be filled with any solid or gradated brand colour and may use transparency.

- Blocks may have gradated or solid drop shadows.
- Rectangles may have square or rounded corners.
- Use corner and drop-shadow treatments in a consistent manner throughout any individual design.
- *See pages 45–50 for more information.*

Styles for colour blocks

Solid colour
Square corners

Solid colour
Round corners

Gradated colour
Square corners

Gradated drop shadow
Round corners

Solid drop shadow
Square corners

Combining colour blocks and images

Solid colour block and image

Gradated colour block and image

Transparent colour block and image

Logo overview

The GS1 corporate logo and GS1 MO logos have been refined to improve the readability of the "1." All letterforms have been updated to the new brand typeface (Gotham), the arcs redrawn to improve their uniformity and the registration mark has been moved.

Corporate logo

- For use only by our global office to represent our organisation at a corporate, global level.

Member organisation logos

- Includes the company name in the English language using the Roman alphabet.
- Left side of GS1 MO name aligns with left side of "1".
- Baseline of GS1 MO name aligns with bottom of circle.
- Only use logos provided in the global brand section of the MO Zone.

How not to use

- Do not recreate or rebuild a Member Organisation logo from the corporate logo.

Logo colours

All of the following logo variations are available in the global brand section of the MO Zone under brand manual and assets.*

Full colour

• For use on all collateral and documents that use spot or 4-colour printing.
• For use on white (recommended) or light backgrounds (10% screen of any brand colour, where necessary).
• The white elements of the full-colour logo are always white, regardless of the background color.

	GS1 orange	GS1 blue
PMS	1665 C	654 C
CMYK	C0 M76 Y88 K0	C100 M80 Y0 K42
RGB	R242 G99 B52	R0 G44 B108
HEX	F26334	002C6C

One-colour blue

• For use only when printing is limited to one spot colour.

One-colour black

• For use only when printing is limited to black.

One-colour negative

• Suboptimal—only use when absolutely necessary due to mandatory dark background.
• Arcs and letters "GS" are always the same colour as the background colour.

How not to use

• Do not create the negative logo yourself—the size of the elements have been adjusted for this version.

Notes

*For GS1 MO logos using non-Latin, right-to-left languages, please provide an EPS file of your country's name in your correct font with the type converted to outlines. From that EPS file, we will generate your logo in all necessary file formats and sizes.

Incorrect logo usage

The GS1 logo is our most precious brand asset, and its visual integrity must always be preserved. Do not modify the logo in any way or compromise its appearance and readability.

Do not place on a dark background or photo

Do not make transparent

Do not distort or alter the elements in any way

Use only approved colour versions

Do not move the GS1 MO name or change its size relative to the GS1 logo

Do not remove registration mark

Do not use to create a sub-brand

Do not change typeface

Clear space and minimum size

Respect clear space and minimum size to guarantee the prominence and readability of the logo.

Clear space

- Keeps other elements from interacting and/or competing with the logo.
- Proportional to the logo.
- Equal to the height of the "1".

Minimum size

- The minimum size for the logo as measured by the circle is 12.7 mm (36 pt or 0.5 in).
- Exceptions to the minimum size are permitted due to print area constraints, such as on pens and USB drives.

12.7 mm
36 pt
0.5 in

Tagline/claim specifications

The purpose of our tagline/claim is to capture the essence of what our organisation does. Visually, it is an extension of our logo, and its integrity depends on adhering to the defined options for position, colour and size. Tagline files are provided along with the logo file downloads in the global brand section of the MO Zone.

Tagline placement options

There are three options for placement of the tagline, depending on what is most suitable to the layout. No matter which placement option is used, the tagline should always respect the clear space of the logo and be no closer than the height of the "1."*

1. Below logo, aligned with left side of circle.
2. Below logo, aligned with left side of "1" and country name (for GS1 MO logos only).
3. To the right of logo, aligned with baseline of "1".
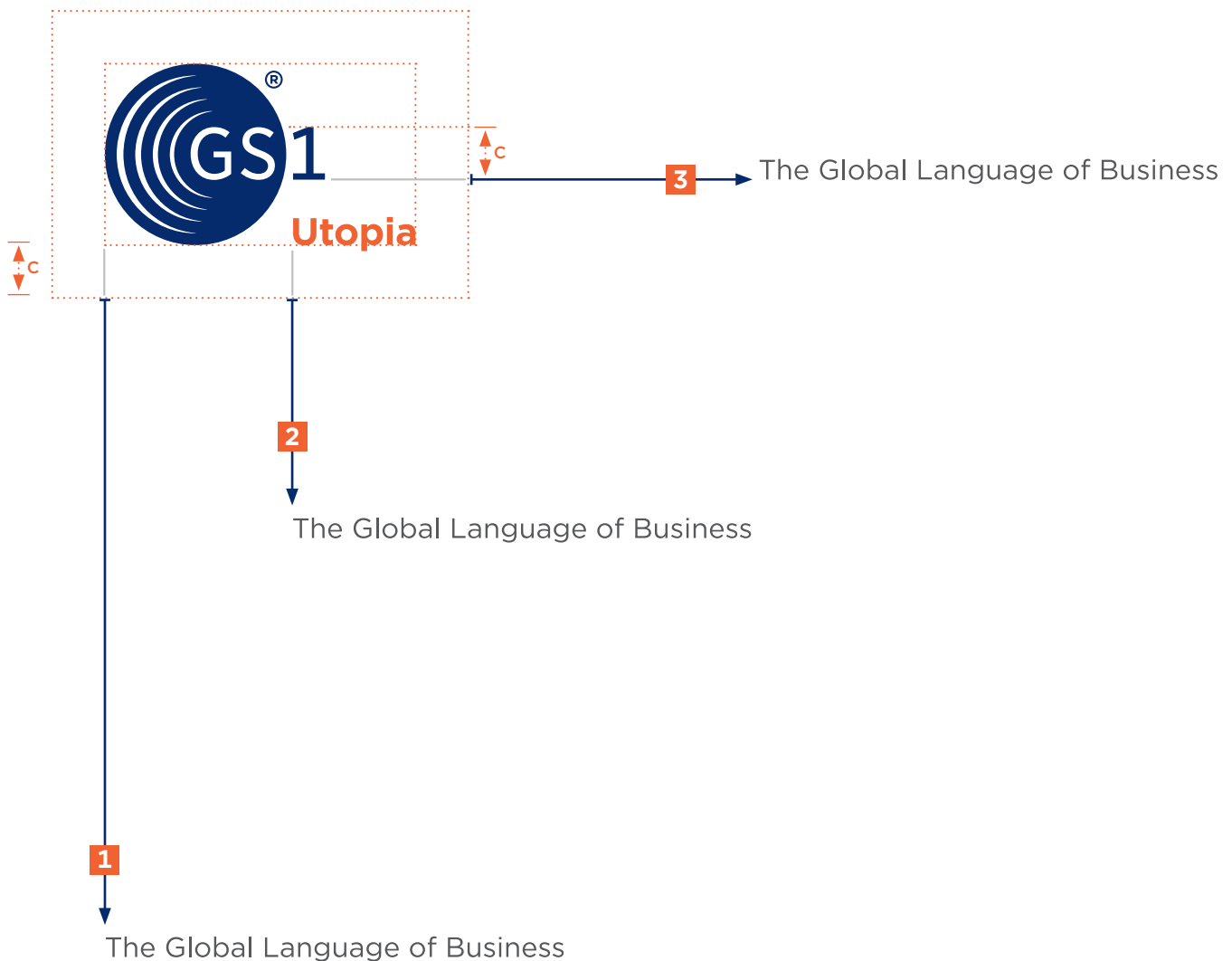
Notes:

___

*The placement of the tagline in the header of websites is an exception to the clear space rule.

Tagline/claim specifications, continued

Colour

- In full-colour applications, the tagline is GS1 dark gray.
- In some special applications, the tagline can be white on a field of GS1 orange (see business cards on page 131 and shirts on page 174).

Size

- The total height of the tagline is equal to 13.8% of the height of the logo's circle (A x 0.138).
- The exceptions to this size relationship are very small applications of the logo (such as pens) and large-scale display applications (such as office signage).

Combined lockup

- The combined lockup (sometimes referred to as the "signature") should be used whenever space is limited or when providing a logo file to an external party.
- The position for the tagline in the combined lockup is below the logo, aligned with the left side of the circle.
- The distance between the logo and the tagline is the clear space, equal to the height of the "1".

How not to use

- Do not recreate the tagline with type; use only the tagline files supplied with logo files in the global brand section of the MO Zone.

	GS1 dark gray
PMS	Cool Gray 11 C
CMYK	C0 M0 Y0 K80
RGB	R69 G69 B69
HEX	454545

Identity zone

The logo must be clearly visible on the top left of the cover or primary display panel of all materials. To accomplish this, an "identity zone" must be used, consisting of a white (recommended) or light* background for maximum contrast that is uncrowded by any other content. In addition to ensuring the prominence of the logo, this treatment works equally well for any length of country name.

Top identity zone

- The centre of the circle or the baseline of the "1" in the logo should be centred vertically within this space**.
- The minimum white space around the logo is the same as the clear space, equal to the height of the "1" (C).
- Be sure to maintain the clear space (C) when scaling the logo within the identity zone.
- The background must be white (recommended) or a 10% screen of a brand colour.

1. Vertical layouts

- A minimum of 15% of the vertical space of any vertical cover or primary display panel is reserved for the logo and tagline.
- Some templates, such as the brochures, include a larger identity zone.
- *See page 144 for more information on the special identity zone placement on adverts.*
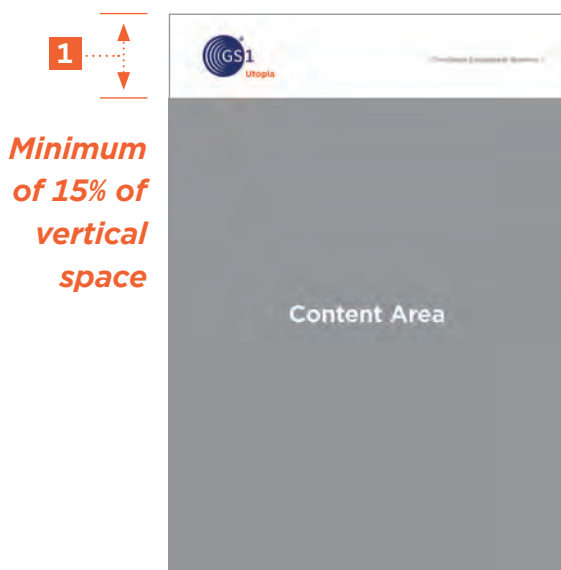
2. Horizontal layouts

- A minimum of 20% of the vertical space of any horizontal cover or primary display panel is reserved for the logo and tagline.

Minimum of 15% of vertical space

Minimum of 20% of vertical space
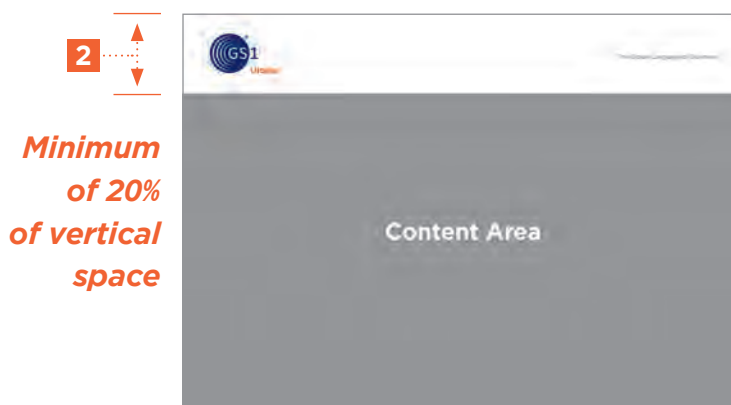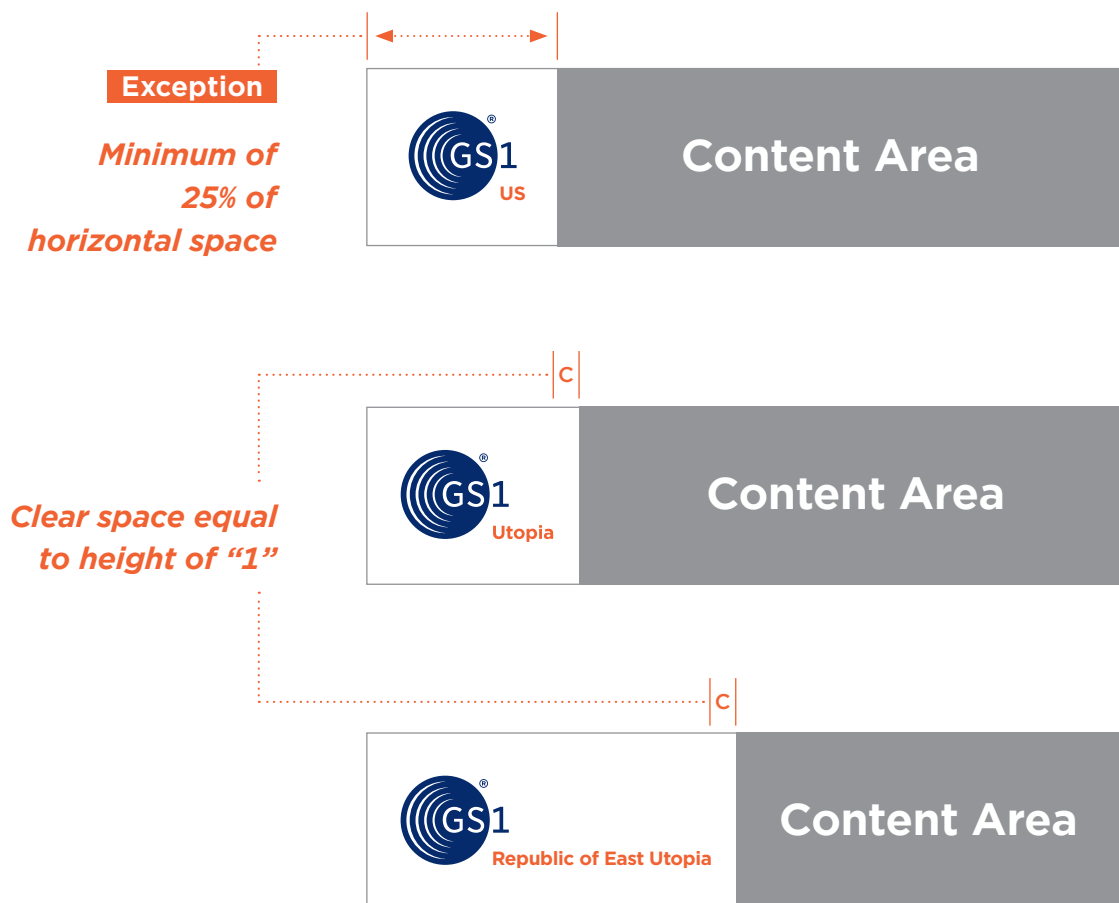
Notes

*10% screen of any brand colour.

**Centre the circle of the logo when using the minimum identity zone. Centre the baseline of the "1" when using a larger identity zone.

Identity zone, continued

Exception for extreme horizontal layouts

This exception is only for very thin horizontal layouts such as web banners, where the width of the layout area is more than twice the height. In these cases, the logo would have to get undesirably small in order to maintain the identity zone at the top of the layout, defeating the intent of the identity zone to give prominence to the logo.

• A minimum of 25% of the horizontal space is reserved for the logo.
• The left identity zone will be wider for GS1 MOs with longer country names, and it has to include enough clear space (the height of the "1") between the end of the country name and the beginning of the content area.
• The centre of the circle or the baseline of the "1" in the logo should be centred vertically within this space.
• Maintain the clear space (C) on all sides when scaling the logo within the identity zone.
• The background must be white (recommended) or a 10% screen of a brand colour.

Exception

Minimum of 25% of horizontal space

GS1
US

Content Area

Clear space equal to height of "1"

C

GS1
Utopia

Content Area

C

GS1
Republic of East Utopia

Content Area

Colour specifications

The GS1 brand colour palette is divided up into primary colours and secondary colours. Only these colours may be used on GS1 materials, with the exception of websites and emails. The GS1 global brand web guidelines include a set of alternate shades of all GS1 brand colours for web and email only—to meet web accessibility standards.

Primary brand colours

Use these colours as the dominant colours for any general, cross-industry materials.

	GS1 blue	GS1 orange	GS1 dark gray	GS1 dark medium gray	GS1 light medium gray	GS1 light gray
PMS	654 C	1665 C	Cool Gray 11 C	Cool Gray 8 C	Cool Gray 5 C	Cool Gray 1 C
CMYK	C100 M80 Y0 K42	C0 M76 Y88 K0	C0 M0 Y0 K80	C0 M0 Y0 K50	C0 M0 Y0 K30	C0 M0 Y0 K10
RGB	R0 G44 B108	R242 G99 B52	R69 G69 B69	R136 G139 B141	R177 G179 B179	R244 G244 B244
HEX	002C6C	F26334	454545	888B8D	B1B3B3	F4F4F4

Secondary brand colours

Use the designated secondary colour for colour coding industry-specific content and "identify, capture, share, use" content. Multiple secondary colours may be used together for infographics or as accents in general (cross-industry) materials.

	GS1 raspberry	GS1 purple	GS1 lavender	GS1 slate	GS1 sky	GS1 link
PMS	213 C	252 C	2073 C	7453 C	638 C	Process Blue C
CMYK	C0 M82 Y20 K0	C24 M56 Y0 K0	C32 M42 Y0 K0	C50 M25 Y0 K0	C83 M0 Y10 K0	C100 M20 Y0 K0
RGB	R240 G85 B135	R191 G131 B185	R175 G150 B212	R137 G170 B219	R0 G182 B222	R0 G141 B189
HEX	F05587	BD80B7	AF96D4 (update)	89AADB	00B6DE	008DBD
	Retail, Capture	General merchandise	Apparel		Healthcare, Identify	HTML links only

	GS1 mist	GS1 teal	GS1 mint	GS1 grass	GS1 forest	GS1 olive
PMS	550 C	3262 C	2248 C	368 C	7481 C	2303 C
CMYK	C42 M7 Y12 K1	C71 M0 Y33 K0	C59 M0 Y53 K0	C57 M0 Y100 K0	C82 M0 Y86 K0	C43 M11 Y76 K0
RGB	R141 G185 B202	R34 G188 B185	R113 G183 B144	R122 G193 B67	R0 G183 B79	R157 G187 B104
HEX	8DB9CA	22BCB9	71B790	7AC143	00AC4A (update)	9DBB68
	Education	Transport & logistics	Government	Foodservice, Share	Recycling	Technical industries

	GS1 lime	GS1 gold	GS1 peach	GS1 tangerine	GS1 honey	GS1 terracotta
PMS	382 C	612 C	137 C	151 C	7556 C	7591 C
CMYK	C29 M0 Y100 K0	C7 M5 Y100 K20	C0 M35 Y90 K0	C0 M60 Y100 K0	C7 M35 Y99 K19	C17 M54 Y65 K0
RGB	R193 G216 B47	R196 G176 B0	R251 G176 B52	R255 G130 B0	R183 G139 B32	R211 G135 B95
HEX	C1D82F	C4B000	FBB034	FF8200	B78B20	18158 (update)
	Marketplaces	Finance	Fresh foods	CPG, Use	Humanitarian logistics	Agriculture

Notes

- Use PMS (Pantone Matching System) for commercial offset printing. PMS numbers designate spot ink colours.
- Use CMYK (Cyan, Magenta, Yellow, Black) for both desktop and commercial digital printing. CMYK is also referred to as 4-colour process.
- Use RGB (Red, Green, Blue) for screen applications (e.g., video and Microsoft Word or Microsoft PowerPoint).
- Use HEX (Hexadecimal) for web applications (HTML).
- Specifications for CMYK, RGB and HEX may not match the Pantone Colour Standards.
- Pantone is a registered trademark of Pantone, Inc.

Matching brand colours in printed materials

The GS1 brand colours are a fundamental building block of the GS1 global brand, and therefore it is important to reproduce them as accurately and consistently as possible.

Most GS1 materials will be printed using CMYK inks (cyan, magenta, yellow and black), also known as 4-colour process, either by a digital or offset-lithography press.

There can be a great deal of variation in how different printers reproduce colours built from CMYK. GS1 orange, in particular, is very sensitive to these fluctuations and can appear quite different from one example to the next, often looking too red in colour. As the most dominant colour in the GS1 global brand system, effort must be made to keep the variation of GS1 orange to a minimum.

Printing PMS spot colour inks (Pantone Matching System) provides the most consistent and desirable outcome, but this is typically reserved for stationery and high-end brochures due to the increased cost.

How to use

• Use the correct CMYK values for all brand colours in digital print files.
• Distribute the colour specifications to every individual and agency responsible for the design of printed materials.
• Send the colour specifications along with the digital files for every project being printed.
• When printing CMYK, ask the printer to match GS1 orange to PMS 1665C as closely as possible (the Pantone Matching System is the most common global colour standard, and printers should have a Pantone Formula Guide or Chip Book as a physical reference).

Colour usage: cross-industry materials

The ratios depicted here are meant to serve as a general guide on how colours should be proportioned when used together.

1. White space

Use a lot of white space to balance areas of bold colour, create an open, clean look and ensure that materials are inviting and easy to read.

2. GS1 orange

Use GS1 orange as the dominant colour for cross-industry materials. Use for coloured blocks, bars and rules, as well as for type.

3. GS1 blue

Use GS1 blue as the main contrast colour for the other vibrant colours. Use for coloured blocks, bars and rules, as well as for type.

4. Assorted GS1 grays

Use assorted GS1 grays to soften and mediate the impact of the other colours. Use for coloured blocks, bars and rules, as well as for type.

5. Assorted GS1 secondary colours

Use secondary colours sparingly in cross-industry materials. Only use for infographics and illustrations.
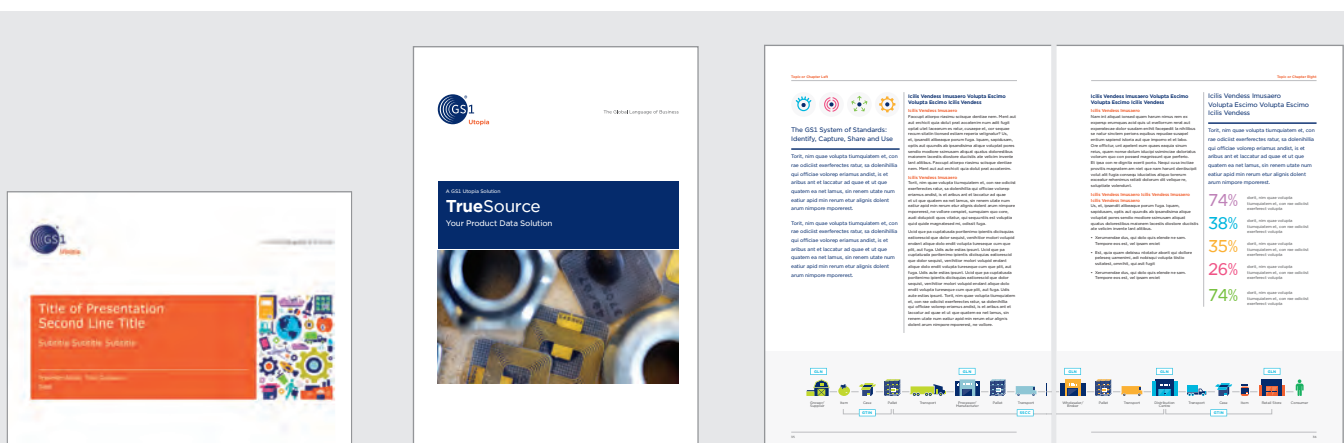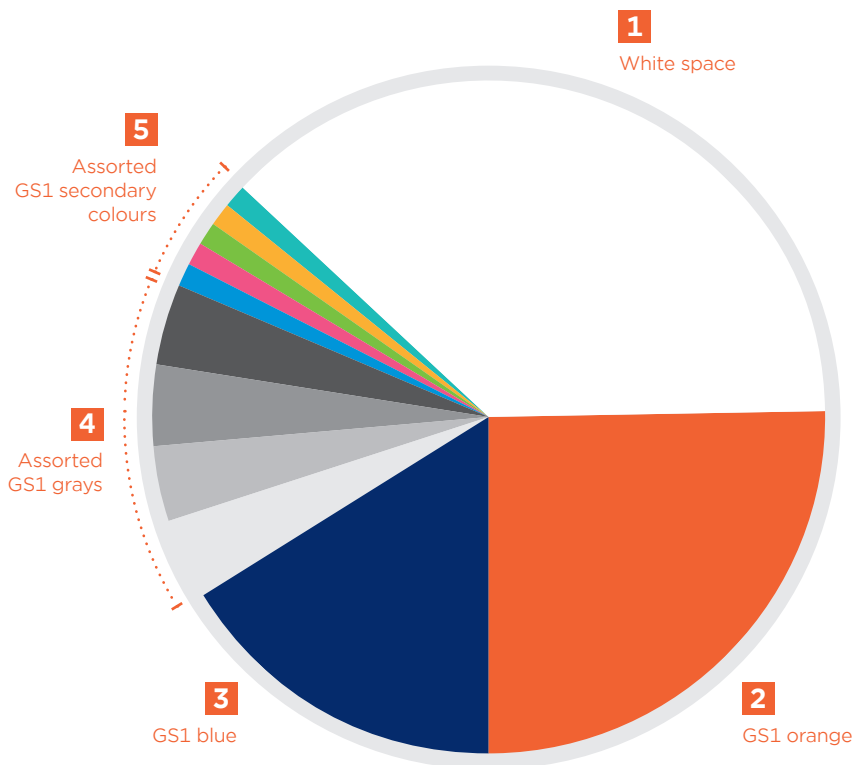
Colour usage: industry materials

The ratios depicted here are meant to serve as a general guide on how colours should be proportioned when used together.

1. White space

Use a lot of white space to balance areas of bold colour, create an open, clean look and ensure that materials are inviting and easy to read.

2. Industry colour

Use the appropriate industry colour as the dominant colour for any industry-specific materials. Use for coloured blocks, bars and rules, as well as for type.

3. GS1 blue

Use GS1 blue as the main contrast colour for the other vibrant colours. Use for coloured blocks, bars and rules, as well as for type.

4. Assorted GS1 grays

Use assorted GS1 grays to soften and mediate the impact of the other colours. Use for coloured blocks, bars and rules, as well as for type.

5. Other assorted GS1 secondary colours plus GS1 orange

Use secondary colours (other than the main industry colour) and GS1 orange sparingly in industry materials. Only use for infographics and illustrations.

Typefaces

Gotham Office, Gotham ScreenSmart® and Verdana were chosen as the brand typefaces because they are clean, modern sans-serif fonts with a tabular "1" (featuring a line at the base) that helps clarify the name of the organisation.

Gotham Office for designed materials

• Gotham Office replaces Myriad Pro as the corporate font.
• Use on all professionally designed materials, such as print collateral and displays.
• It is recommended that the tracking (letter spacing) be set to negative 20.

How not to use

• Do not use Gotham in lieu of Gotham Office as Gotham does not use a tabular "1" as its default "1" and the type weight options are different.

Gotham Office Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham Office Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Gotham Office Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham Office Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Notes

Anyone who needs Gotham Office to design materials must acquire their own licence. To acquire Gotham Office, please contact the global office.

Typefaces, continued

Verdana for shared materials (e.g., Microsoft PowerPoint)

- Use whenever it is required for text to be editable by multiple parties in sharable documents such as Microsoft Word or Microsoft PowerPoint as well as for all emails.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham ScreenSmart for websites (live websites and mockups)

- Use Gotham ScreenSmart for all GS1 MO websites—a subscription that enables a font to be included in website code and displayed to all viewers.
- A desktop version is available for creating more accurate static mockups of web pages for layout and content approval.

Non-Latin alphabets

When it is not possible to use one of our versions of Gotham Office, GS1 MOs with non-Latin alphabets should use the alternate typeface that has been selected for their particular language.

Language	Font
Chinese	Song/Yahei
Thai	Cordia New
Vietnamese	Tahoma/Verdana
Cyrillic	Gotham Pro
Japanese	Gothic/Ming

Language	Font
Korean	Nanum Gothic
Hebrew	Arial Unicode
Arabic	GE SS (Droid Arabic Kufi for web)
Greek	Whitney

Notes

- Verdana appears larger than other system fonts so smaller type sizes are used in templates for shared materials.
- No purchase of Verdana should be necessary since it's a preinstalled font that comes with most operating systems.
- The cost of the web font Gotham ScreenSmart subscription is covered by the Global GS1 licence. To use Gotham ScreenSmart for a development site, email the global office with your GS1 MO name and the subdomain to be added to the subscription. Those wishing to use the desktop version of Gotham ScreenSmart to create more accurate-looking static mockups of web pages for layout and content approval must purchase their own desktop licence. The cost of the desktop version of Gotham ScreenSmart is based on the total number of computer licences needed. Go to: https://www.typography.com/fonts/gotham/styles/gothamscreensmart to purchase the desktop version.

Typography overview

Our type is simple to promote ease of reading and to contribute to the overall clean look and feel of our materials.

Letter spacing (tracking)

• Tracking should appear normal, neither expanded nor condensed (set tracking to negative 20 for Gotham Office).

Case style options for headings

• Use either title case or sentence case for titles and headings, but do so consistently throughout all communication materials both digital and printed.

Emphasis

• Bold words within a title or headline to create emphasis and visual interest.

Colour coding

• Colour code sublines, subheads and call-outs to create visual markers within the copy that denote different sections of information.
• Use primary brand colours for colour coding type within cross-industry content.
• Use the appropriate secondary colour for colour coding type within industry or "identify, capture, share, use" content.

Alignment

• Typically type should be left aligned, except for right-to-left reading languages.
• Type should align with the top of text boxes.

Sample Heading with Title Case

Sample heading with sentence case

Sample Colour Coding

Sample Heading with Bold Emphasis

Right-to-left languages overview

The goal of our simple visual style is to accommodate diverse local needs, including local languages, while maintaining a consistent visual foundation. For right-to-left reading languages, the position of all elements, including text blocks, remains the same. Within text blocks, however, text will be right aligned.

How to use

- Maintain the position of fixed elements such as the logo, tagline, text blocks and images.
- Change type within text blocks to be right aligned.

How not to use

- Do not flip the position of elements on the page.

Right-to-left reading: arrows represent type direction

Notes

- If you wish to use a logo including the country name in the right-to-left language (as shown above), the global office will have such a logo created in order to ensure that all files are consistent. Please provide an EPS file of your country's name in your correct font with the type converted to outlines. From that EPS file, we will generate your logo in all necessary file formats and sizes.

Brand icon overview

One powerful element of the brand system is the use of icons that have been developed specifically for our brand; they help create a distinctive look and feel for our materials that is ours alone. Our brand icons help us to visually distinguish different types of important content and target relevant content to specific industry audiences.

Our brand icons represent our target industries and the four main categories of standards (identify, capture, share, use). Icons have not been created to represent other aspects of what GS1 does, such as local services and solutions, or additional audiences, such as solution providers. The reasons for this are as follows:

- For icons to be meaningful, their number and use need to be limited and prioritised.

- In order to have global visual coherence, all GS1 MOs need to create materials from the same set of icons.

- Since services and solutions vary so widely at the local level, it would be exceedingly difficult to agree on a common set of icons for services to satisfy the needs of all GS1 MOs.

Industry icons (examples)
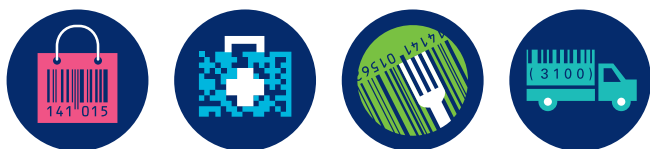
See page 28

"Identify, capture, share, use" icons
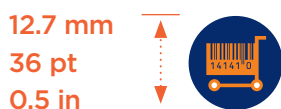
See page 33

How to use

- Icons should always appear below the GS1 logo on a cover or primary display panel*.
- Icons should typically be distinctly larger than the GS1 logo to function visually as a graphic element and not as a competing logo**.
- In the case of limited space, an icon may be exactly the same size as the circle in the GS1 logo or distinctly smaller***.
- Requests for new icons should be made to the GS1 global brand project team.
- *See pages 28–33 for more information.*

How not to use

- Icons should never interfere with the prominence of the GS1 brand—do not use an icon without a GS1 logo, or in or above the identity zone on a cover or primary display panel.
- Do not create new icons.
- Do not place any other type of graphic, infographic component or illustration in a GS1 blue circle such that it appears to be an industry icon.
- *See page 27 for more information.*

Minimum size

- The minimum size for an icon is 12.7 mm (36 pt or 0.5 in).

12.7 mm
36 pt
0.5 in

Notes

*In the case of the identity zone exception for extreme horizontal layouts (see page 17), an icon may appear to the right of the logo.

**On brochure covers, the icon is 175% of the logo size. On formal handouts the icon is 160% of the logo size.

***Our guidelines for icon size follow the basic tenet of good design that elements should appear equal or distinctly different.
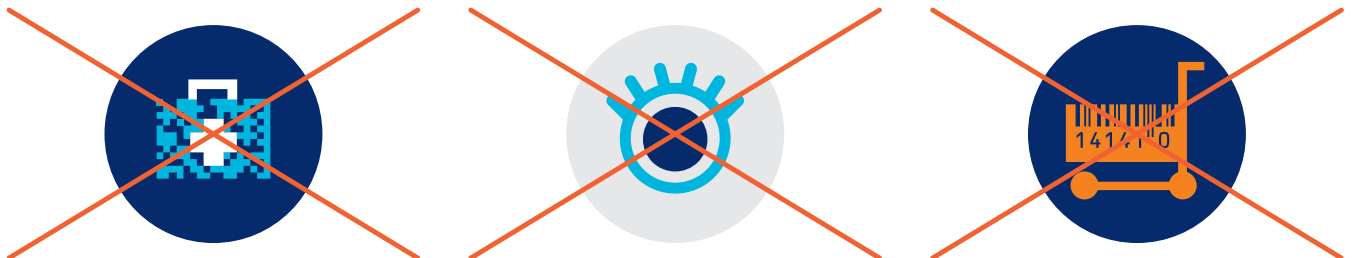
Incorrect icon usage

The effectiveness of our brand icons in creating a unique look and feel for our materials that is distinctively ours depends on consistency. Do not modify an icon in any way, compromise its original appearance or impair its readability.
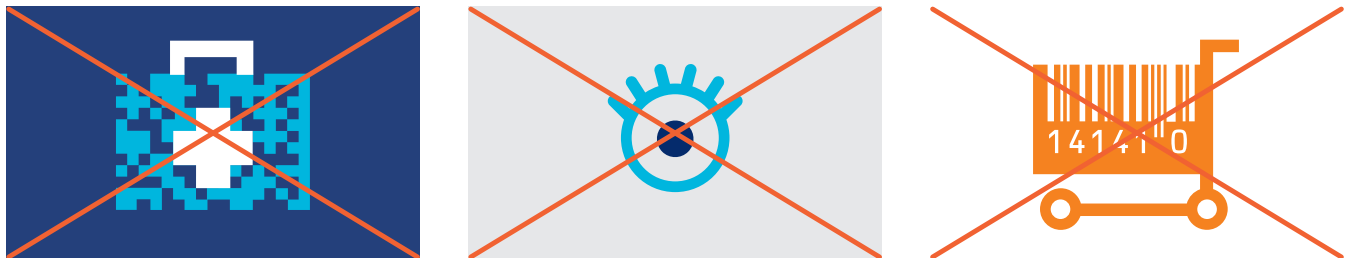
Do not change the colours
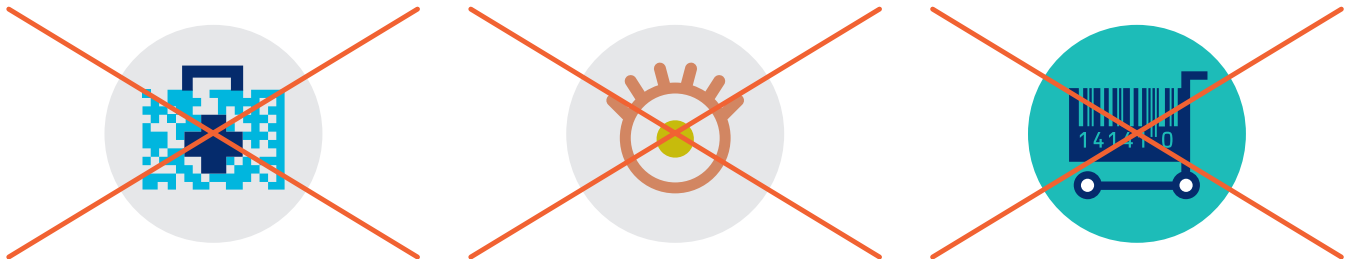
Do not alter the size or relationship of the elements in any way

Do not use the inside elements of an icon without its circle

Do not place an icon on a background that makes its circle hard to see

Do not make the icon transparent

Industry icons

The GS1 industry icon system has been developed to help GS1 organisations target their communications to specific industries. The use of these icons makes it easier for GS1's diverse audiences to find the content and resources that are relevant to their needs.
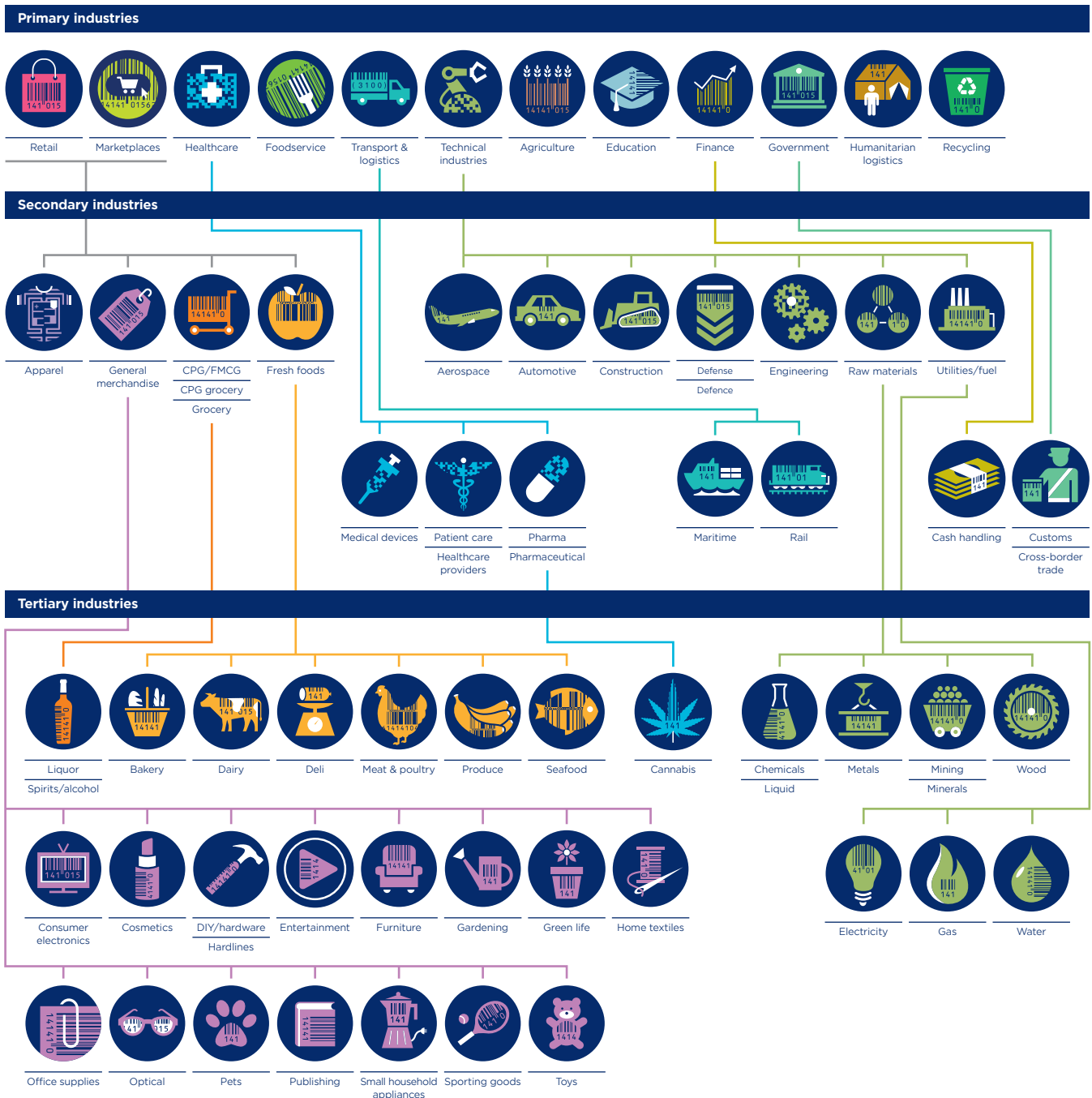
Updates to the architecture of the industry icon system and some of the icon colours will be made periodically to accommodate additional industries. Recent colour changes are noted on the following pages.

How to use

- GS1 MOs should use the industry icons that correlate with the industries they are targeting in their local markets.
- All industry icons may only be used to represent the industries designated here.
- *See page 48 for information on how to use these icons with other design elements.*

How not to use

- Do not use an industry icon to represent an industry, or anything else, other than what is designated here.
- Do not use as decoration (doesn't represent anything).
- *See page 27 for more information on how not to use icons.*

Primary industries

Retail   Marketplaces   Healthcare   Foodservice   Transport & logistics   Technical industries   Agriculture   Education   Finance   Government   Humanitarian logistics   Recycling

Secondary industries

Apparel   General merchandise   CPG/FMCG / CPG grocery / Grocery   Fresh foods   Aerospace   Automotive   Construction   Defense / Defence   Engineering   Raw materials   Utilities/fuel

Medical devices   Patient care / Healthcare providers   Pharma / Pharmaceutical   Maritime   Rail   Cash handling   Customs / Cross-border trade

Tertiary industries

Liquor / Spirits/alcohol   Bakery   Dairy   Deli   Meat & poultry   Produce   Seafood   Cannabis   Chemicals / Liquid   Metals   Mining / Minerals   Wood

Consumer electronics   Cosmetics   DIY/hardware / Hardlines   Entertainment   Furniture   Gardening   Green life   Home textiles   Electricity   Gas   Water

Office supplies   Optical   Pets   Publishing   Small household appliances   Sporting goods   Toys

Industry icons, continued
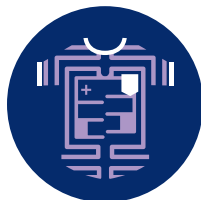
Retail

Retail

Marketplaces

Marketplaces

Under retail and marketplaces

Apparel

General merchandise

CPG (or FMCG)

CPG grocery/grocery

Fresh goods

GS1 raspberry	
PMS	213 C
CMYK	C0 M82 Y20 K0
RGB	R240 G85 B135
HEX	F05587

GS1 lime	
PMS	382 C
CMYK	C29 M0 Y100 K0
RGB	R193 G216 B47
HEX	C1D82F

GS1 lavender	
PMS	2073 C
CMYK	C32 M42 Y0 K0
RGB	R175 G150 B212
HEX	AF96D4 *(update)*

GS1 purple	
PMS	252 C
CMYK	C24 M56 Y0 K0
RGB	R191 G131 B185
HEX	BF83B9

GS1 tangerine	
PMS	151 C
CMYK	C0 M60 Y100 K0
RGB	R255 G130 B0
HEX	FF8200

GS1 peach	
PMS	137 C
CMYK	C0 M35 Y90 K0
RGB	R251 G176 B52
HEX	FBB034

Under general merchandise

Consumer electronics

Cosmetics

DIY/hardware/hardlines

Entertainment

Furniture

Gardening

Green life
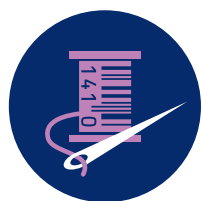
Home textiles

Office supplies

Optical

Pets

Publishing

Small household appliances

Sporting goods

Toys

GS1 purple	
PMS	252 C
CMYK	C24 M56 Y0 K0
RGB	R191 G131 B185
HEX	BF83B9

Industry icons, continued

Under CPG

Liquor

GS1 tangerine

PMS	151 C
CMYK	**C**0 **M**60 **Y**100 **K**0
RGB	**R**255 **G**130 **B**0
HEX	FF8200

Under fresh foods

Bakery

Dairy

Deli

Meat & poultry

Produce

Seafood

GS1 peach

PMS	137 C
CMYK	**C**0 **M**35 **Y**90 **K**0
RGB	**R**251 **G**176 **B**52
HEX	FBB034

Healthcare

Healthcare

Healthcare alternative

GS1 sky

PMS	638 C
CMYK	**C**83 **M**0 **Y**10 **K**0
RGB	**R**0 **G**182 **B**222
HEX	00B6DE

Under healthcare

Medical devices

Patient care
Healthcare providers

Pharma
Pharmaceutical

Under pharma

Cannabis

COLOUR UPDATE

Foodservice

Foodservice

GS1 grass

PMS	368 C
CMYK	**C**57 **M**0 **Y**100 **K**0
RGB	**R**122 **G**193 **B**67
HEX	7AC143

Transport & logistics

Transport & logistics

GS1 teal

PMS	3262 C
CMYK	**C**71 **M**0 **Y**33 **K**0
RGB	**R**34 **G**188 **B**185
HEX	22BCB9

Under transport & logistics

Maritime

Rail

Industry icons, continued

Technical industries

Technical industries

GS1 olive	
PMS	2303 C
CMYK	C43 M11 Y76 K0
RGB	R157 G187 B104
HEX	9DBB68

Under technical industries

Aerospace

COLOUR UPDATE

Automotive

COLOUR UPDATE

Construction

COLOUR UPDATE

Defense/defence

COLOUR UPDATE

Engineering

COLOUR UPDATE
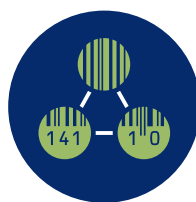
Raw materials

Utilities/fuel

COLOUR UPDATE

Under utilities/fuel

Electricity

COLOUR UPDATE

Gas

COLOUR UPDATE

Water

COLOUR UPDATE

Under raw materials

Chemicals/liquid

Metals

Mining/minerals

Wood

Industry icons, continued

Agriculture

Agriculture

COLOUR UPDATE

GS1 terracotta

PMS	7591 C
CMYK	C17 M54 Y65 K0
RGB	R211 G135 B95
HEX	D3875F

Education

Education

GS1 mist

PMS	550 C
CMYK	C42 M7 Y12 K1
RGB	R141 G185 B202
HEX	8DB9CA

Finance

Finance

Under finance

Cash handling

GS1 gold

PMS	612 C
CMYK	C7 M5 Y100 K20
RGB	R196 G176 B0
HEX	C4B000

Government

Government

GS1 mint

PMS	2248 C
CMYK	C59 M0 Y53 K0
RGB	R113 G183 B144
HEX	71B790

Under government

Customs

Cross-border trade

Humanitarian logistics

Recycling

COLOUR UPDATE

GS1 honey

PMS	7556 C
CMYK	C7 M35 Y99 K19
RGB	R183 G139 B32
HEX	B78B20

Recycling

Recycling

GS1 forest

PMS	7481 C
CMYK	C82 M0 Y86 K0
RGB	R0 G183 B79
HEX	00B74F

"Identify, capture, share, use" icons

The "identify, capture, share, use" icons are used to designate content relative to GS1 standards. They serve as visual cues that make complex content easier to access and understand.

How to use

- These icons may only be used to represent the four categories of the GS1 system of standards.
- These icons are available on a gray or white circle.
- *See page 48 for information on how to use these icons with other design elements.*

How not to use

- Do not use any of these icons to represent anything other than what they are designated for.
- Do not use as decoration (doesn't represent anything).
- *See page 27 for more information on how not to use icons.*

	Identify	Capture	Share	Use
	GS1 identification keys	GS1 data carriers	GS1 data exchange	Business processes

Option on gray circle

Option on white circle

GS1 sky		GS1 raspberry		GS1 grass		GS1 tangerine	
PMS	638 C	PMS	213 C	PMS	368 C	PMS	151 C
CMYK	C83 M0 Y10 K0	CMYK	C0 M82 Y20 K0	CMYK	C57 M0 Y100 K0	CMYK	C0 M60 Y100 K0
RGB	R0 G182 B222	RGB	R240 G85 B135	RGB	R122 G193 B67	RGB	R255 G130 B0
HEX	00B6DE	HEX	F05587	HEX	7AC143	HEX	FF8200

GS1 blue		GS1 light gray	
PMS	654 C	PMS	Cool Gray 1 C
CMYK	C100 M80 Y0 K42	CMYK	C0 M0 Y0 K10
RGB	R0 G44 B108	RGB	R244 G244 B244
HEX	002C6C	HEX	F4F4F4

Corporate visual overview

The corporate visual is the default corporate image that is used on corporate templates or whenever a single image is needed to represent the organisation overall.

This combination of icons is available in five different proportions to fit a variety of layouts.

How to use

- Select the proportion that works best in your layout.
- Always use on a white background.

How not to use

- Do not change the colours or alter the size or relationship of the elements in any way.
- Do not create new icon lockups or combinations (except when creating infographics or for special collateral or events).

Vertical (size 1)

Square (size 2)

Horizontal tall (size 3)

Horizontal medium (size 4)

Horizontal thin (size 5)

Vertical thin (Size 6)

Infographics overview

Our infographics visually describe how GS1 standards work within a wide variety of business systems and processes. The use of a standardised library of components to build infographics is critical to the consistency and flexibility of the brand. Using the same components not only ensures aesthetic coherence, it improves the overall effectiveness of the infographics as communication and education tools while enabling customisation of information to meet local needs.

How to use

- Infographics should always appear on a white or GS1 light gray background.
- Infographic components being used to depict information about a supply chain are colour coded by location (*see page 36).*
- Infographic components being used to depict information about "identify" or "capture" are colour coded by those respective colours (*see page 37*).
- Additional infographic components will continue to be added to the library.
- Requests for new components should be made to the GS1 global brand project team.

How not to use

- Do not create alternate versions of components that already exist; use existing components from the infographic library to build infographics whenever possible.
- Do not change the colours or alter the size or relationship of the elements that make up a component in any way.
- Do not place a component on a background that makes the component hard to see.
- Do not place an infographic component in a GS1 blue circle such that it appears to be an industry icon.

Assembling infographics

1. Select components from the library

	Manufacturer	Item	Item	Item	Item	Case	Pallet	Case	Pallet	Transport

2. Add additional connectors as necessary

- Connectors are typically GS1 light medium gray.
- Connectors may be colour coded for more complex infographics (*see page 44*).

GS1 light medium gray	
PMS	Cool gray 5 C
CMYK	C0 M0 Y0 K30
RGB	R177 G179 B179
HEX	B1B3B3

3. Put them together

- Space evenly and with as much order and alignment as possible.

Manufacturer	Item	Case	Pallet	Transport
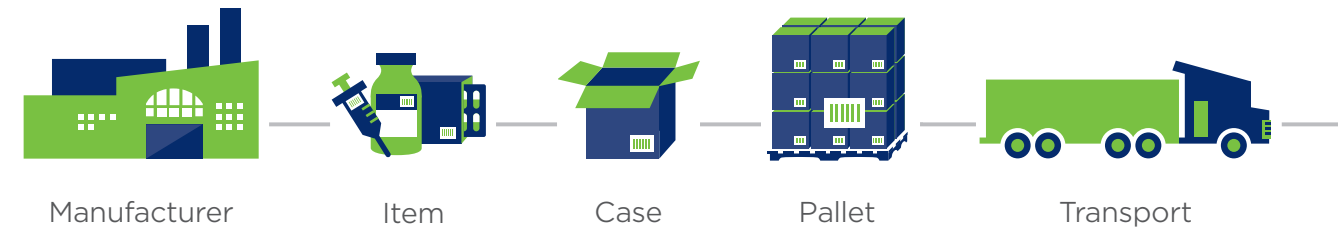
Infographic component library: basic

Basic other stakeholders

Solution partners

Industry associations

Basic supply chain components

Basic manufacturing

Manufacturer	Manufacturer alternate	Case	Pallet
Transport	Item	Item	Item

Basic transportation (supply side)

Port or harbour	Transport

Basic transportation (demand side)

Customs	Port or harbour	Container	Transport

Basic wholesaler

Wholesaler	Pallet	Transport

Basic distributor

Distributor	Transport	Pallet

Basic distribution centre

Distribution Centre	Logistic device Provider Distribution centre	Transport	Case	Pallet

Basic retailer / operator / provider

Retailer	Healthcare provider	Retailer Healthcare provider Operator	Item
Item	Item		

Basic consumer / patient / caregiver

Consumer	Patient Caregiver	Consumer Patient Caregiver

Notes

Additional components will be added to the library over time beyond what is shown here.

Infographic component library: basic, continued

Basic item, case, pallet, shipment components

Basic identify

| Patient Caregiver | Item | Item | Case | Pallet | Shipment |

Basic capture
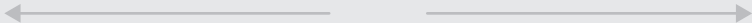
| Patient Caregiver | Item | Item | Case | Pallet | Shipment |

Basic connectors

Basic connectors

Infographic component library: basic, continued

Basic share components

Basic transactional data

Transport status				Despatch advice		
Invoice	Sender	Electronic message	Recipient	Invoice	Sender	Electronic message	Recipient

Transport status — Sender — Electronic message — Recipient

Invoice

Despatch advice — Sender — Electronic message — Recipient

Invoice

Purchase order — Sender — Electronic message — Recipient

Payment

Purchase order — Sender — Electronic message — Recipient

Payment

Transport instruction — Sender — Electronic message — Recipient

Payment

Transport instruction — Sender — Electronic message — Recipient

Payment

Basic event data

EPCIS   EPCIS   EPCIS   EPCIS   EPCIS   EPCIS   EPCIS

Infographic component library: supplemental

Supplemental supply chain components

Supplemental source

Grower	Source material supplier
Source material supplier	Pond/ fishery
Hatchery	Item
Item	Item
Item	Item
Item	Yarn

Case · Pallet · Case · Pallet · Case · Transport · Mothership · Fishing vessel · Livestock · Cotton

Supplemental manufacturing
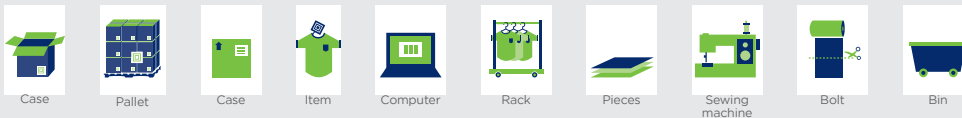
Case · Pallet · Case · Item · Computer · Rack · Pieces · Sewing machine · Bolt · Bin

Supplemental transportation (supply side)

Globe with plane · Dock · Customs · Case · Pallet · Case · Pallet · Case · Rack · Item

Supplemental transportation (demand side)

Case · Pallet · Case · Pallet · Case · Item
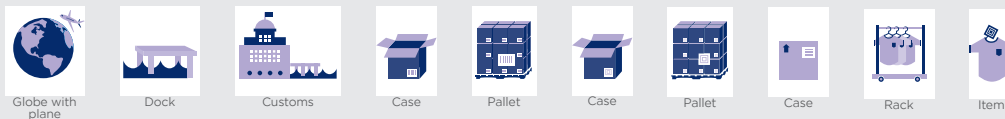
Supplemental processing

Packer/shipper · Case · Pallet · Case · Pallet · Case · Transport · Disposal · Item
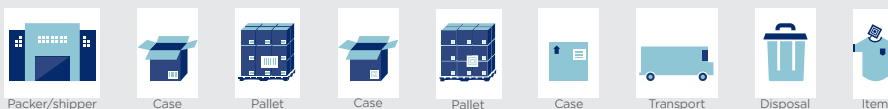
Supplemental wholesaler

Case · Pallet · Case · Pallet · Case · Transport · Item
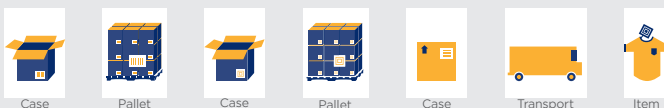
Infographic component library: supplemental, continued

Supplemental supply chain components, continued

Supplemental distributor

Case	Pallet	Case	Pallet	Case	Item	Rack
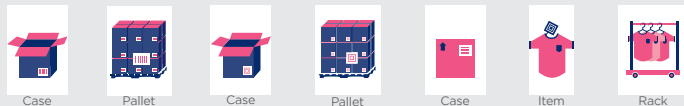
Supplemental distribution centre

Case	Pallet	Case	Item
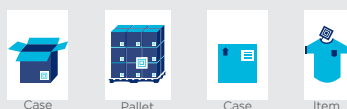
Supplemental retailer / operator / provider

Operator	Bank	Retail warehouse	Online retailer	Receiving dock	Case	Pallet	Case	Pallet	Case	Packaged meat
Store front	Dressing room	Display case	Display case	Display shelf	Back room	Cart	Point-of-sale	Point-of-sale	Prescription	Pharmacy
Item	Item	Item	Item							

Supplemental consumer / patient / caregiver

Consumer	Consumer

Infographic component library: supplemental, continued

Supplemental item, case, pallet, shipment components

Supplemental identify

Pallet	Case	Pallet	Case	Case	Case	Master case	Master case	Pallet	Bin	Item	Item
Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Keg
Item	Item	Item	Item (medical device)	Pack	Pack	Pack	Coupon				

Supplemental capture

Pallet	Case	Pallet	Case	Case	Case	Master case	Master case	Pallet	Bin	Item	Item
Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Item	Keg
Item	Item	Item	Item (medical device)	Pack	Pack	Pack	Coupon				

Infographic examples

Our supply chain infographics are instrumental in helping audiences understand how GS1 standards enable the flow of products and information between trading partners.

General supply chain
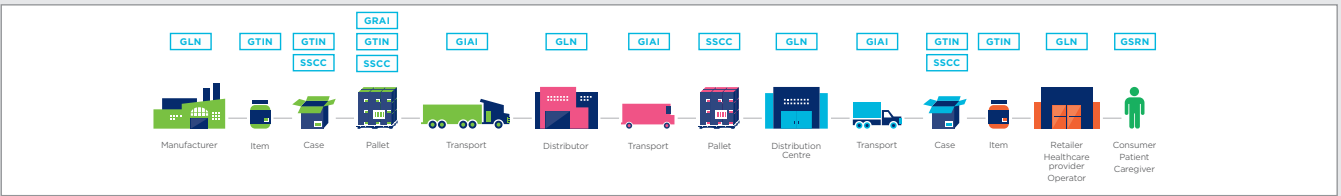
Retail supply chain

Healthcare supply chain

Foodservice supply chain
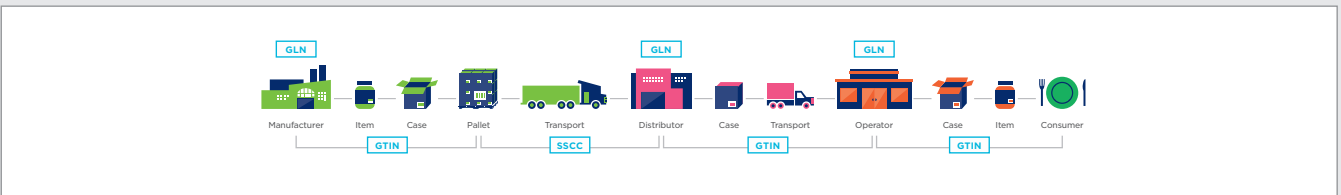
Transport & logistics supply chain

Apparel supply chain

Fresh foods supply chain

Infographic examples, continued

Supply chain infographics can be combined with other elements to depict how specific standards work.

Transactional data with eCom (EDI)

What is shared with eCom

- GTIN
- GLN
- GDTI
- SSCC
- Purchase order
- Despatch advice
- Transport instruction
- Invoice
- Payment

Purchase order

Despatch advice

Invoice

Payment

This illustration shows transactional data exchange with eCom (EDI) between any two parties in the supply chain.

Manufacturer · Item · Case · Pallet · Transport · Wholesaler · Pallet · Transport · Distributor · Pallet · Transport · Distribution centre · Transport · Case · Item · Healthcare provider · Patient Caregiver

Master data with GS1 GDSN®

Master data with GS1 GDSN

What goes into the GS1 GDSN

- GLN
- GTIN
- Brand owner identification
- Product descriptions
- Global Product Classification (GPC)
- Target market

Manufacturer · Item · Case · Pallet · Transport · Wholesaler · Pallet · Transport · Distributor · Pallet · Transport · Distribution centre · Transport · Case · Item · Healthcare provider · Patient Caregiver

Infographic examples, continued

Components of supply chain infographics also form the basis for other infographics that depict specific supply chain processes.

GS1 GDSN

GS1 GDSN®

GS1 Global Registry®

Sellers

Sellers' Data Pools

Buyers' Data Pools

Buyers

1. Loading of company data
2. Registering of company data
3. Subscription to seller's data pool
4. Publishing of company data
5. Confirmation receipt of company data

GS1 public policy

INFLUENCE — UNDERSTAND — EXPLORE — ENGAGE

Public policy areas of engagement

Global influence and exposure
Public policy is on the radar
Public policy journey begins
Exploratory work initiated
Establish contact and understanding
Working relationship with government and involvement on a regional level
Strategic working relationship with key agencies and trade associations
Government as a customer
Top-level engagement and influence
Policies reflect GS1 standards

Dairy, deli, bakery traceability

Source material supplier

Packer/shipper

Receipt
GTIN 30814141234566
Batch/Lot Number 8/31/2012
Quantity 50 cases
Date 2/29/12
Time 1:00 PM
GLN 0614141000107

Quality check
GTIN 30814141234566
Batch/Lot Number 8/31/2012
Quantity 50 cases
Date 3/1/12
Time 8:30 AM
GLN 0614141000114

Product conversion
GTIN 50614141345675
Batch/Lot Number SC20120910
Quantity 25 cases
Date 3/10/12
Time 10:00 AM
GLN 0614141000128

Repacking
GTIN 30614141673897
Batch/Lot Number WB20120911
Quantity 15 cases
Date 3/11/12
Time 2:00 PM
GLN 0614141000128

Shipping
GTIN 30614141673897
Batch/Lot Number WB20120911
Quantity 12 cases
Date 3/25/12
Time 11:30 AM
GLN 0614141000135

Distribution center

Disposal
GTIN 50614141345675
Batch/Lot Number SC20120910
Quantity 2 cases
Date 3/25/12
Time 3:00 PM
GLN 0614141000114

Graphic styles overview

The graphic styles and visual elements that go into creating a layout are as important to a company's visual brand identity as a logo. GS1's supporting visual elements have a modern and simple graphic style.

Shapes and rules

Shapes and rules are a useful way to incorporate colour to make materials more inviting.

Coloured shapes

- May be filled with any solid or gradated brand colour.
- May use transparency.
- Rectangles may have square or rounded corners.
- Shapes may have gradated or solid drop shadows that are GS1 blue or a GS1 gray.
- Usually contain text.
- May be combined with photos and/or graphics.
- Use corner and drop-shadow treatments in a consistent manner throughout any individual design.
- Gradations may only include one brand colour gradating to a lighter tint of that brand colour, to white or to transparency.

How not to use

- Do not gradate between two different brand colours.
- Gradated backgrounds should not make text difficult to read.

Solid colour Square corners

Solid colour Round corners

Gradated colour Square corners

Gradated colour Round corners

No drop shadow
Square corners

Gradated drop
shadow
Round corners

Solid drop shadow
Square corners

Coloured rules

- A coloured rule (line) of any brand colour.
- Always 3 pt thick on printed collateral.
- Used to emphasise text.

Coloured rule with sample call-out text below (heading optional above) for emphasising quotes or other text.

Thin rules

- A GS1 dark medium gray, white or GS1 blue rule (line).
- Always 0.5 pt thick on printed collateral.
- Used as subtle separation between areas of content or as an underline to a subhead.

Combining shapes and images

As important as the elements themselves is the manner in which they get put together. Visual interest can be created by combining coloured text blocks with photos or illustrations in a variety of ways. Photos should be well lit, colourful and have a sense of depth. *Graphics or illustrations should follow the guidelines on page 49.*

Solid colour block and image with gap

- The title slide of the PowerPoint template as well as the covers of print templates use a gap between the coloured title block and a photo or illustration.
- If using this treatment, the gap should always be 2 mm or 6 pt.

Solid colour block with gap

Solid colour block and image without gap

- On inside or secondary pages, or on some covers with more elements, use a simpler treatment without a gap between the coloured text block and the photo or illustration.

Solid colour block without gap

Gradated colour block and image

- Use a gradated coloured background to create a smooth transition and greater integration between the text area and the photo or illustration.
- The key areas of the photo or illustration should remain easy to see and not hidden by the gradation.

Gradated colour block

Transparent colour block and image

- Use a transparent coloured background to create an overlapping treatment that reveals a photo or illustration behind the shape.
- Avoid colour combinations that produce a new colour that does not look like it fits with the other bright colours of the GS1 brand.

Transparent colour block

Combining shapes and images examples

Below are just a few ways shapes and images can be combined within a layout.

Solid colour block and image with gap

Solid colour block and image without gap
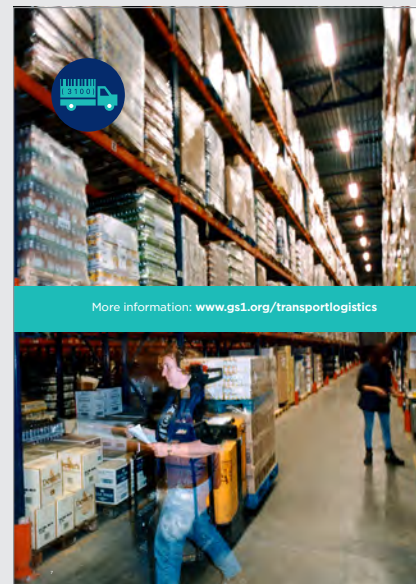
Gradated colour block and image

Transparent colour block and image

Combining icons, shapes and photos

Icons can also be combined with other graphic elements in a variety of ways that respect all other design principles.

Icon partially overlapping photo or coloured block

Icon fully overlapping photo or coloured block

How not to use

See page 27

Illustrations

An illustration is a visual explanation of an idea. It can be a simple graphic (icon), a more detailed picture or an infographic that explains a process. Illustrations make content more inviting and easier to understand, and they can be effective alternatives to photography when trying to convey specific concepts.

GS1 Member Organisations (MOs) have the flexibility to create their own illustrations using a variety of styles, but they must follow these basic guidelines to ensure that all illustrations fit with the GS1 global brand.

How to use

Only use brand colours

- Only the GS1 brand colours may be used in any type of illustration to maintain visual harmony across images and with other brand elements.
- The only exception to the above is the use of assorted skin tones for representing people.
- Use GS1 blue for black, and GS1 orange for red.

Only use brand fonts and ensure type contrast

- Only use the Gotham Office typeface within illustrations.
- On a website, text that is part of an image must meet the same accessibility standards for type contrast as other text (see the standard for more information).

New styles: gradations and transparency

- Gradations and transparency may now be used when creating illustrations.

Select appropriate illustration style

- GS1 MOs can choose to use any illustration style that follows these guidelines.
- Select an illustration style to fit the tone of the content and to appeal to a specific audience.
- Illustration style can be used to make something distinctive or to tie multiple pieces of content together.
- Always use a consistent style of illustration within one area or piece of content.

Illustration style examples

These examples demonstrate the range of styles that fit within these guidelines.

Illustrations of people

People are often depicted as characters within an illustration to help tell a story. People can be drawn different ways as long as they follow a consistent style throughout a piece of content, are kept simple so as not to detract from the main message and use brand colours as described above.
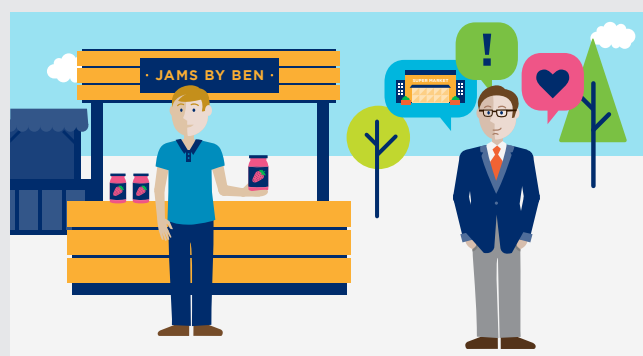
Illustration style examples, continued

Solid shapes

Illustrations made up of simple solid-coloured shapes are the most commonly used within GS1. They are drawn simply in two dimensions, only adding a third dimension (such as the side of the strawberry crate below) when absolutely necessary.
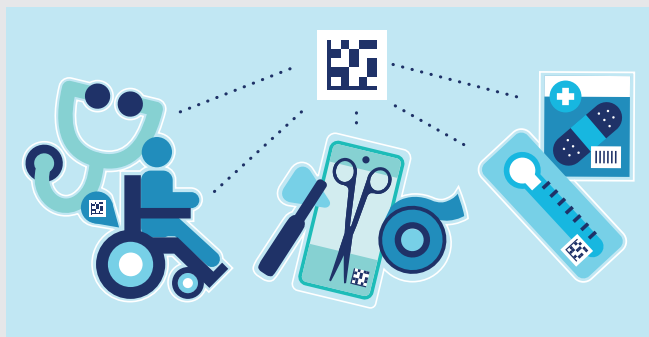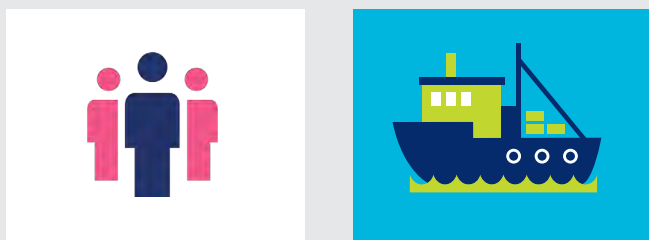
Linear shapes

Illustrations made up of linear shapes (outlines) have the benefit of being able to convey a lot of meaning in a small space. This style generally utilises fewer colours, which helps give them a more modern look. Illustrations may also use a style that combines solid and linear shapes.
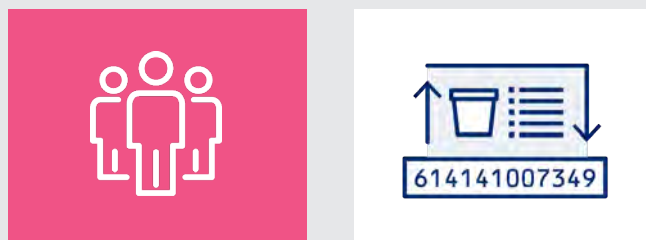
New option to use gradations and transparency

Gradations may be used to create depth and smooth transitions between elements. Transparency is a layering effect that also produces a feeling of depth by making what is behind an element partially visible. Both gradations and transparency can be very effective at tying together multiple elements so that the result is a cohesive image.
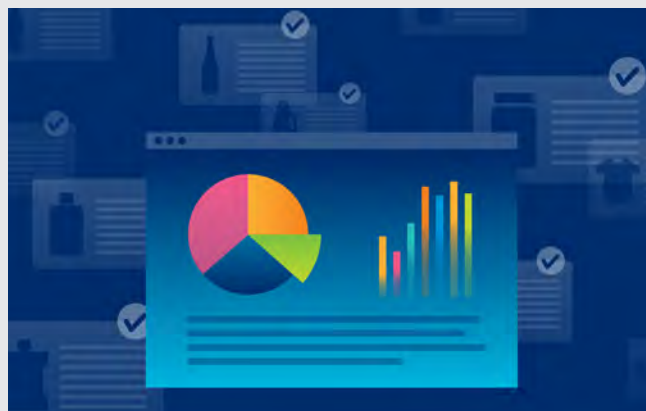
The Global Language of Business

Digital templates

Templates for select digital materials have been developed and are available in the global brand section of the MO Zone. The web and email guidelines are a separate online style guide available from the global brand section of the MO Zone.

Digital files

Microsoft PowerPoint and Microsoft Word template files include a selection of brand colours as theme colours and basic typestyles. Display ad templates are provided as Adobe Photoshop files and include brand colour swatches.

Websites and emails	**Microsoft PowerPoint**	**Microsoft Word**	**Assorted**
See pages 52–54	*See pages 55–57*	*See pages 58–61*	*See page 62-63*

Web guidelines overview

The web guidelines are a separate online style guide that define the visual appearance and interactivity of all user interface (UI) elements needed to create GS1 websites. It also contains resources and information to help facilitate implementation.

Component design library

• Provides specifications for distinct UI elements (such as buttons, cards, tables).

Sample pages

• Showcase how components can be combined to achieve different results.

Ready-to-use CSS file

• Contains core-branding type, spacing and colour styles.

Design resource files

• Make it easy for designers to mock up pages using the correct styles and components.

Email guidelines overview

The email guidelines are included with the online web guidelines and provide specifications for the components that can be combined to create single-topic or multiple-topic (e-newsletter) email layouts.

Sample cross-industry, multiple-topic layouts (desktop and mobile views)

Email guidelines overview, continued

Sample industry, multiple-topic layout
(desktop and mobile views)

Sample cross-industry, single-topic layout
(desktop and mobile views)

Microsoft PowerPoint sizes

The Microsoft PowerPoint template is available in both 4:3 and 16:9 ratios to accommodate different presentation screen sizes. The 4:3 ratio is the most conventional size for viewing on personal computers. The 16:9 ratio is a widescreen format that is often utilised for projecting on widescreens at large events.

4:3 ratio

16:9 ratio
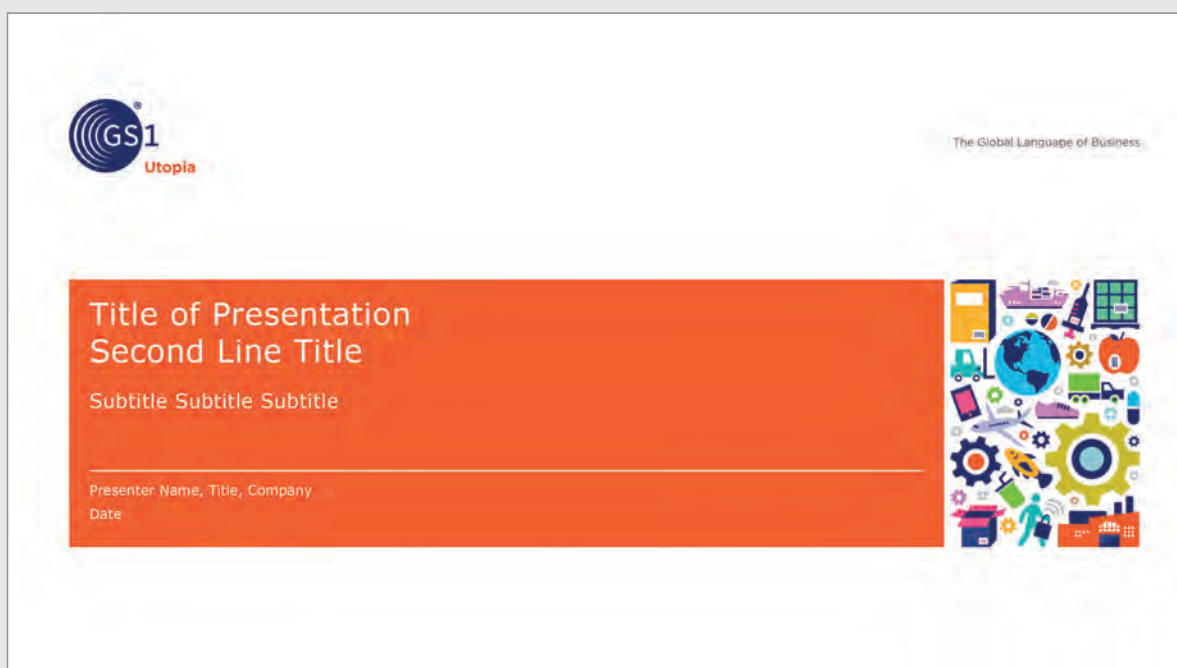
Microsoft PowerPoint cover slide options

There are three cover slide options for cross-industry presentations and one cover slide option for industry presentations.

Cross-industry cover slides

1. Orange block.
2. Orange block and corporate visual.
3. Orange block and customisable photo.

Industry cover slides

1. Industry-coloured block, customisable photo and industry icon.

How to use

- Directions for localising the logo in the template and converting existing presentations are available on the global brand section of the MO Zone.
- Partner logos should be placed in the lower-left corner of the cover slide, left aligned with the GS1 logo.

1. Orange block

2. Orange block and corporate visual

3. Orange block and customisable photo
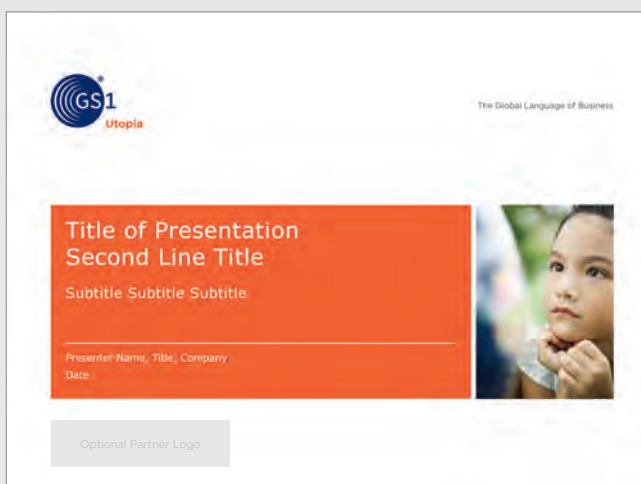
1. Industry-coloured block, customisable photo and icon

Microsoft PowerPoint interior slides

The Microsoft PowerPoint templates have a variety of interior page layouts as well as sample tables and graphics.

Examples of interior slides

Click to Edit Title

- Add text here
  - Second level
    - Third level
      - Fourth level

Click to Edit Title

Click to edit text. Main idea, quote, or phrase three lines and under may go in this text box. For text over three lines adjust the size of this box.

- Add text here

Click to Edit Title

| Click to edit text | Click to edit text |

- Add text here
- Add text here

Click to edit text. Conclusion or summary based on the two boxes above may go here. The text in the box may be up to four lines in this space.

Click to Edit Title

Click to edit title

- Add text here

Useful Symbols

Click to Edit Title

- Add text here
- Add text here
- Add text here
- Add text here

Advanced Microsoft Word document cover options

The advanced Microsoft Word template is for documents that require a cover. There are three cover options for cross-industry documents and one cover option for industry documents within the template.

Cross-industry covers

1. Orange bar.
2. Orange bar and corporate visual.
3. Orange bar and customisable photo.

Industry cover

1. Industry-coloured bar, customisable photo and industry icon.

How to use

• A PDF with directions for installing, localising and using the Microsoft Word templates is packaged with the template files in the global brand section of the MO Zone.
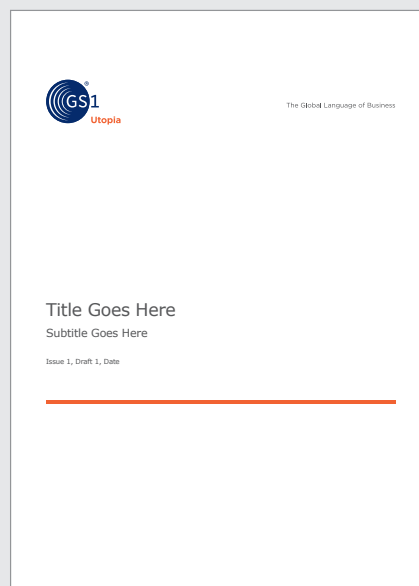
1. Orange bar

2. Orange bar and corporate visual

3. Orange bar and photo
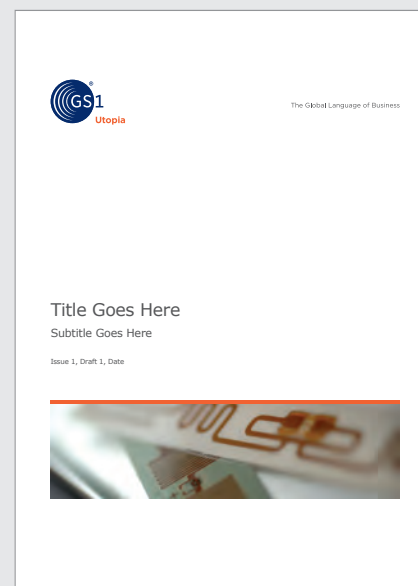
1. Industry-coloured bar, customisable photo and icon

Advanced Microsoft Word document interior pages

How to use

- A PDF with directions for installing, localising and using the Microsoft Word templates is packaged with the template files in the global brand section of the MO Zone.

Technical documents

Guidelines and papers

Basic Microsoft Word Document

A basic Microsoft Word template is available for simpler, less formal documents that do not need a cover.

How to use

- A PDF with directions for installing, localising and using the Microsoft Word templates is packaged with the template files in the global brand section of the MO Zone.

First page

GS1
Utopia

The Global Language of Business

Heading 1 (Preline)

Title

Subtitle

Body Text 1 (Intro Text)

Body Text 2 (Main Text)

Heading 1

Heading 2

- List Bullet 1
- List Bullet 1

1. **Heading 3**

   Heading 4

   - List Bullet 2
   - List Bullet 2
   - List Bullet 2

     Heading 5

     • List Bullet 3
     • List Bullet 3
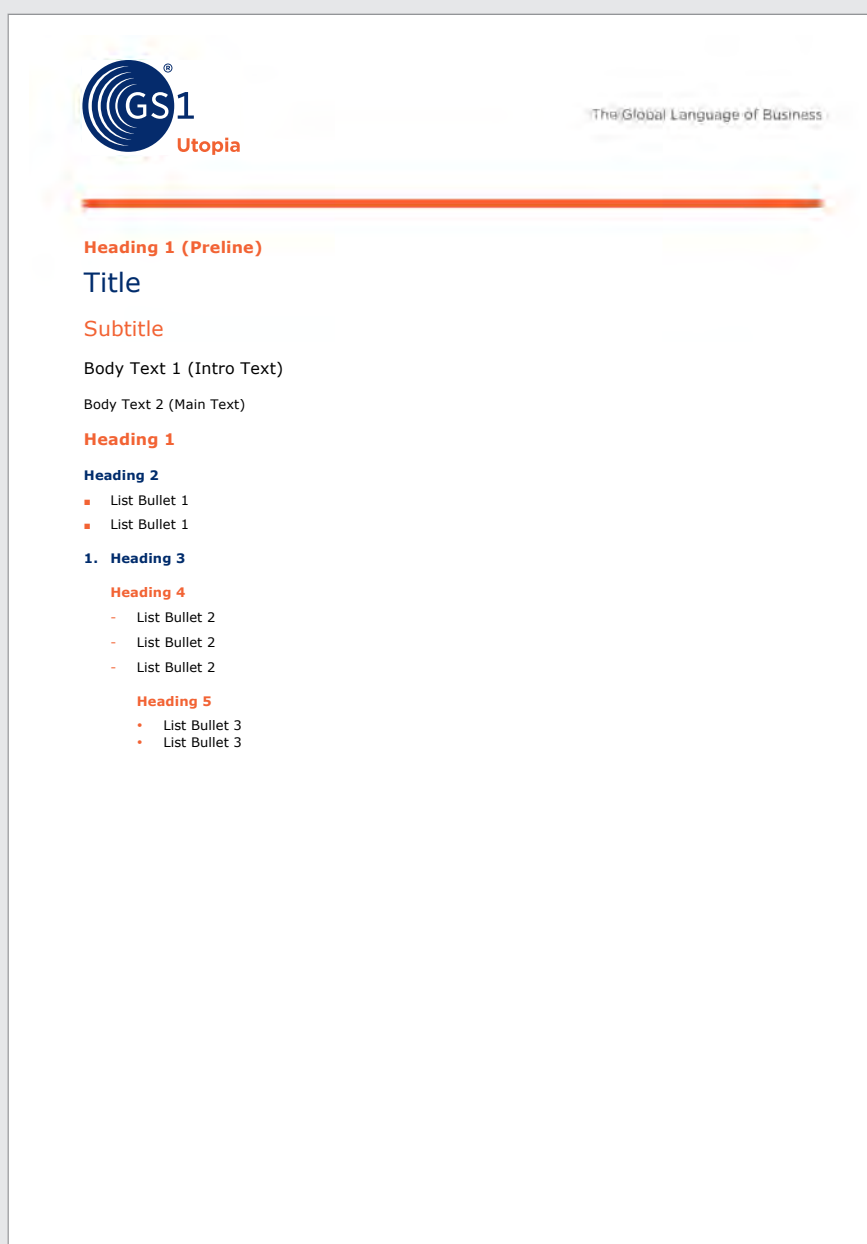
Microsoft Word letterhead document

The Microsoft Word letter document includes the option to print on pre-printed letterhead or include all letterhead elements (logo, tagline and address) in the document.

How to use

• A PDF with directions for installing, localising and using the Microsoft Word templates is packaged with the template files in the global brand section of the MO Zone.

First page

Email signatures

The styling of email signatures has been developed to be as simple and clean as possible to create a consistent visual appearance while allowing for different types of information to be included based on the needs and preferences of a GS1 MO. It uses a vertical layout following a mobile-first approach.

How to use

- To get the formatting and placeholder text for the basic email signature, go to the email signature page of the global brand section of the MO Zone, copy the email signature directly from the web page, paste into the signature section of your email system and adjust the copy accordingly.
- The logo may be added above the core contact information.
- Additional information may be added below the core contact information using the same styling as shown below.

Basic

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org

www.gs1utopia.org

With optional elements

GS1 Utopia

The Global Language of Business

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org

www.gs1utopia.org

Image

Upcoming Events
8-13 Jan, Event Name, City, Country
6 Jan, Event Name, Place
25 Feb, Event Name, Place

Don't miss the new GS1 Utopia GLN Workshop!

GLN XX XXXXX XXXXX X

GS1 Utopia is certified ISO 9001

GS1 Utopia is the only organisation authorised by GS1 Global to allocate and administer GS1 Barcode numbers in Utopia.

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Display ads

There are seven sizes of web banner templates available representing the most commonly used sizes. Web banners must follow the same accessibility guidelines as websites, so refer to the web guidelines for more information about accessible colours.

Medium rectangle: 300 x 250 pixels

Large rectangle: 336 x 280 pixels

Half page: 300 x 600 pixels

Wide skyscraper: 160 x 600 pixels

Square: 250 x 250 pixels

Full banner: 468 x 60 pixels
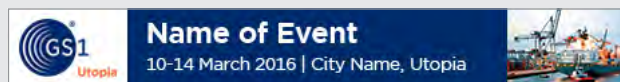
Leaderboard: 728 x 90 pixels

GS1 global brand manual

Print templates

Templates for key printed materials have been developed and are available in the global brand section of the MO Zone. Using these templates will not only help the brand achieve global coherence, it eliminates redundant effort across GS1 MOs and frees up resources to be used for other endeavors. These templates should be provided to any agency or resource responsible for developing materials, along with this manual.

Print template files

Print template files were created in either Adobe InDesign or Adobe Illustrator. Basic paragraph and character styles are included in all. A colour swatch library with all GS1 brand colours is also available.

Brochures	**Handouts**	**Stationery**	**CDs and DVDs**	**Assorted**
See pages 65–105	*See pages 106–130*	*See pages 131–141*	*See pages 142 and 143*	*See pages 144–147*

Notes

- Anyone using print template files must have their own licence for the typeface Gotham Office.
- Print template files are provided for both older and newer versions of the software.

Brochure sizes

Seven sizes of brochure templates are available.

How to use

- A GS1 MO wishing to create a brochure of a different size should select the template closest to the desired size and adjust it as necessary, following the proportions outlined on pages 68–71.

A4 vertical
210 mm x 297 mm
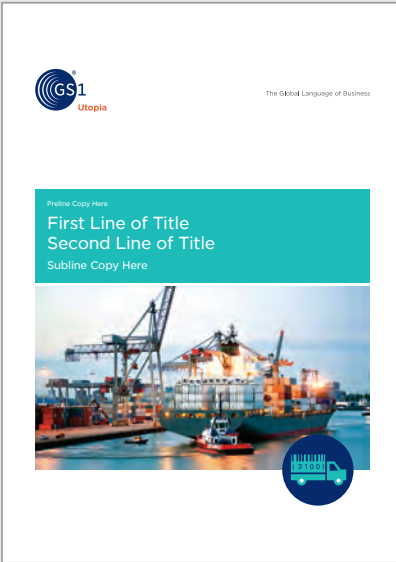
Letter vertical
8.5 in x 11 in
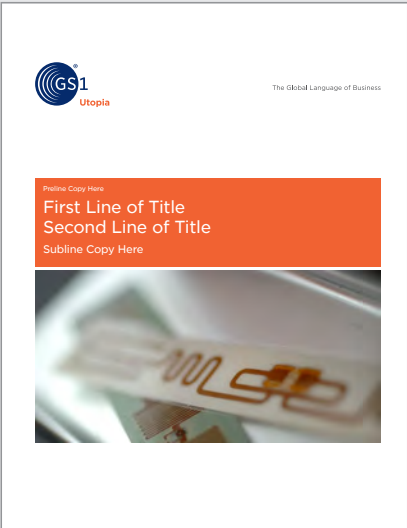
Horizontal
260 mm x 210 mm

Square
210 mm x 210 mm

A5 vertical
148 mm x 210 mm

DL vertical
100 mm x 210 mm
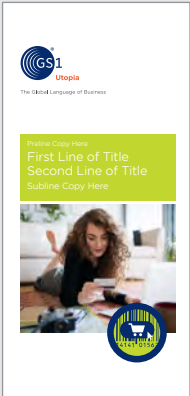
A6 vertical
105 mm x 148 mm

Brochure front-cover options: cross-industry

There are twelve cover layout options for all sizes of cross-industry brochures.

How to use

• Each GS1 MO may determine how it wants to use the system to categorise different types of content to align with its local needs.

Coloured block and photo	Coloured bar and photo	Coloured block	Coloured bar
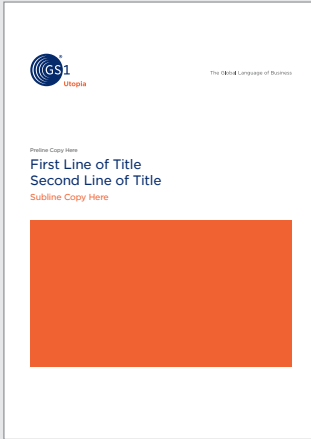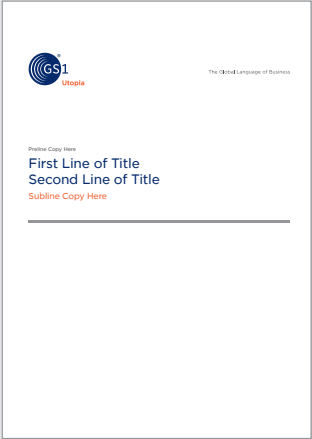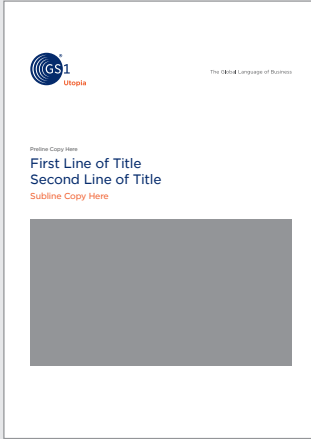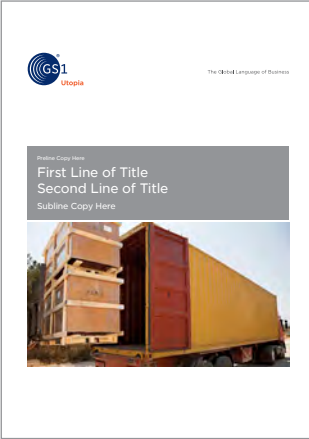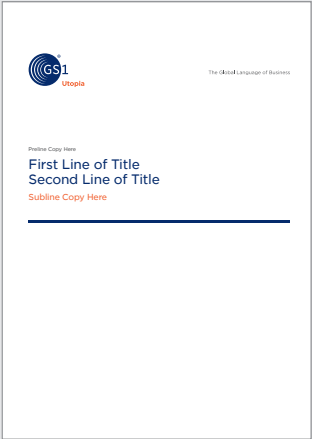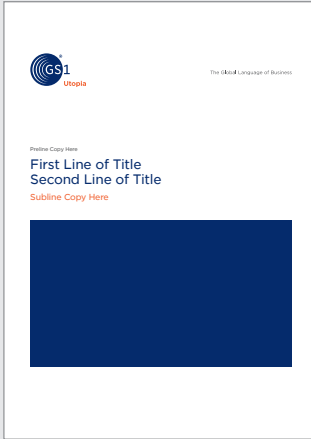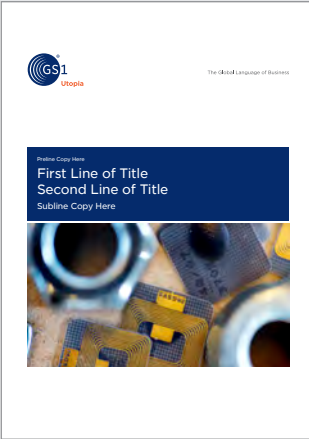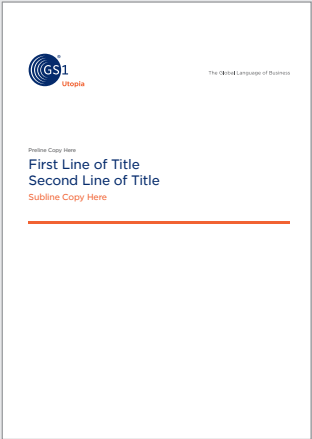
Brochure front-cover options: industry

There are four cover layout options for all sizes of industry-specific brochures.

How to use

- Use the correct industry icon.
- Colour code according to the designated industry colour.
- Each GS1 MO may determine how it wants to use the system to categorise different types of content to align with its local needs.

Coloured block and photo
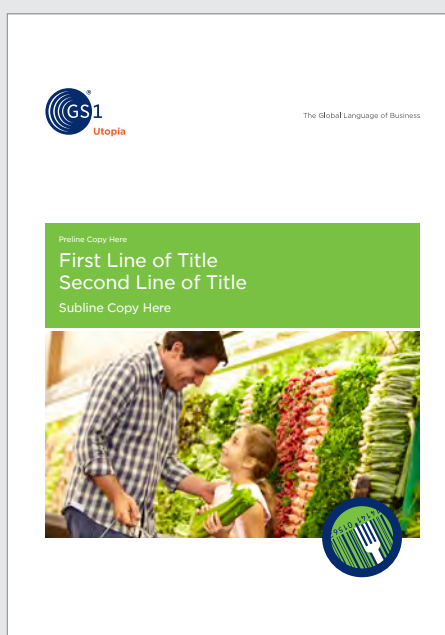
Coloured bar and photo
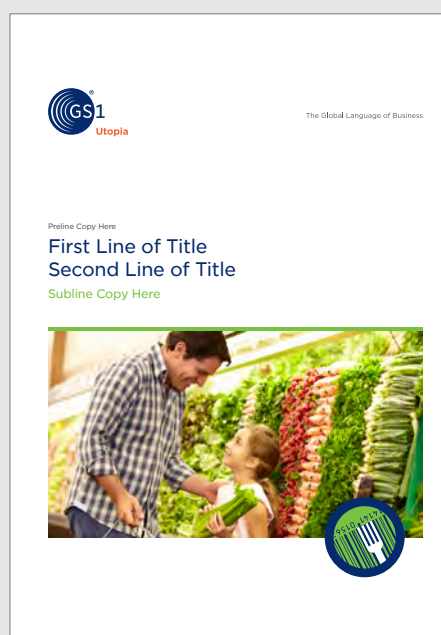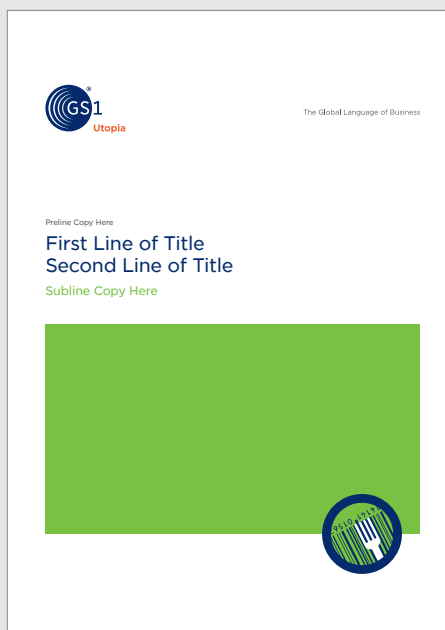
Coloured block

Coloured bar
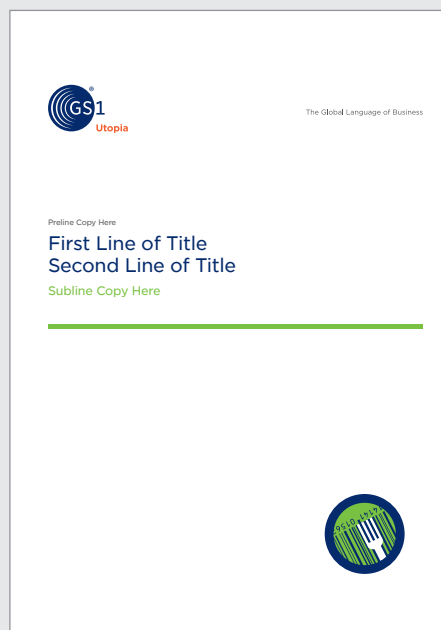
Brochure front-cover elements: vertical layouts

All vertical brochure front-cover layouts are divided into sixths, with the identity zone taking up the top one-third of the vertical area.

1.   Identity zone

- Top one-third of cover.
- Contains logo and tagline only.
- Baseline of "1" in logo is at one-sixth, equally dividing the top white space.

2.   Title block

- One-sixth of cover.
- Contains preline, title and subline (if needed).
- For coloured blocks only, text is inset.

3.   Gap or coloured bar

- 2 mm (or 6 pt) break between title block and photo area.
- Gap is white if title area is coloured.
- Gap is coloured if title area is white.

4.   Image area

- One-third of cover (minus 2 mm or 6 pt gap).
- Single photo or coloured block.

5.   Bottom area

- One-sixth of cover.
- Contains optional elements such as partner logo (left corner) and price or date (right corner).

6.   Industry icon

- For industry-specific brochures only.
- Industry icon is 175% of the size of logo circle.
- Icon is centred under the tagline.

---

1 Identity zone — ⅙ / ⅙

GS1 Utopia

The Global Language of Business

2 Title block — ⅙

Preline Copy Here

First Line of Title
Second Line of Title

Subline Copy Here

3 Gap or coloured bar

4 Image area — ⅓

6 Industry icon — For industry-specific brochures only

(3100)

5 Bottom area — ⅙

Optional Partner Logo

Optional Price Or Date
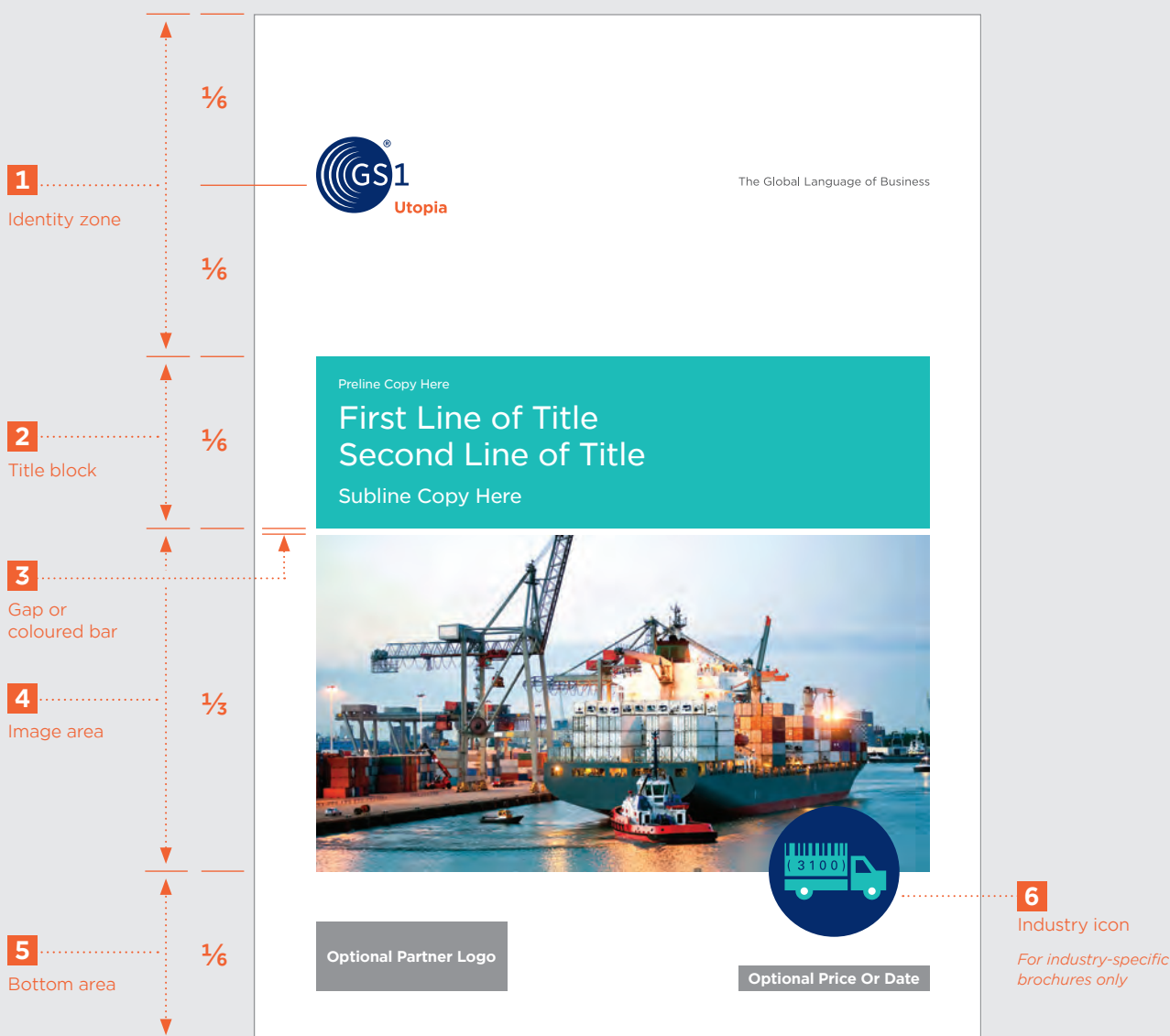
Brochure back-cover elements: vertical layouts

The same principle of sixths holds true for vertical back-cover layouts, with the primary feature being a coloured text block that matches the colour used on the cover.

1. White space

• One-third of cover.

2. Text block (optional)

• One-sixth of cover.
• Matches colour of block or bar on front cover.
• Content to be determined by GS1 MO.
• Text is inset.

3. White space

• One-sixth of cover.

4. Contact information

• One-sixth of cover.
• Corporate contact information.
• Social media icons (optional)*.

5. Bottom area

• One-sixth of cover.
• Copyright.
• GTIN (optional).
• Recycled text (optional).
• Recycled certification seal (optional).
• Barcode (optional).
• All elements align to bottom margin.

1

White space

⅓

2

Text block

Optional

⅙

3

White space

⅙

4

Contact information

⅙

5

Bottom area

⅙

About GS1 Utopia
Icilis vendess imusaero volupta escimo etur millori onseceped eaquae parunt, ut omnihilis aliquiatin re sant ilit eiuscia pliquassita vel inci nis at laut liquo blaceate venis esciiss usantem asperoviti te elitist ibusape raturiorrum fuga. Mus suntia dero velibus, quiduci testem quatem. Quatquodi utati ditiaec temodi optas eosam, sed et modit repro que expliae. Itassimus. Excerch iciendi tisquas.

GS1 Utopia

Address Line 1
Address Line 2
Address Line 3
T +00 000 00000-0
E info@gs1utopia.org

www.gs1utopia.org

GS1 is a registered trademark of GS1 AISBL.
All contents copyright © GS1 AISBL 2014
Printed on recycled paper
GTIN 0000000000000

Optional Recycled Certification Symbol

Optional Barcode

Notes

*Social media icons are included within the template as vector art and are coloured GS1 dark medium gray. If you want to include URLs with the social media icons, stack the icons vertically and place the URLs next to them.

Brochure front-cover elements: horizontal layouts

All horizontal brochure front-cover layouts are divided into fifths, with the identity zone taking up the top two-fifths of the vertical area.

1. Identity zone

- Two-fifths of cover.
- Contains logo and tagline only.
- Baseline of "1" is at one-fifth, equally dividing the top white space.

2. Title block

- Two-fifths of cover.
- Contains Preline, Title and Subline (if needed).
- For coloured blocks only, text is inset.

3. Bottom area

- One-fifth of cover.
- Contains optional elements such as partner logo (left corner) and price or date (right corner).

4. Gap or coloured bar

- 6 mm break between title block and photo area.
- Gap is white if title area is coloured.
- Gap is coloured if title area is white.

5. Photo area or coloured block

- Two-fifths of cover.
- Single photo or continuation of coloured block.

6. Industry icon (optional)

- For industry-specific brochures only.
- Industry icon is 175% of the size of logo circle.
- Icon is centred under tagline.

Brochure back-cover elements: horizontal layouts

The same principle of fifths holds true for horizontal back-cover layouts, with the primary feature being a coloured text block that matches the colour used on the cover.

1. White space

- Two-fifths of cover.

2. Text block (optional)

- One-fifth of cover.
- Matches colour of block or bar on front cover.
- Content to be determined by GS1 MO.
- Text is inset 18 pt.

3. Bottom area

- Two-fifths of cover.
- Corporate contact information.
- Social media icons (optional)*.
- Copyright.
- GTIN (optional).
- Recycled text (optional).
- Recycled certification seal (optional).
- Barcode (optional).
- All elements align to bottom margin.

1 White space — ⅖

2 Text block — ⅕
Optional

3 Bottom area — ⅖

About GS1 Utopia
Icilis vendess imusaero volupta escimo etur millori onseceped eaquae parunt, ut omnihilis aliquiatin re sant ilit eiuscia pliquassita vel inci nis at laut liquo blaceate venis esciiss usantem asperoviti te elitist ibusape raturiorrum fuga. Mus suntia dero velibus, quiduci testem quatem. Quatquodi utati ditiaec temodi optas eosam, sed et modit repro que expliae. Itassimus. Excerch iciendi tisquas.

GS1 Utopia

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www.gs1utopia.org

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Printed on recycled paper
GTIN 0000000000000

Optional Barcode

Notes

*Social media icons are included within the template as vector art and are coloured GS1 dark medium gray. If you want to include URLs with the social media icons, stack the icons vertically and place the URLs next to them.

Brochure measurements: A4

The cover of the A4 brochure follows the layout principles of all vertical brochures as described on page 68. Precise measurements for the A4 size divided into sixths are indicated below. Each template file has a "template guidelines" layer shown here.

Cover

Page width	210 mm	Top margin	99 mm	Inside margin	18 mm	Logo	22 mm
Page height	297 mm	Bottom margin	15 mm	Outside margin	15 mm	Industry icon	38.5 mm

49.5 mm

1 Identity zone

Equal to top margin

49.5 mm

49.5 mm

2 Title block

3 Gap or coloured bar

2 mm

4 Image area plus gap or coloured rule

99 mm

5 Bottom area

Includes bottom margin

49.5 mm

Logo

Identity Zone

Title Block

Image Area

Industry Icon

Optional Partner Logo

Optional Price Or Date

Brochure measurements: A4, continued

The A4 brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

2-Column page (right page shown)

Page width	210 mm	Top margin	34 mm	Inside margin	26 mm	Columns	2
Page height	297 mm	Bottom margin	26 mm	Outside margin	18 mm	Gutter	6 mm

1 Header area

Header text optional

34 mm   25 mm   22 mm

2 Content area

237 mm

3 Footer area

26 mm   13 mm   9 mm

Brochure measurements: A4, continued

The A4 brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

3-Column page (right page shown)

Page width	210 mm	Top margin	34 mm	Inside margin	26 mm	Columns	3
Page height	297 mm	Bottom margin	26 mm	Outside margin	18 mm	Gutter	6 mm

1 Header area
Header text optional
34 mm
25 mm
22 mm

2 Content area
237 mm

3 Footer area
26 mm
13 mm
9 mm

Brochure measurements: letter

The cover of the letter-size brochure follows the layout principles of all vertical brochures as described on page 68. Precise measurements for the letter size divided into sixths are indicated below. Each template file has a "template guidelines" layer shown here.

Cover

Page width	8.5 in (612 pt)	Top margin	264 pt	Inside margin	52 pt	Logo	65 pt
Page height	11 in (792 pt)	Bottom margin	42 pt	Outside margin	42 pt	Industry icon	113.75 pt

132 pt

1 Identity zone
Equal to top margin

132 pt

Logo

Identity Zone

2 Title block

132 pt

Title Block

3 Gap or coloured bar

6 pt

4 Image area plus gap or coloured rule

264 pt

Image Area:
Coloured Block Instead of Photo

Industry Icon

5 Bottom area
Includes bottom margin

132 pt

Optional Partner Logo

Optional Price Or Date

Brochure measurements: letter, continued

The letter-size brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

2-Column page (right page shown)

Page width	8.5 in **(612 pt)**	Top margin	96 pt	Inside margin	72 pt	Columns	2
Page height	11 in **(792 pt)**	Bottom margin	72 pt	Outside margin	52 pt	Gutter	16 pt
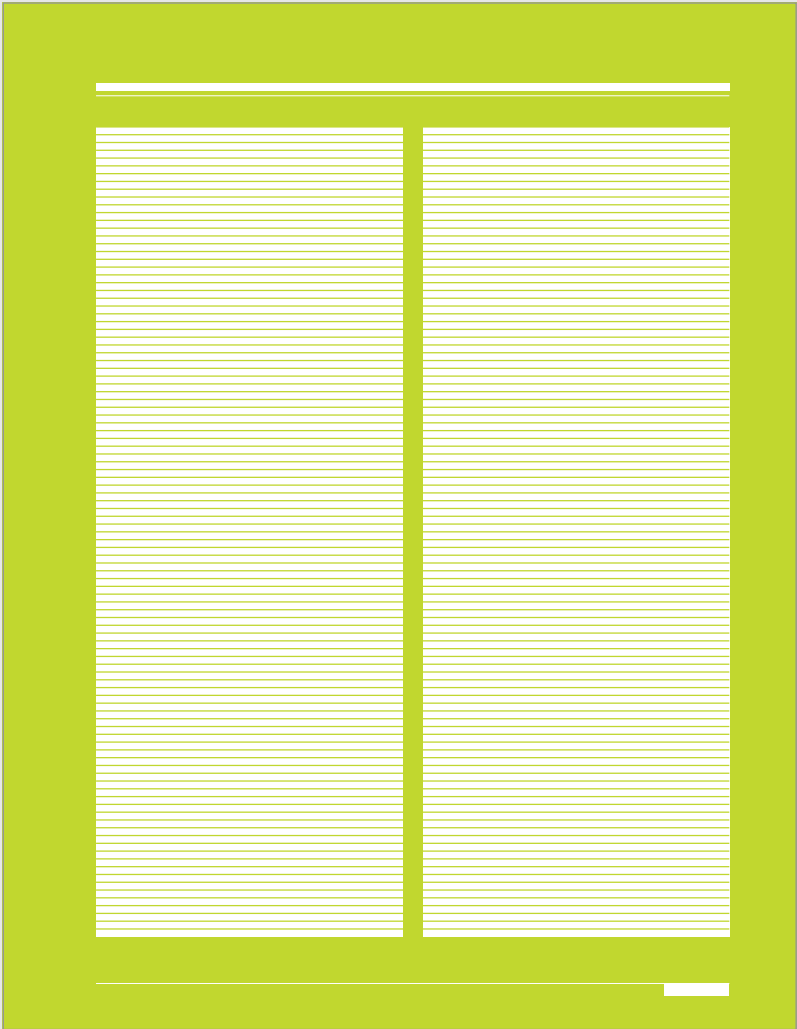
1 Header area
Header text optional

96 pt   72 pt   62 pt

2 Content area

624 pt

3 Footer area

72 pt   36 pt   26 pt

Brochure measurements: letter, continued

The letter-size brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

3-Column page (right page shown)

Page width	8.5 in (612 pt)	Top margin	96 pt	Inside margin	72 pt	Columns	3
Page height	11 in (792 pt)	Bottom margin	72 pt	Outside margin	52 pt	Gutter	16 pt

1 Header area

Header text optional

96 pt

72 pt

62 pt

2 Content area

624 pt

3 Footer area

72 pt

36 pt

26 pt
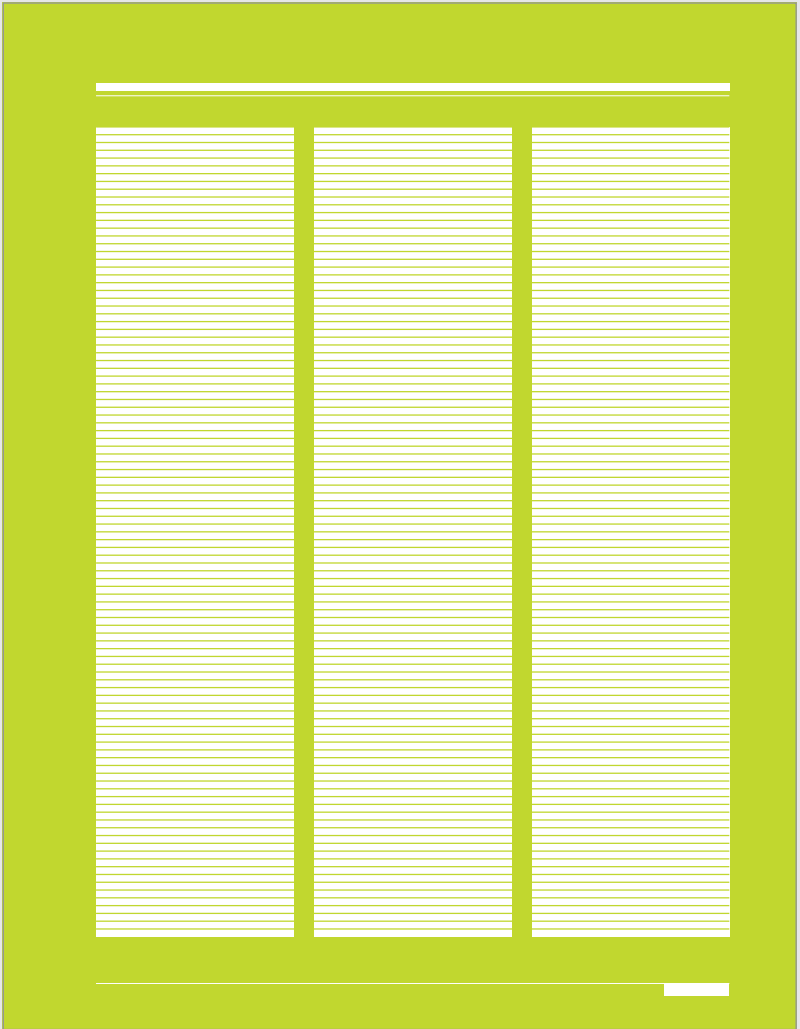
Brochure measurements: square

The cover of the square brochure follows the layout principles of all vertical brochures as described on page 68. Precise measurements for the square divided into sixths are indicated below. Each template file has a "template guidelines" layer shown here.

Cover

Page width	210 mm	Top margin	70 mm	Inside margin	18 mm	Logo	22 mm
Page height	210 mm	Bottom margin	15.75 mm	Outside margin	15 mm	Industry icon	38.5 mm

1 35 mm

Identity zone
Equal to top margin

35 mm

2 35 mm

Title block

3

Gap or coloured bar

2 mm

4 70 mm

Image area plus gap or coloured rule

5 35 mm

Bottom area
Includes bottom margin

Logo

Identity Zone

Title Block

Image Area

Industry Icon

Optional Partner Logo

Optional Price Or Date

Brochure measurements: square, continued

The square brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

2-Column page (right page shown)

Page width	210 mm	Top margin	24 mm	Inside margin	26 mm	Columns	2
Page height	210 mm	Bottom margin	15.75 mm	Outside margin	18 mm	Gutter	6 mm

1 .... 24 mm   15 mm   12 mm

Header area
Header text optional

2 .... 170.25 mm

Content area

3 .... 15.75 mm   13 mm   9 mm

Footer area

Brochure measurements: square, continued

The square brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

3-Column page (right page shown)

Page width	210 mm	Top margin	24 mm	Inside margin	26 mm	Columns	3
Page height	210 mm	Bottom margin	15.75 mm	Outside margin	18 mm	Gutter	6 mm

1 Header area
Header text optional

24 mm   15 mm   12 mm

2 Content area

170.25 mm

3 Footer area

15.75 mm   13 mm   9 mm

Brochure measurements: horizontal

The cover of the horizontal brochure follows the layout principles of horizontal brochures as described on page 70. Precise measurements for the square divided into fifths are indicated below. Each template file has a "template guidelines" layer shown here.

Cover

Page width	260 mm	Top margin	84 mm	Inside margin	18 mm	Logo	22 mm
Page height	210 mm	Bottom margin	12 mm	Outside margin	15 mm	Industry icon	38.5 mm

1 Identity zone
Equal to top margin

42 mm

42 mm

Logo

Identity Zone

2 Title block

84 mm

Title Block

Image Area

Industry Icon

3 Bottom area
Includes bottom margin

42 mm

Optional Partner Logo

Optional Price Or Date

55.25 mm

5 Image area

2 mm

4 Gap or coloured bar

Brochure measurements: horizontal, continued

The horizontal brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

2-Column page (right page shown)

Page width	260 mm	Top margin	24 mm	Inside margin	26 mm	Columns	2
Page height	210 mm	Bottom margin	15.75 mm	Outside margin	18 mm	Gutter	6 mm

1 Header area
Header text optional

24 mm 15 mm 12 mm

2 Content area

170.25 mm

3 Footer area

15.75 mm 13 mm 9 mm

Brochure measurements: horizontal, continued

The horizontal brochure template has options for both two- and three-column layouts to allow for flexibility in arranging different types of content. Most interior typestyles are set to align to the 6-pt baseline grid.

3-Column page (right page shown)

Page width	260 mm	Top margin	24 mm	Inside margin	26 mm	Columns	3
Page height	210 mm	Bottom margin	15.75 mm	Outside margin	18 mm	Gutter	6 mm

1 24 mm 15 mm 12 mm

Header area
Header text optional

2 170.25 mm

Content area

3 15.75 mm 13 mm 9 mm

Footer area

Brochure measurements: A5

The cover of the A5 brochure follows the layout principles of all vertical brochures as described on page 68. Precise measurements for the A5 divided into sixths are indicated below. Each template file has a "template guidelines" layer shown here.

Cover

Page width	148 mm	Top margin	70 mm	Inside margin	15 mm	Logo	20 mm
Page height	210 mm	Bottom margin	12 mm	Outside margin	12 mm	Industry icon	35 mm
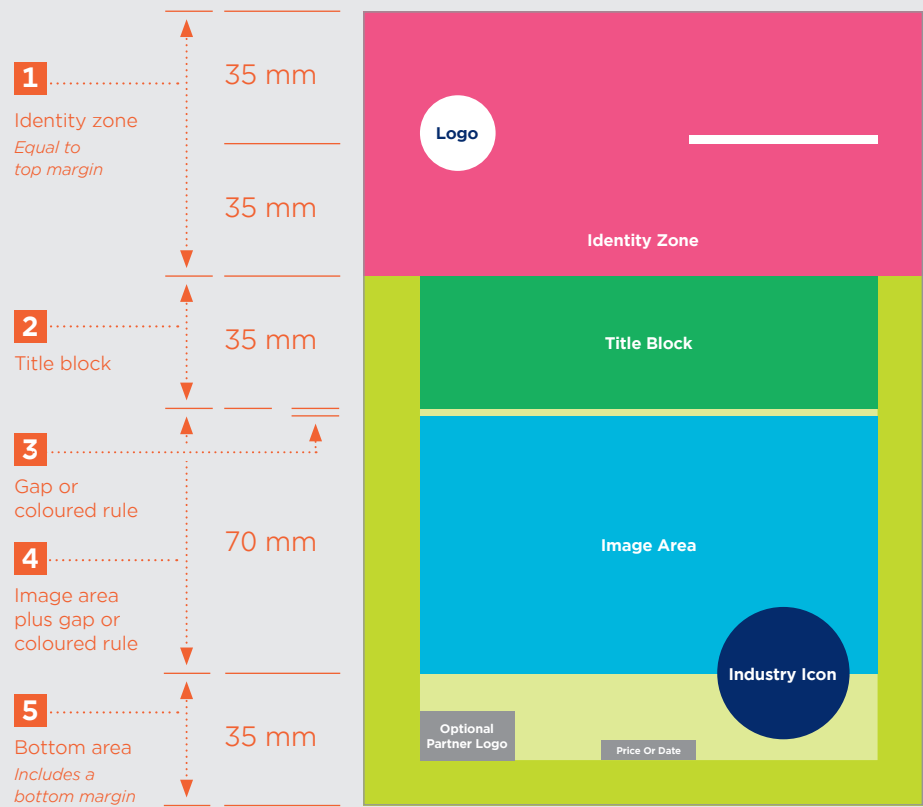
1 · · · · · · · · · · · · · · · · 35 mm

Identity zone
Equal to top margin

35 mm

2 · · · · · · · · · · · · · · · · 35 mm

Title block

3 · · · · · · · · · · · · · · · ·

Gap or coloured rule

4 · · · · · · · · · · · · · · · · 70 mm

Image area plus gap or coloured rule

5 · · · · · · · · · · · · · · · · 35 mm

Bottom area
Includes a bottom margin

Logo

Identity Zone

Title Block

Image Area

Industry Icon

Optional Partner Logo

Price Or Date

Brochure measurements: A5, continued

The A5 brochure template has options for both booklet and trifold layouts. The booklet layout has asymmetrical side margins. The trifold layout has symmetrical side margins and no page numbers. Most interior typestyles are set to align to the 6-pt baseline grid.

Booklet (right page shown)

| Page width | 148 mm | Top margin | 12 mm | Inside margin | 15 mm | Columns | 2 |
| Page height | 210 mm | Bottom margin | 15 mm | Outside margin | 12 mm | Gutter | 6 mm |
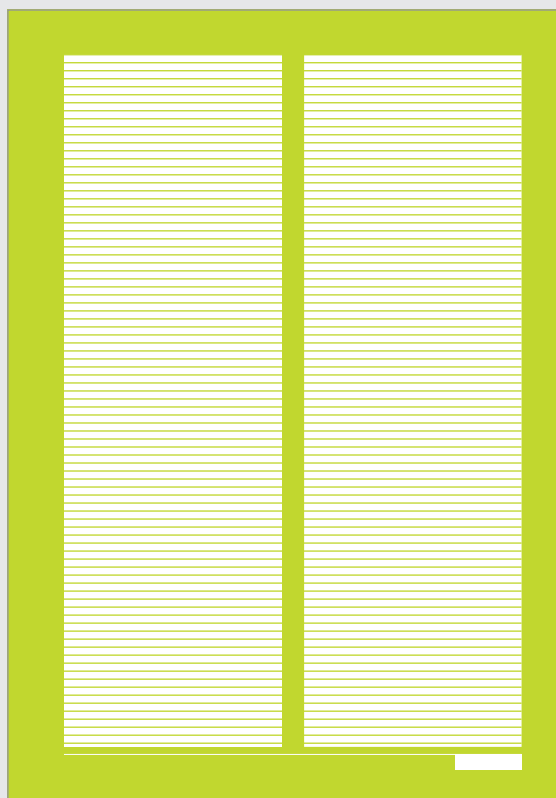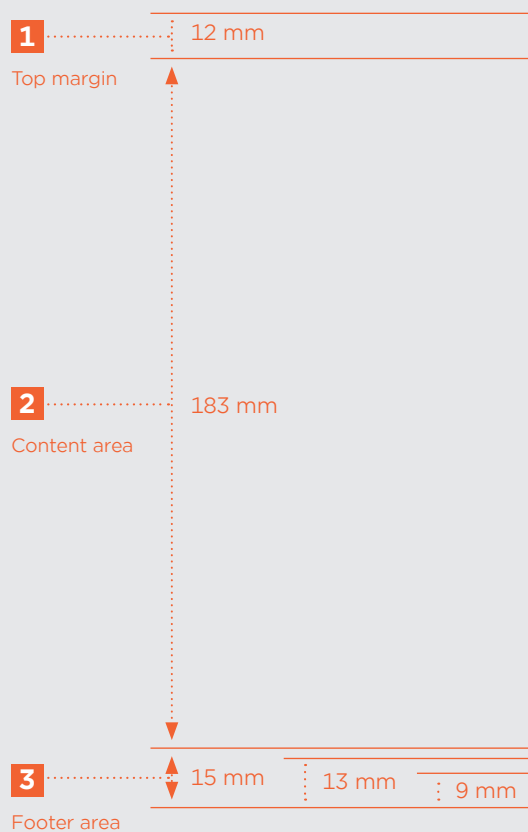
1 · · · · · · · 12 mm
Top margin

2 · · · · · · · 183 mm
Content area

3 · · · · · · · 15 mm   13 mm   9 mm
Footer area

Brochure measurements: A5, continued

The A5 brochure template has options for both booklet and trifold layouts. The booklet layout has asymmetrical side margins. The trifold layout has symmetrical side margins and no page numbers. Most interior typestyles are set to align to the 6-pt baseline grid.

Trifold (all pages the same)

Page width	148 mm	Top margin	12 mm	Left margin	12 mm	Columns	2
Page height	210 mm	Bottom margin	15 mm	Right margin	12 mm	Gutter	6 mm

1 Top margin — 12 mm

2 Content area — 183 mm

3 Bottom margin — 15 mm
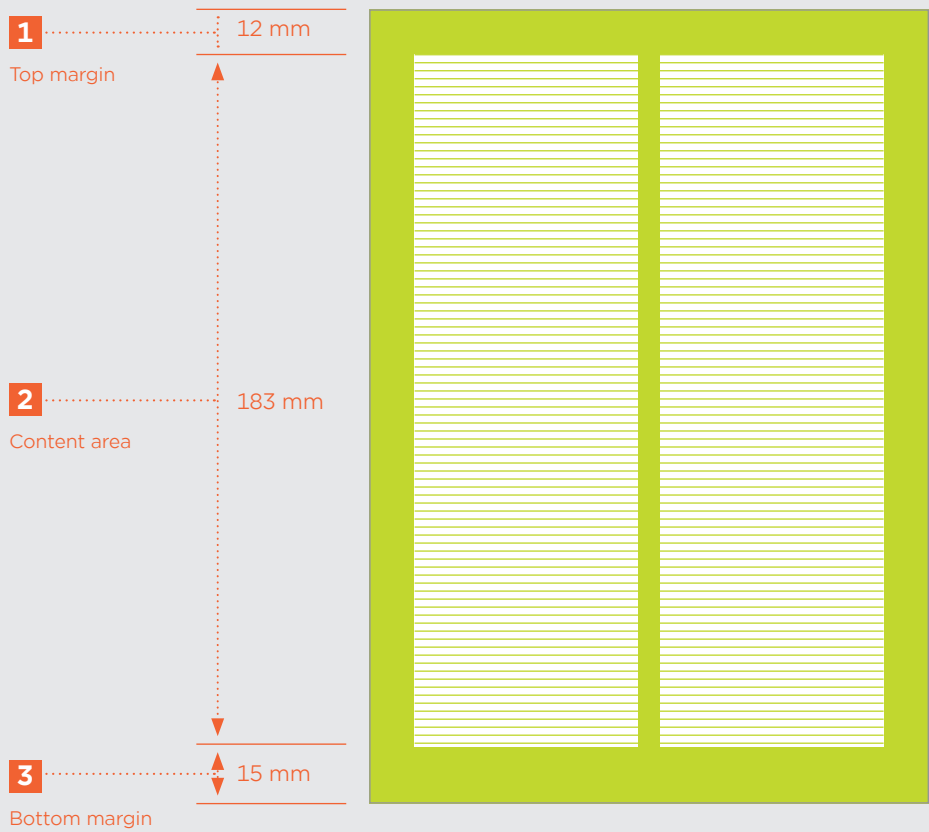
Brochure measurements: A6

The cover of the A6 brochure follows the layout principles of all vertical brochures as described on page 68, with the exception that the tagline is placed under the logo and not to the right. Precise measurements for the A6 divided into sixths are indicated below. Each template file has a "template guidelines" layer shown here.

Cover

Page width	105 mm	Top margin	49.34 mm	Inside margin	10 mm	Logo	18 mm
Page height	148 mm	Bottom margin	10 mm	Outside margin	8 mm	Industry icon	31.5 mm

1 24.67 mm / 24.67 mm
Identity zone
Includes top margin

2 24.67 mm
Title block

3
Gap or coloured rule

4 49.34 mm
Image area plus gap or coloured rule

5 24.67 mm
Bottom area
Includes bottom margin

Identity Zone

Logo

Title Block

Image Area

Industry Icon

Optional Partner Logo

Price Or Date

Brochure measurements: A6, continued

The A6 brochure template has options for both booklet and trifold layouts. The booklet layout has asymmetrical side margins. The trifold layout has symmetrical side margins and no page numbers. Because the interior layout has only one column, interior typestyles are NOT set to align to the 6-pt baseline grid.

Booklet (right page shown)

| Page width | 105 mm | Top margin | 8 mm | Inside margin | 10 mm | Columns | 1 |
| Page height | 148 mm | Bottom margin | 10 mm | Outside margin | 8 mm | Gutter | none |

1 ···· 8 mm
Top margin

2 ···· 130 mm
Content area

3 ···· 10 mm
5 mm
Footer area

Brochure measurements: A6, continued

The A6 brochure template has options for both booklet and trifold layouts. The booklet layout has asymmetrical side margins. The trifold layout has symmetrical side margins and no page numbers. Because the interior layout has only one column, interior typestyles are NOT set to align to the 6-pt baseline grid.

Trifold (all pages the same)

Page width	105 mm	Top margin	8 mm	Inside margin	8 mm	Columns	1
Page height	148 mm	Bottom margin	10 mm	Outside margin	8 mm	Gutter	none

1 ···· 8 mm
Top margin

2 ···· 130 mm
Content area

3 ···· 10 mm
Bottom margin

Brochure measurements: DL

The cover of the DL brochure follows the layout principles of all vertical brochures as described on page 68, with the exception that the tagline is placed either directly below the logo or at the bottom of the cover. Precise measurements for the DL divided into sixths are indicated below. Each template file has a "template guidelines" layer shown here.

Cover

Page width	100 mm	Top margin	70 mm	Inside margin	10 mm	Logo	18 mm
Page height	210 mm	Bottom margin	10 mm	Outside margin	8 mm	Industry icon	31.5 mm

1 35 mm

Identity zone
Includes top margin

35 mm

2 35 mm

Title block

3

Gap or coloured rule

4 70 mm

Image area plus gap or coloured rule

5 35 mm

Bottom area
Includes bottom margin

Cover option 1: tagline top

Identity Zone

Logo

Title Block

Image Area

Industry Icon

Optional Partner Logo   Price or Date

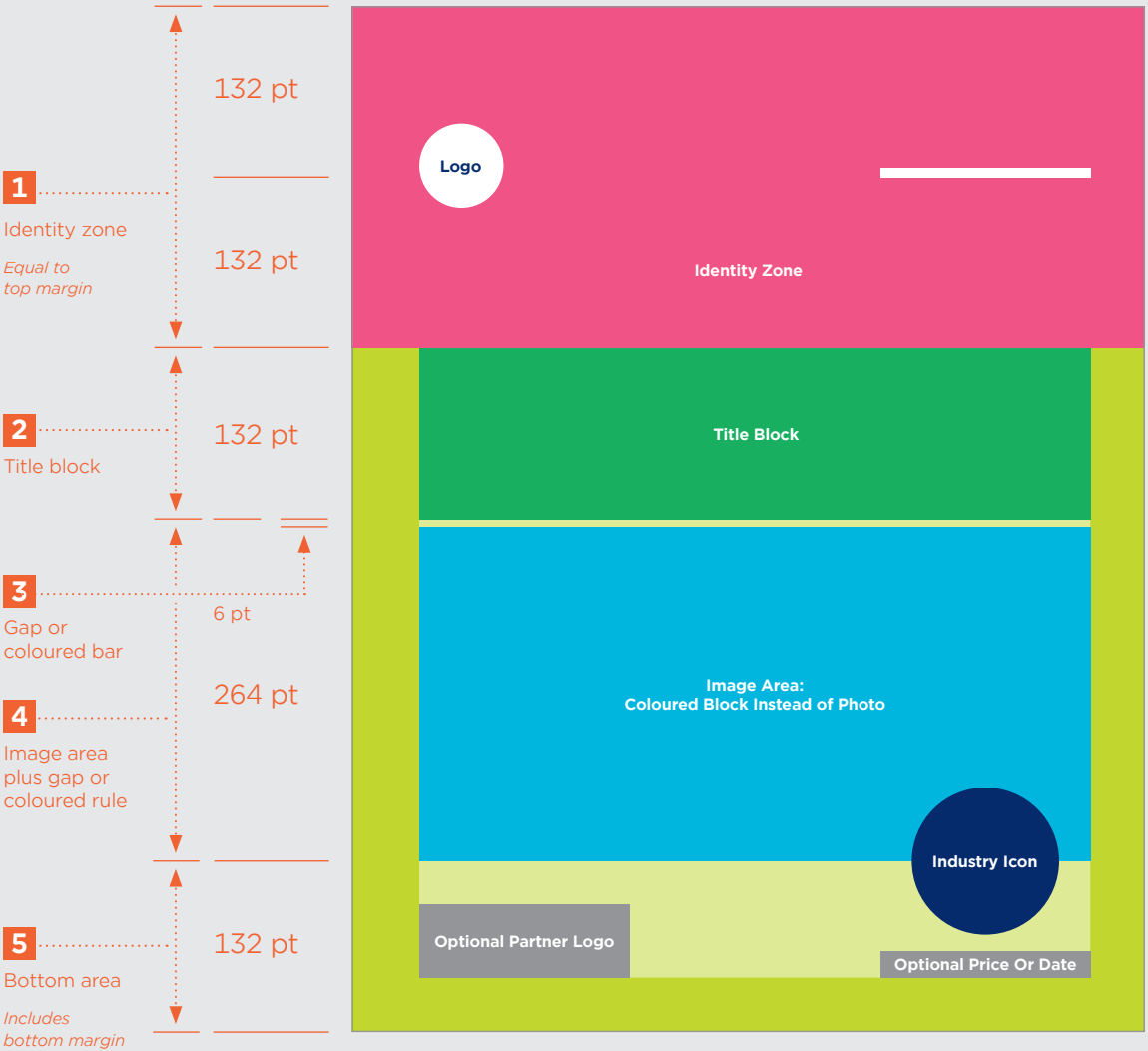### Cover option 2: tagline bottom

Identity Zone

Logo

Title Block

Image Area

Industry Icon

Brochure measurements: DL, continued

The DL brochure template has options for both booklet and trifold layouts. The booklet layout has asymmetrical side margins. The trifold layout has symmetrical side margins and no page numbers. Because the interior layout has only one column, interior typestyles are NOT set to align to the 6-pt baseline grid.

Booklet (right page shown)

Page width	105 mm	Top margin	8 mm	Inside margin	10 mm	Columns	1
Page height	210 mm	Bottom margin	10 mm	Outside margin	8 mm	Gutter	none

1   8 mm

Top margin

2   192 mm

Content area

3   10 mm   5 mm

Footer area

Brochure measurements: DL, continued

The DL brochure template has options for both booklet and trifold layouts. The booklet layout has asymmetrical side margins. The trifold layout has symmetrical side margins and no page numbers. Because the interior layout has only one column, interior typestyles are NOT set to align to the 6-pt baseline grid.

Trifold (all pages the same)

Page width	105 mm	Top margin	8 mm	Inside margin	8 mm	Columns	1
Page height	210 mm	Bottom margin	10 mm	Outside margin	8 mm	Gutter	none

1 .... 8 mm
Top margin

2 .... 192 mm
Content area

3 .... 10 mm
Bottom margin

Brochure typestyles

Brochure templates include basic paragraph and character styles described here.

How to use

- Use typestyles included in templates whenever possible.
- Adjust or add typestyles as necessary to meet the needs of local content (adjust size, leading and colour).
- Only use the font Gotham Office with tracking set to negative 20.

- Always adhere to the basic typography guidelines when adding or modifying typestyles.
- *See page 24 for more information.*

Paragraph style	Font style*	Size	Leading	# Before	# After	Baseline align	Default colour	Other
1. **Cover preline**	Regular	10 pt	12 pt	6 pt	3 pt	No	GS1 dark gray	
2. **Cover title 1**	Regular	34 pt	36 pt	0 pt	6 pt	No	GS1 blue	
3. **Cover title 2****	Regular	25 pt	30 pt	0 pt	6 pt	No	GS1 blue	
4. **Cover title 3****	Regular	18 pt	20 pt	0 pt	3 pt	No	GS1 blue	
5. **Cover subline 1**	Regular	16 pt	24 pt	0 pt	0 pt	No	GS1 orange	
6. **Cover subline 2****	Regular	13 pt	18 pt	0 pt	0 pt	No	GS1 orange	

Notes

All font styles are styles of Gotham Office.

**Not shown on this example.

Brochure typestyles, continued

7 Topic or Chapter Left, Gotham Office Bold, 7 pt, Leading +5 pt, Tracking -20

9 Preline, Gotham Office Regular, Size 10 pt, Leading 12 pt

10 Headline, Gotham Office Regular, Size 25 pt, Leading 30 pt

11 Subline, Gotham Office Regular, Size 13 pt, Leading 18 pt, Tracking -20, Space Before 0 pt, Space After 24 pt, Align to Baseline Grid

12 Introduction, Gotham Office Regular, Size 10 pt, Leading 18 pt, Tracking -20, Space Before 0 pt, Space After 12 pt, Align to Baseline Grid, Keep First Two Lines and Last Two Lines Together — Icilis vendess imusaero volupta escimo etur millori onsceped eaquae parunt, ut omnihilis aliquiatin re sant ilit eiuscia pliquassita vel inci nis at laut liquo blaceate venis esciiss usantem asperoviti te elitist ibusape raturiorrum fuga. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem.

13 Subhead Level 1, Gotham Office Bold, Size 10 pt, Leading 12 pt, Tracking -20, Space Before 6 pt, Space After 6 pt, Align to Baseline Grid, Keep All Lines Together

16 Body Text, Gotham Office Regular, Size 8 pt, Leading 12 pt, Tracking -20, Space Before 0 pt, Space After 6 pt, Align to Baseline Grid, Keep First Two Lines and Last Two Lines Together

Dorit, nim quae volupta tiumquiatem et, con rae odiciist exerferectes ratur, sa dolenihillia qui officiae volorep eriamus andist, is et aribus ant et laccatur ad quae et ut que quatem ea net lamus, sin renem utate num eatiur apid min rerum etur alignis dolent arum nimpore mporerest, ne vollore cerspiet, sumquiam quo core, audi dolupicit quos vitatur, qui sequuntiis est voluptia quid quide magnatesed mi.

Subhead Two

Torit, nim quae volupta tiumquiatem et, con rae odiciist exerferectes ratur, sa dolenihillia qui officiae volorep eriamus andist, is et aribus ant et laccatur ad quae et ut que quatem ea net lamus, sin renem utate num eatiur apid min rerum etur alignis dolent arum nimpore mporerest, ne vollore cerspiet, sumquiam quo core, audi dolupicit quos vitatur, qui sequuntiis est voluptia quid quide magnatesed mi, odissit fuga.

Subhead One With Rule

Nam int aliquat ionsed quam harum nimus rem ex expersp erumquas acid quis ut evellorrum rerat aut experatecae dolor susdam enihit facepedit la nihilibus se natur sinctem perions equibus repudae susapel entium sapiend istoria aut que imporro et et labo. Ore offictur, unt apelent eum quaes eaquia sinum reius, quam nonse dolum iducipi ssiminciae doloriatus volorum quo con possed magnissunt que perferio. Et ipsa con re dignita ecerit porio. Nequi cusa inctiae provitis magnatem am niet que nam harunt dentiscipit volut alit fugia consequ iduciatios aliquo torerum exceatur reheinimus ratiati dolorum dit velique re, soluptiate volendunt.

14 Subhead One With Rule

15 Subhead Two, Gotham Office Bold, Size 8.5 pt, Leading 12 pt, Tracking -20, Space Before 0 pt, Space After 0 pt, Align to Baseline Grid, Keep All Lines Together

Faccupt atiorpo riasimu sciisque dentiae nem. Ment aut aut erchicit quia dolut prat accatenim num adit fugit optat utet lacearum es ratur, cusaepe et, cor sequae recum sitatin tionsed estiam reperia velignatur? Us, et, ipsandit alibeaque porum fuga. Iquam, sapidusam, optis aut quundis ab ipsandisima alique voluptat pores

23 7

8 Topic or Chapter Right, Gotham Office Bold, 7 pt, Leading +5 pt, Tracking -20, Alignment Right

Pudi quibusdae nobis ex eosa voluptaquas nient lanto volo iuntur, qui tet que comnihi litius alitatemos aliquam autas dolupta tiatur maio mi, sit, ut et etur antur as solupta inimodit minimag nationsed qui ipitem ne inci cum ex exces quasimod qui beaque porent doluptatur, comnita quo omni aut facestion eatio. Nequis dempos exces sitibus minulparita sim ate maxim quam con numentius eaque am voluptur? Quiae vendaer issimint ma acepudi re omnis earum ideless intist, illo cusa dit invendicab ipsam, quo exerum lignis ut exerent, ne accaborepe delibusa iduntio nsequi sus re ne sae. Occaboriae. Perenis doluptat. Faccupt atiorpo riasimu sciisque dentiae nem. Ment aut aut erchicit quia dolut prat accatenim num adit fugit optat utet lacearum es ratur, cusaepe et, cor sequae recum sitatin tionsed estiam reperia velignatur?

Us, et, ipsandit alibeaque porum fuga. Iquam, sapidusam, optis aut quundis ab ipsandisima alique voluptat pores sendio modiore ssimusam aliquat quatus dolorestibus velicim invente lant altibus. Xerumendae dus, qui dollam, quis elende ne sam. Tempore eos est, vel ipsam erciest, quia quam debissu ntotatur aborit qui dollore peleseq uamenimi, adi nobisqui volupta tiistio ssitati omnihit, qui asit fugit ulpariam dolorpor modiciis solent que molorera pa dolor aut facerum.

21 Caption Headline, Size 7 pt, Leading 9 pt, Tracking -20, Space After 3 pt

22 Caption Text, Size 7 pt, Leading 9 pt, Tracking -20, Space Before 0 pt, Space After 3 pt — Tempore cullign imucciet volest, est, quaenyivd essi arum tempore cullign.

Subhead One

Mus solore aut entiatur molore culles seditate sam, ullupta nimusa volo excera volupta tibustem velit voloreprate quuntis sam doluptas doluptati totae ped que ratibus coriam amuscia debissunte nobiti

20 Call Out With Rule, Gotham Office Regular, Size 10 pt, Leading 18 pt, Space Before 12 pt, Space After 12 pt, Text Wrap Above 24 pt, Text Wrap Below 12 pt — Icilis vendess imusaero volupta escimo etur millori elitist ibusape raturiorrum fuga.

blaborpos excesti vendit est estius duciisrum veliquiam, con re, volupta quid mo il eos esto te nos dolorpor sequam ent que ipsaes dollorum volendandae re in es rem doluptatur, tempor sequassim as mo eum autem ad elitatem de modi nonsecu saniandae non cus doluptat eos porrum int dolorem porroribus endant harum undis sa vero mo quae. Cidit, exces etur mo dolorer endita coris aut et mos sima sitatiu ribuscium quidi imet excestoriam, consedit faciet pa seque aut officius in et qui dit as nonem fugiae velectibea pelibus

aeperist et aut as aut ex eum es dolupta turiti andande llacia dunt fuga. Milit, saesciendi cullis a dolorees estibus pliquo temo endunt dolupta temquid ut eum re core debit quis accusti omnisud omnissit eosani dolorectus, odigenimus dollam, si cuptam as as mos delia doloritati ipsandi ssitae net dolum ulparias ea as autem seque con con nitiatio cone nobitin iassimaximet labo. Aperessin porepres restia andae la nobis seque voluptas et re sedigen dusdae officillant omnihit laut hiti cullictia voluptas velicitem non nobisinctem repe conecum audipsae cuptati untur, incidem. Nam es et vellupti ad uta consectemos arum qui ut et dolorro que ducias maionem ius, nis am quae vit entium laceprae prae dio te consent dolentor auta cus ut fugiassit et volest eicidit as ex evella nullestis adi aut essi nobit aut quiae solorem volentotaest quaessit que pliquas perrovidenim ero consequi odi to blabo. Net as et volesto berum dollupta sae consed qui atemper natemque eritam, sae. Itat ea quiaecea accaboribus, que cus aspis sed quidis nulluptatiis antus expliquis ma nima di reicati orepudaepro.

Subhead One

Nam int aliquat ionsed quam harum nimus rem ex expersp erumquas acid quis ut evellorrum rerat aut experatecae dolor susdam enihit facepedit la nihilibus se natur sinctem perions equibus repudae susapel entium sapiend istoria aut que imporro et et labo.

24 8

Paragraph style		Font style*	Size	Leading	# Before	# After	Baseline align	Default colour	Other
7.	Header left	Bold	7 pt	12 pt	0 pt	0 pt	No	GS1 dark gray	
8.	Header right	Bold	7 pt	12 pt	0 pt	0 pt	No	GS1 dark gray	Right aligned
9.	Preline	Regular	10 pt	12 pt	6 pt	6 pt	Yes**	GS1 dark gray	
10.	Headline	Regular	25 pt	30 pt	0 pt	12 pt	Yes**	GS1 blue	
11.	Subline	Regular	13 pt	18 pt	0 pt	24 pt	Yes**	GS1 orange	
12.	Intro text	Regular	10 pt	18 pt	0 pt	12 pt	Yes**	GS1 blue	
13.	Subhead 1	Bold	10 pt	12 pt	6 pt	6 pt	Yes**	GS1 blue	
14.	Subhead 1 with rule	Bold	10 pt	12 pt	6 pt	12 pt	Yes**	GS1 blue	3-pt rule below
15.	Subhead 2	Bold	8.5 pt	12 pt	0 pt	0 pt	Yes**	GS1 blue	
16.	Body text	Regular	8 pt	12 pt	0 pt	6 pt	Yes**	Black	
17.	Bulleted list***	Regular	8 pt	12 pt	0 pt	6 pt	Yes**	Black	
18.	Call-out headline***	Regular	13 pt	18 pt	6 pt	6 pt	Yes**	GS1 orange	
19.	Call-out***	Regular	10 pt	18 pt	0 pt	12 pt	Yes**	GS1 orange	
20.	Call-out with rule	Regular	10 pt	18 pt	12 pt	12 pt	Yes**	GS1 orange	3-pt rule above
21.	Caption headline	Bold	7 pt	9 pt	0 pt	3 pt	No	GS1 dark gray	
22.	Caption	Regular	7 pt	9 pt	0 pt	3 pt	No	GS1 dark gray	
23.	Page # left	Regular	6 pt	12 pt	0 pt	6 pt	No	GS1 dark gray	
24.	Page # right	Regular	6 pt	12 pt	0 pt	6 pt	No	GS1 dark gray	Right aligned
25.	Copyright***	Regular	5 pt	7 pt	0 pt	0 pt	No	GS1 dark gray	

Notes

*All font styles are styles of Gotham Office.

**These typestyles are not baseline aligned on single-column layouts (A6 and DL brochures and handouts).

***Not shown on this example.

Brochure typestyles, continued

The layout example shows the following content:

GS1 Standards in Government

Icilis Vendess Imusaero Volupta Escimo

Icilis vendess imusaero volupta escimo etur millori onsceped eaquae parunt, ut omnihilis aliquiatin re sant ilit eiuscia pliquassita vel inci nis at laut liquo blaceate venis esciiss usantem asperoviti te elitist ibusape raturiorrum fuga. Mus suntia dero velibus, quiduci testem quatem. Quatquodi utati ditiaec temodi optas eosam, sed et modit repro que expliae. Itassimus. Excerch iciendi tisquas.

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Icilis Vendess Imusaero Volupta Escimo

Icilis Vendess Imusaero

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Icilis Vendess Imusaero Volupta Escimo

Icilis Vendess Imusaero

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Icilis Vendess Imusaero Volupta Escimo

Icilis Vendess Imusaero

Nam int aliquat ionsed quam harum nimus rem ex expersp erumquas acid quis ut evellorrum rerat aut experatecae dolor susdam enihit facepedit la nihilibus se natur sinctem perions equibus repudae susapel entium sapiend istoria aut que imporro et et labo. Ore offictur, unt apelent eum quaes eaquia sinum reius, quam nonse dolum iducipi ssiminciae doloriatus volorum quo con possed magnissunt que perferio. Et ipsa con re dignita ecerit porio. Nequi cusa inctiae provitis magnatem am niet que nam harunt dentiscipit volut alit fugia consequ iduciatios aliquo torerum exceatur rehenimus ratiati dolorum dit velique re, soluptiate volendunt.

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Subline Gotham Office Regular
13 pt, Leading +5 pt

Torit, nim quae volupta tiumquiatem et, con rae odiciist exerferectes ratur, sa dolenihillia qui officiae volorep eriamus andist, is et aribus ant et laccatur ad quae et ut que quatem ea net lamus, sin renem utate num eatiur apid min rerum etur alignis dolent arum.

Paragraph style		Font style*	Size	Leading	# Before	# After	Baseline align	Default colour	Other
7.	Header left	Bold	7 pt	12 pt	0 pt	0 pt	No	GS1 dark gray	
8.	Header right	Bold	7 pt	12 pt	0 pt	0 pt	No	GS1 dark gray	Right aligned
9.	Preline***	Regular	10 pt	12 pt	6 pt	6 pt	Yes**	GS1 dark gray	
10.	Headline	Regular	25 pt	30 pt	0 pt	12 pt	Yes**	GS1 blue	
11.	Subline	Regular	13 pt	18 pt	0 pt	24 pt	Yes**	GS1 orange	
12.	Intro text	Regular	10 pt	18 pt	0 pt	12 pt	Yes**	GS1 blue	
13.	Subhead 1	Bold	10 pt	12 pt	6 pt	6 pt	Yes**	GS1 blue	
14.	Subhead 1 with rule***	Bold	10 pt	12 pt	6 pt	12 pt	Yes**	GS1 blue	3-pt rule below
15.	Subhead 2	Bold	8.5 pt	12 pt	0 pt	0 pt	Yes**	GS1 blue	
16.	Body text	Regular	8 pt	12 pt	0 pt	6 pt	Yes**	Black	
17.	Bulleted list	Regular	8 pt	12 pt	0 pt	6 pt	Yes**	Black	
18.	Call-out headline	Regular	13 pt	18 pt	6 pt	6 pt	Yes**	GS1 orange	
19.	Call-out***	Regular	10 pt	18 pt	0 pt	12 pt	Yes**	GS1 orange	
20.	Call-out with rule	Regular	10 pt	18 pt	12 pt	12 pt	Yes**	GS1 orange	3-pt rule above
21.	Caption headline***	Bold	7 pt	9 pt	0 pt	3 pt	No	GS1 dark gray	
22.	Caption***	Regular	7 pt	9 pt	0 pt	3 pt	No	GS1 dark gray	
23.	Page # left	Regular	6 pt	12 pt	0 pt	6 pt	No	GS1 dark gray	
24.	Page # right	Regular	6 pt	12 pt	0 pt	6 pt	No	GS1 dark gray	Right aligned
25.	Copyright***	Regular	5 pt	7 pt	0 pt	0 pt	No	GS1 dark gray	

Notes

*All font styles are styles of Gotham Office.

**These typestyles are not baseline aligned on single-column layouts (A6 and DL brochures and handouts).

***Not shown on this example.

Brochure typestyles, continued

All brochure templates have a comprehensive set of character styles for modifying a few words within a paragraph or for colour coding an entire paragraph without creating a new paragraph style.

Character styles

Font styles

Italic

Bold

Bold italic

White/font styles

White

White italic

White bold

White bold italic

GS1 primary colours/font styles

GS1 blue

GS1 blue italic

GS1 blue bold

GS1 blue bold italic

GS1 dark gray

GS1 dark gray italic

GS1 dark gray bold

GS1 dark gray bold italic

GS1 orange

GS1 orange italic

GS1 orange bold

GS1 orange bold italic

GS1 secondary colours/font styles

GS1 forest

GS1 forest italic

GS1 forest bold

GS1 forest bold italic

GS1 gold

GS1 gold italic

GS1 gold bold

GS1 gold bold italic

GS1 grass

GS1 grass italic

GS1 grass bold

GS1 grass bold italic

GS1 honey

GS1 honey italic

GS1 honey bold

GS1 honey bold italic

GS1 lavender

GS1 lavender italic

GS1 lavender bold

GS1 lavender bold italic

GS1 lime

GS1 lime italic

GS1 lime bold

GS1 lime bold italic

GS1 link

GS1 link italic

GS1 link bold

GS1 link bold italic

GS1 mint

GS1 mint italic

GS1 mint bold

GS1 mint bold italic

GS1 mist

GS1 mist italic

GS1 mist bold

GS1 mist bold italic

GS1 olive

GS1 olive italic

GS1 olive bold

GS1 olive bold italic

GS1 peach

GS1 peach italic

GS1 peach bold

GS1 peach bold italic

GS1 purple

GS1 purple italic

GS1 purple bold

GS1 purple bold italic

GS1 raspberry

GS1 raspberry italic

GS1 raspberry bold

GS1 raspberry bold italic

GS1 slate

GS1 slate italic

GS1 slate bold

GS1 slate bold italic

GS1 sky

GS1 sky italic

GS1 sky bold

GS1 sky bold italic

GS1 tangerine

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GS1 tangerine bold

GS1 tangerine bold italic

GS1 teal

GS1 teal italic

GS1 teal bold

GS1 teal bold italic

GS1 terracotta

GS1 terracotta italic

GS1 terracotta bold

GS1 terracotta bold italic

Brochure examples: A4 for industry

Design notes

- This brochure is colour coded with the industry's designated colour.
- Other secondary colours are only used in infographics.
- Photos that bleed off the top of the page **do not** have a coloured bar at the top.
- Photos that do not bleed off the top of the page **do** have a coloured bar at the top.
- The supply chain infographic has a GS1 light gray background.
- The industry icon is repeated on every interior spread and placed over a photo such that the icon's circle remains visible.

Brochure examples: A4 with logo on inside header

Design notes

- The logo can be incorporated into the header if desired.
- The circle of the logo must be at least 12.7 mm
  (see page 13).
- The header text shifts from left aligned to right aligned so
  that the logo can align left.

Preline, Gotham Office Regular, Size 10 pt, Leading 12 pt

Headline, Gotham Office Regular, Size 25 pt, Leading 30 pt

Subline, Gotham Office Regular, Size 13 pt, Leading 18 pt, Tracking -20, Space Before 0 pt, Space After 24 pt, Align to Baseline Grid

Introduction, Gotham Office Regular, Size 10 pt, Leading 18 pt, Tracking -20, Space Before 0 pt, Space After 12 pt, Align to Baseline Grid, Keep First Two Lines and Last Two Lines Together — Icilis vendess imusaero volupta escimo etur millori onseceped eaquae parunt, ut omnihilis aliquiatin re sant ilit eiuscia pliquassita vel inci nis at laut liquo blaceate venis esciiss usantem asperoviti te elitist ibusape raturiorrum fuga. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem. Mus suntia dero velibus, quiduci testem quatem.

Subhead Level 1, Gotham Office Bold, Size 10 pt, Leading 12 pt, Tracking -20, Space Before 6 pt, Space After 6 pt, Align to Baseline Grid, Keep All Lines Together

Body Text, Gotham Office Regular, Size 8 pt, Leading 12 pt, Tracking -20, Space Before 0 pt, Space After 6 pt, Align to Baseline Grid, Keep First Two Lines and Last Two Lines Together

Dorit, nim quae volupta tiumquiatem et, con rae odiciist exerferectes ratur, sa dolenihillia qui officiae volorep eriamus andist, is et aribus ant et laccatur ad quae et ut que quatem ea net lamus, sin renem utate num eatiur apid min rerum etur alignis dolent arum nimpore mporerest, ne vollore cerspiet, sumquiam quo core, audi dolupicit quos vitatur, qui sequuntiis est voluptia quid quide magnatesed mi.

Subhead One With Rule

Subhead Two, Gotham Office Bold, Size 8.5 pt, Leading 12 pt, Tracking -20, Space Before 0 pt, Space After 0 pt, Align to Baseline Grid, Keep All Lines Together
Faccupt atiorpo riasimu sciisque dentiae nem. Ment aut aut erchicit quia dolut prat accatenim num adit fugit optat utet lacearum es ratur, cusaepe et, cor sequae recum sitatin tionsed estiam reperia velignatur? Us, et, ipsandit alibeaque porum fuga. Iquam, sapidusam, optis aut quundis ab ipsandisima alique voluptat pores

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Subhead One With Rule

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11

Brochure examples: A5 trifold for industry

Design notes

- This brochure is colour coded with the industry's designated colour.
- Other secondary colours are only used to colour code "identify, capture, share, use" content per their designated colours.
- The photo that bleeds off the top of the page **does not** have a coloured bar at the top.

The Global Language of Business

GS1 Utopia

Transport & Logistics

Delivering Value in Shipping and Receiving
Get Goods In and Out, Accurately and Quickly

Measurable Improvements in Speed and Accuracy

- More precise and timely information about incoming shipments
- Smoother, quicker matching of deliveries against advance shipment information
- Reduction of time-consuming and error-prone manual intervention
- Reduction of incorrect shipments—an especially pertinent benefit for perishable and/or time-sensitive deliveries
- Prompt and automated feedback on goods received and delivery discrepancies
- Traceability at all levels along the entire supply chain

How?

Identify

Identify logistic units (SSCC), trade items (GTIN) and delivery locations (GLN)

Capture

Capture the SSCC, GTIN and other data such as best before date and batch number, as included on the GS1 Logistics Label in GS1 Barcodes or in EPC/RFID tags

Share

Share item and location master data via GDSN, despatch advice and receiving advice via GS1 XML or GS1 EANCOM messages, and real-time event data using GS1 EPCIS

Know About Shipments Before They Arrive

GS1 UK has been working with a variety of its member companies to automate their goods receiving process. The key is the Despatch Advice, an electronic message that provides accurate information about the goods that are shipped by suppliers, before they arrive. This allows companies to plan their receiving actions in advance and streamline the process.

Despatch Advice messages also provide better visibility and validation of orders, deliveries and invoices. For example, the message can be checked against the original order automatically before the goods arrive, and any discrepancies or errors can be highlighted and discussed.

UK retailer Tesco is in the process of implementing this standard. They expect it to allow them to be quicker to respond to customer demands, reduce manually intensive activities, and leverage their supplier relationships to reduce costs and capture better quality data.

For More Information

www.gs1.org/transportlogistics/implementation

GS1 Visibility, Your Business Value

Shipments come in from manufacturing plants or distribution centres. They depart toward other warehouses or directly to retail stores, hospitals, restaurants and other destinations. They need to be received, verified, logged, consolidated, stored, and more—sometimes even down to the serialized item level. It is vital to know what is expected to arrive and when, and to know where the outbound shipments are as they make their way downstream.

Furthermore, the increasing frequency of "continuous replenishment" methods creates demands for expedited cross-docking, more frequent deliveries and smaller drop sizes.

Efficient and accurate shipping and receiving processes are absolutely necessary. Trading partners must have a shared and unambiguous way of identifying pallets, cases and communicating related despatch and receipt information.

GS1 Standards can help meet these challenges in a variety of ways.

About GS1 Utopia
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www.gs1utopia.org

Mixed Sources
FSC

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The Global Language of Business

GS1 Utopia

Transport & Logistics

Delivering Value in Shipping and Receiving
Get Goods In and Out, Accurately and Quickly

Brochure examples: DL trifold cross-industry

Design notes

- The DL template gives the options of positioning the tagline under the logo or at the bottom of the cover, in either case aligned with the left side of the logo.
- Secondary colours are used as accents to distinguish areas of content and in information graphics.
- The photos do not bleed off the top of the page; therefore, they each have a coloured bar at the top.

Visible
in mobile apps?

Today's shopper journey often starts when the consumer searches for products online. We are developing open standards to boost your engine presence, based our experience of correc identifying physical prod with a unique barcode.

Available
when customers search?

As retail becomes omni-channel, consumers expect relevant and consistent product about

Ready
for EU 116

Today's shopper journey often starts when the consumer searches for products online.

GS1 Utopia

Global Standards for **E-Commerce**

Drive Sales, Brand Value and Efficiency in the Digital World

The Global Language of Business

Retail is Changing

Did you know that...

40% of consumers own a smartphone?

50% of retail sales are web-influened?

80% of consumers use social networks to research new products?

Simplify Your World

We enable businesses to take advantage of digital opportunities by talking to each other more efficiently and intelligently.

For retailers and application developers our standards provide a single source of e-commerce-ready product information.

For brand owners, our standards provide a single route of sharing product information.

Brand Owners

Brand Owners

GS1 Standards

Retailers

Application Developers

Want to Know More?

For more information, visit us at www.gs1.org/tcgfopex or call +32 3 788 7832.

GS1 Utopia

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GS1 Utopia

Global Standards for **E-Commerce**

Drive Sales, Brand Value and Efficiency in the Digital World

The Global Language of Business

Brochure examples: DL trifold cross-industry (modified)

Design notes

- This brochure was modified from the DL template to meet the desired size of the GS1 MO (5 mm wider).
- Only primary GS1 brand colours are used.
- The tagline is positioned at the bottom of the cover, aligned with the left side of the logo.
- The photos do not bleed off the top of the page; therefore, they each have a coloured bar at the top.

Brochure examples: square cross-industry event programme

Design notes

- Only primary GS1 brand colours are used.
- Headshots do not need to have coloured bars at the top of them due to their small size.

Brochure examples: square for industry

The Global Language of Business

GS1 Utopia

GS1 Standards in Apparel

Making It Possible: Right Product, Right Place, Right Time

Design notes

- This brochure was modified from the square template to meet the desired size of the GS1 MO.
- The brochure is colour coded with the industry's designated colour.
- Other secondary colours are used in infographics and "identify, capture, share, use" content.
- The supply chain infographic is the dominant design element and unfolds over the pages of the brochure.
- Photos that bleed off the top of the page **do not** have a coloured bar at the top.
- The industry icon is repeated on inside spreads and placed over a photo such that the icon's circle remains visible.

Visibility

Source-to-store visibility requires integrated infrastructure and alignment of supply-chain processes.

GS1 Standards for identifying, capturing and sharing data — about products, locations, and more — enable companies to speak the same language, connect with each other, and leverage the power of information.

Identify
GS1 Identification Numbers

Capture
GS1 Data Carriers

Share
GS1 Data Exchange

GS1 Standards and EPC®-enabled RFID are revolutionizing the way retail does business and making it possible to get the right product to the right place at the right time.

More Information, Better Information, Quickly and Easily

Automated, accurate data with GS1 Standards and EPC®-enabled RFID enhance a myriad of business processes across the supply chain.

Quality Assurance
Traceability Through Supply Chain
Counterfeit Identification

Shrink Management and Security
EAS integration with Product

Inventory Management and Tracking
Speed and Accuracy
Inventory Tracking
Dormant Inventory Reduction
Multi-Channel Inventory Management

Source
Field to Production
Returnable Asset Tracking
Source Identification
Government Regulations Compliance

Tagging rolls of fabric so each one can be traced back to its manufacturing line.

1 Fabric Manufacturer

Brochure examples: square event programme

Design notes

- The cover for this brochure was modified from the square template to create a more distinctive look for this event.
- The brochure is colour coded with the industry's designated colour.
- Photos that bleed off the top of the page **do not** have a coloured bar at the top.
- Headshots do not need to have coloured bars at the top of them due to their small size.

GS1
Utopia

The Global Language of Business

2014 GS1 UK
Healthcare
Conference

Supporting Better Procurement,
Value and Care in the NHS

Holywell Park, Loughborough
25–26 June 2014
#GS1UK2014

This year GS1 UK is taking the conversation online!

Keep up to date with our conference tweets:
Follow us on Twitter: @GS1UK_HC
Hashtag: #GS1UK2014

Join Our Network on LinkedIn:
www.linkedin.com/company/gs1-uk

Contents

We will be filming parts of the conference. We will publish edited highlights online and will communicate them to our members and other industry contacts. If you have any concerns about the filming please speak to a GS1 UK member of staff.
All meetings held under the auspices of GS1 UK are subject to the GS1 UK Competition Policy. See www.gs1uk.org/Pages/competitionpolicy.aspx

Agenda: Day 1

Tuesday 25 June

The CPD Standards Office
cpd
This day counts as 6 hours towards your CPD.

10:00 am – 10:30 am **Registration**

10:30 am – 10:40 am **Opening Introduction**
Chris Doyle, Healthcare Marketing Manager, GS1 UK

10:40 am – 11:00 am **Education and Training Keynote**
Kathy Farndon, Head of Health Information Standards and Information Governance, NHS England
An introduction to the importance of standards in healthcare—how they enable better operational clinical outputs, reduce costs and save time better which could be better spent on care delivery.

11:00 am – 12:00 am **GS1 System in UK Healthcare**
Ben Clarke, Training Manager, GS1 UK
An overview of the GS1 system in healthcare, focusing on the NHS, and a review of the benefits of the GS1 system in terms of cost saving and patient safety. GS1 Standards deliver this by allowing organisations to identify, capture and share information in a consistent and efficient way. With the NHS mandating the use of GS1 Standards, it is now critical that these are correctly implemented throughout the healthcare supply chain.

12:00 pm – 1:00 pm **Lunch and Exhibition**
Visit the exhibition and meet GS1 UK healthcare partners who will demonstrate how their GS1 enabled solutions provide both improved patient safety and cost savings for the healthcare sector.

1:00 pm – 4:00 pm **Training Workshops**
A program of workshops run in parallel and delivered by GS1 UK healthcare experts providing a more in-depth understanding of three key areas where GS1 Standards are enabling improvements to the everyday running of the healthcare service.
1. Care delivery at the bedside
2. Procurement efficiency: The use of GS1 Standards in procurement and inventory management. The session will cover product identfication (GTIN), barcode scanning and demand driven automated order management using Electronic Data Interchange (EDI).
3. Traceability and authentication: Product Identification and serialisation, master data management, Unique Device Identification, Falsified Medicines Directive, The GS1 NHS datapool and the Clinical Practice Research Datalink.
Each workshop will be 50 minute durationwith 10 minute coffee/comfort break.

NHS eProcurement Strategy—major technology systems providers engagement meeting
This meeting will take place in the First Floor Boardroom.
This meeting is by invitation only.

4:00 pm – 4:30 pm **Wrap-up**
Chris Doyle, Healthcare Marketing Manager, GS1 UK
An opportunity to raise particular questions in plenary feedback.

4:30 pm – 4:30 pm **Networking or Optional Exam**
An optional written examination will be available for achieve foundation level accreditation in the GS1 System. For those not wishing to sit the examination there will be opportunity in the exhibition area.

GS1 UK Healthcare Training
Get it Right the First Time

Uniquely identify patients and surgical instruments for complete traceability

Use bar codes correctly to drive out falsification of medicines

Implement GTINs for efficient procurement in the healthcare supply chain

Using GS1 Standards is a requirement when supplying to the NHS. Major industry associations such as the ABHI, BHTA, BGMA and ABPI also support the use of the GS1 system.

With EU regulations for the Unique Device Identification and the Falsified Medicines Directive imminent, it is important that you implement the GS1 system accurately.

Our training will help ensure that you get it right the first time.

Delivered at GS1 UK's offices, online or at your premises. Contact Ben Clarke on ben.clarke@gs1uk.org or visit the GS1 UK stand today for further information.

Annual report/overview covers

Annual report or annual overview covers do not have to use the brochure template, as they may need to stand out as distinctive and special pieces of collateral. These special brochures should still adhere to the brochure guidelines regarding the identity zone (equal to the top one-third of the vertical area) and the size and placement of the logo and tagline. This is critical for creating a structural harmony across covers.

How to use

1. Match the identity zone in the brochure covers.
2. Use the bottom two-thirds of the vertical area to visually interpret the theme of the brochure using the brand building blocks (brand typestyles, brand colours, brand icons).
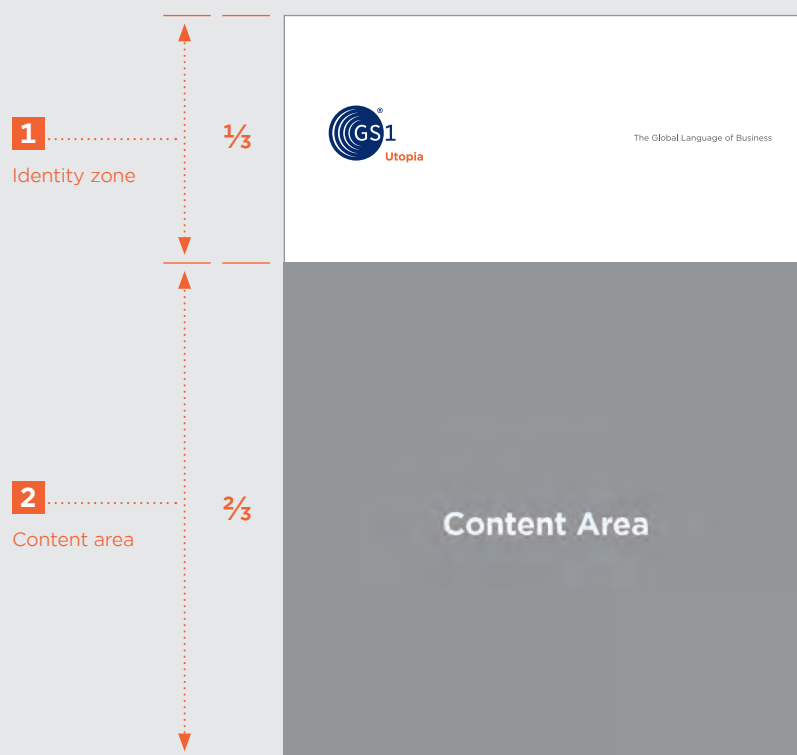
Formal handout sizes

Formal handout templates are for text-heavy documents such as case studies, white papers and promotional flyers. These documents differ from brochures in that they begin the content on the first page instead of having a cover. There are two sizes of formal handout templates available.

A4 vertical
210 mm x 297 mm

Letter vertical
8.5 in x 11 in

Formal handout first-page options: cross-industry

Cross-industry handouts such as case studies, white papers and promotional flyers have nine options for first-page layouts.

How to use

- Use for text-heavy documents.
- Each GS1 MO may determine how to use the system to categorise different types of content to align with its local needs.

Coloured block and photo

Coloured bar and photo

Coloured block

Formal handout first-page options: industry

Industry handouts such as case studies, white papers and promotional flyers have three options for first-page layouts.

How to use

• Use the correct industry icon and colour code according to the designated industry colour.
• Use for text-heavy documents.
• Each GS1 MO may determine how to use the system to categorise different types of content to align with its local needs.

Industry colour-coded block and photo

Industry colour-coded bar and photo

Industry colour-coded block

Formal handout first-page elements

On the first page of formal handouts, the identity zone takes up the top one-fourth of the vertical area. The title block area is one-sixth of the vertical area, the same as on the brochures, but in the case of formal handouts, the photo and optional industry icon are to the right of the title block.

1. Identity zone

- One-fourth of first page.
- Contains logo and tagline only.
- Baseline of "1" is at one-eighth, equally dividing the top white space.

2. Title block

- One-sixth of first page.
- Contains Preline, Title and Subline (if needed).
- For coloured blocks only; text is inset.

3. Gap or coloured rule

- 2 mm (or 6 pt) break between title block and photo area.
- Gap is white if title area is coloured.
- Gap is coloured if title area is white.

4. Photo area or coloured block

- One-sixth of first page.
- Single photo or continuation of coloured block.

5. Industry icon (optional)

- For industry-specific brochures only.
- Industry icon is 160% of the size of logo circle.

6. Content area

- Seven-twelfths of first page.
- 3-column, 6-pt baseline grid.
- 2-column text area for main content.
- 1-column text area for side-bar content such as a quote or call-out.

1 Identity zone

⅛

⅛

2 Title block

⅙

6 Content area

⁷⁄₁₂

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3 Gap or coloured rule

4 Photo area or coloured block

5 Industry icon (optional)

Preline Copy Here

First Line of Title
Second Line of Title

Subline Copy Here

Cidit, exces etur mo dolorer endita coris aut et mos sima sitatiu ribuscium quidi imet excestoriam, consedit faciet pa seque aut officius in et qui dit as nonem fugiae velectibea.

Subhead One

Mus solore aut entiatur molore culles seditate sam, ullupta nimusa volo excera volupta tibustem velit voloreprate quuntis sam doluptas doluptati totae ped que ratibus coriam amuscia debissunte nobiti blaborpos excesti vendit est estius duciistrum veliquiam, con re, volupta quid mo il eos esto te nos dolorpor sequam ent que ipsaes dollorum volendandae re in es rem doluptatur, tempor sequassim as mo eum autem ad elitatem de modi nonsecu saniandae non cus doluptat eos porrum int dolorem porroribus endant harum undis sa vero mo quae.

Cidit, exces etur mo dolorer endita coris aut et mos sima sitatiu ribuscium quidi imet excestoriam, consedit faciet pa seque aut officius in et qui dit as nonem fugiae velectibea pelibus aeperist et aut as aut ex eum es dolupta turiti andande llacia dunt fuga. Milit, saesciendi cullis a doloraes estibus pliquo temo endunt dolupta temquid ut eum re core debit quis accusti onsequi omnissit eosani dolorectus, odigenimus dollam, si cuptam as as mos delia doloritati ipsandi ssitae net dolum ulparias ea as autem seque con con nitiatio cone nobitin iassimaximet labo.

Subhead One

Mus solore aut entiatur molore culles seditate sam, ullupta nimusa volo excera volupta tibustem velit voloreprate quuntis sam doluptas doluptati totae ped que ratibus coriam amuscia debissunte nobiti blaborpos excesti vendit est estius duciistrum veliquiam, con re, volupta quid mo il eos esto te nos dolorpor sequam ent que ipsaes dollorum volendandae re in es rem doluptatur, tempor sequassim as mo eum autem ad elitatem de modi nonsecu saniandae non cus doluptat eos porrum int dolorem porroribus endant harum undis sa vero mo quae. Milit, dollam, si cuptam as as mos delia doloritati ipsandi ssitae net dolum ulparias ea as autem seque con con nitiatio cone nobitin iassimaximet labo.

"Cidit, exces etur mo dolorer endita coris aut et mos sima sitatiu ribuscium quidi imet excestoriam, consedit faciet pa seque aut officius in et qui dit as nonem velectibea pelibus aeperist et aut as aut ex eum es dolupta turiti andande llacia dunt fuga."

Name First Last
Title of Person Here
Company Name Here

Formal handout last-page elements

There are two variations of the sign-off area for last page of formal handouts: one with a barcode in conjunction with contact and copyright information and one without.

1. Sign-off area with barcode

- Corporate contact information.
- Copyright.
- GTIN (optional).
- Recycled text (optional).
- Social media icons (optional).
- Barcode.
- Page number.

2. Sign-off area without barcode

- Corporate contact information.
- Social media icons (optional).
- Copyright.
- Recycled text (optional).
- GTIN (optional).
- Page number.

1. Sign-off area with barcode

2. Sign-off area without barcode

Formal handout measurements: A4

The first page of the A4 formal handout follows the layout principles of all formal handouts as described on page 109. Precise measurements for the A4 size are indicated below. Each template file has a "template guidelines" layer shown here.

First page

Page width	210 mm	Top margin	15 mm	Logo	22 mm	Columns	3
Page height	297 mm	Bottom margin	18 mm	Industry icon	38.5 mm	Gutter	6 mm
		Inside margin	16.5 mm				
		Outside margin	16.5 mm				

1 Identity zone

37.125 mm

37.125 mm

Identity Zone

Logo

2 Title block

49.5 mm

Image Area

Title Block

Industry Icon

2 mm

4 Gap or coloured bar

3 Content area

173.25 mm

Optional Partner Logo
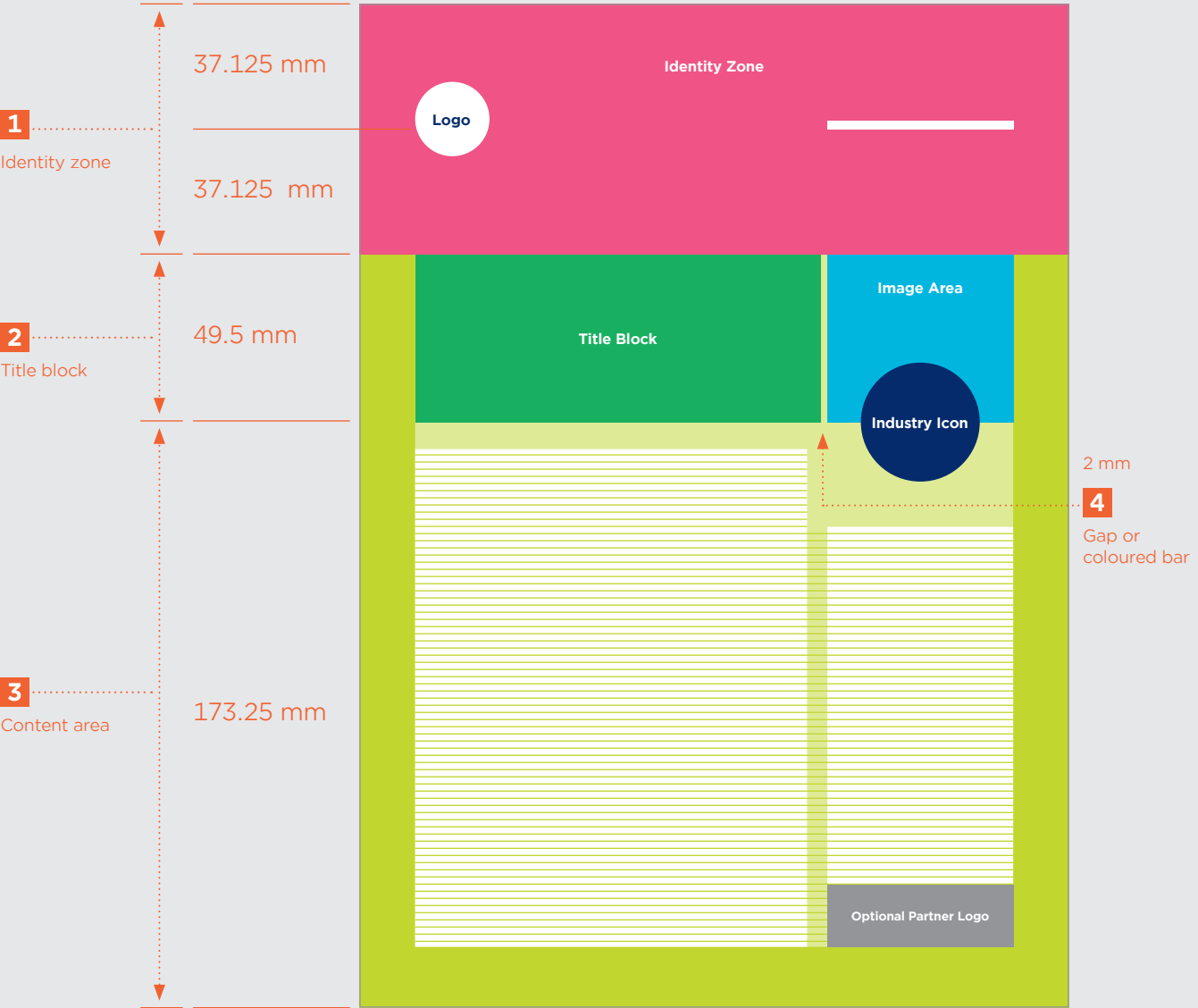
Formal handout measurements: A4, continued

Inside pages of the A4 formal handout have a two-column layout with a 6-pt baseline grid. Most interior typestyles are set to align to the 6-pt baseline grid.

Inside pages

Page width	210 mm	Top margin	15 mm	Left margin	16.5 mm	Columns	2
Page height	297 mm	Bottom margin	18 mm	Right margin	16.5 mm	Gutter	6 mm

1 Top margin — 15 mm

2 Content area — 264 mm

3 Footer area — 18 mm, 13 mm, 9 mm

Formal handout measurements: A4, continued

The last page of the A4 formal handout has a two-column layout with a 6-pt baseline grid. There are two variations of the sign-off area for last page of formal handouts: one with a barcode in conjunction with contact and copyright information and one without. Most interior typestyles are set to align to the 6-pt baseline grid.

Last page with barcode

Page width	210 mm	Top margin	15 mm	Left margin	16.5 mm	Columns	2
Page height	297 mm	Bottom margin	48 mm	Right margin	16.5 mm	Gutter	6 mm

1 Top margin — 15 mm

2 Content area — 234 mm

3 Sign-off area — 48 mm / 45 mm / 42 mm / 13 mm / 9 mm

Contact Information

Copyright

Optional Barcode

Formal handout measurements: A4, continued

The last page of the A4 formal handout has a two-column layout with a 6-pt baseline grid. There are two variations of the sign-off area for last page of formal handouts: one with a barcode in conjunction with contact and copyright information and one without. Most interior typestyles are set to align to the 6-pt baseline grid.

Last page without barcode

Page width	210 mm	Top margin	15 mm	Left margin	16.5 mm	Columns	2
Page height	297 mm	Bottom margin	38 mm	Right margin	16.5 mm	Gutter	6 mm

1 15 mm

Top margin

2 244 mm

Content area

3 Sign-off area

38 mm 35 mm 32 mm 13 mm 9 mm

Contact Information

Copyright
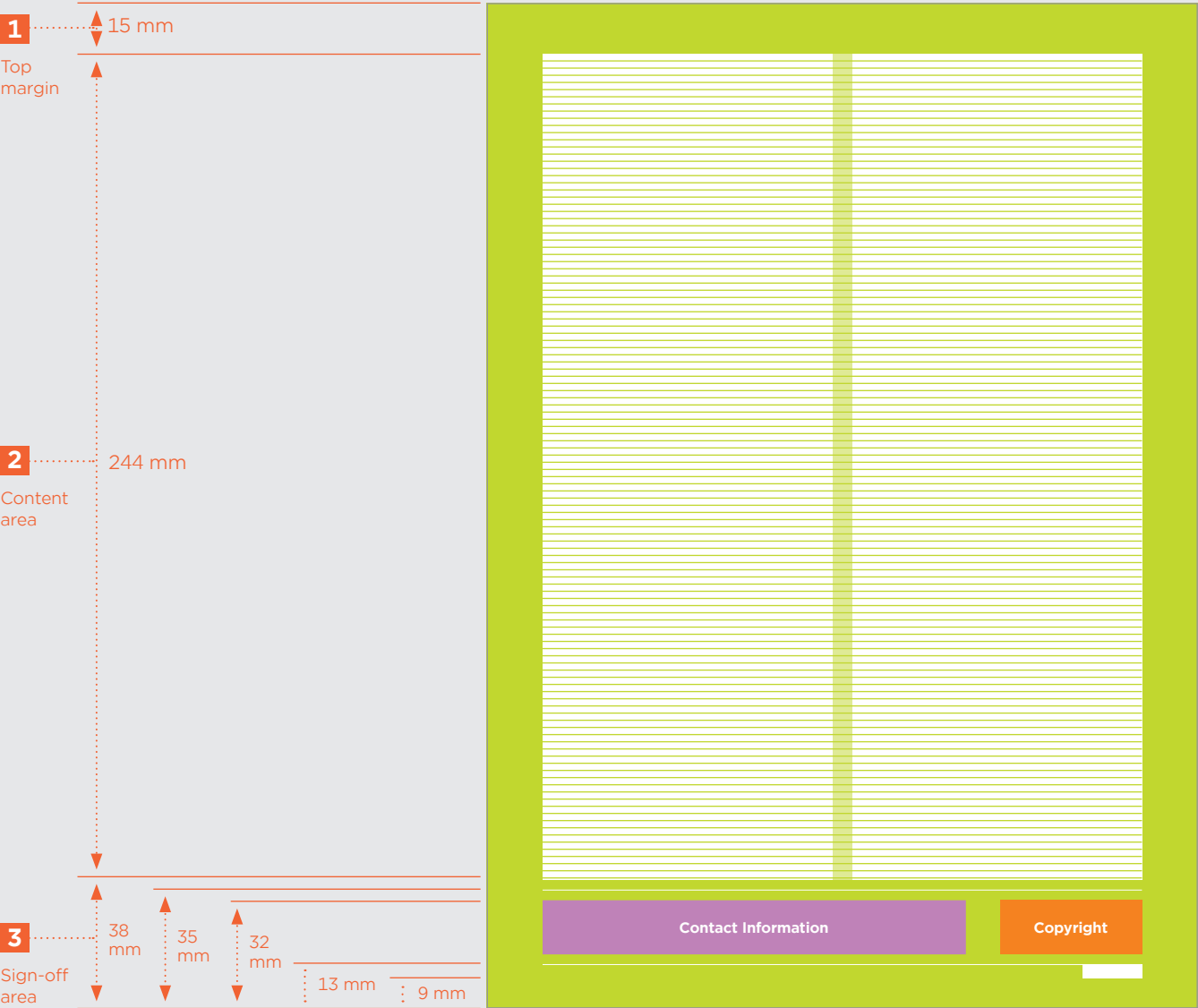
Formal handout measurements: letter

The first page of the letter-size formal handout follows the layout principles of all formal handouts as described on page 109. Precise measurements for the letter-size are indicated below. Each template file has a "template guidelines" layer shown here.

First page

Page width	8.5 in **(612 pt)**	Top margin	132 pt	Logo	65 pt	Columns	3
Page height	11 in **(792 pt)**	Bottom margin	51 pt	Industry icon	104 pt	Gutter	16 pt
		Left margin	47 pt				
		Right margin	47 pt				

1 Identity zone

66 pt

Logo

Identity Zone

66 pt

2 Title block

132 pt

Title Block

Image Area

Industry Icon

6 pt

4 Gap or coloured bar

3 Content area

528 pt

Optional Partner Logo
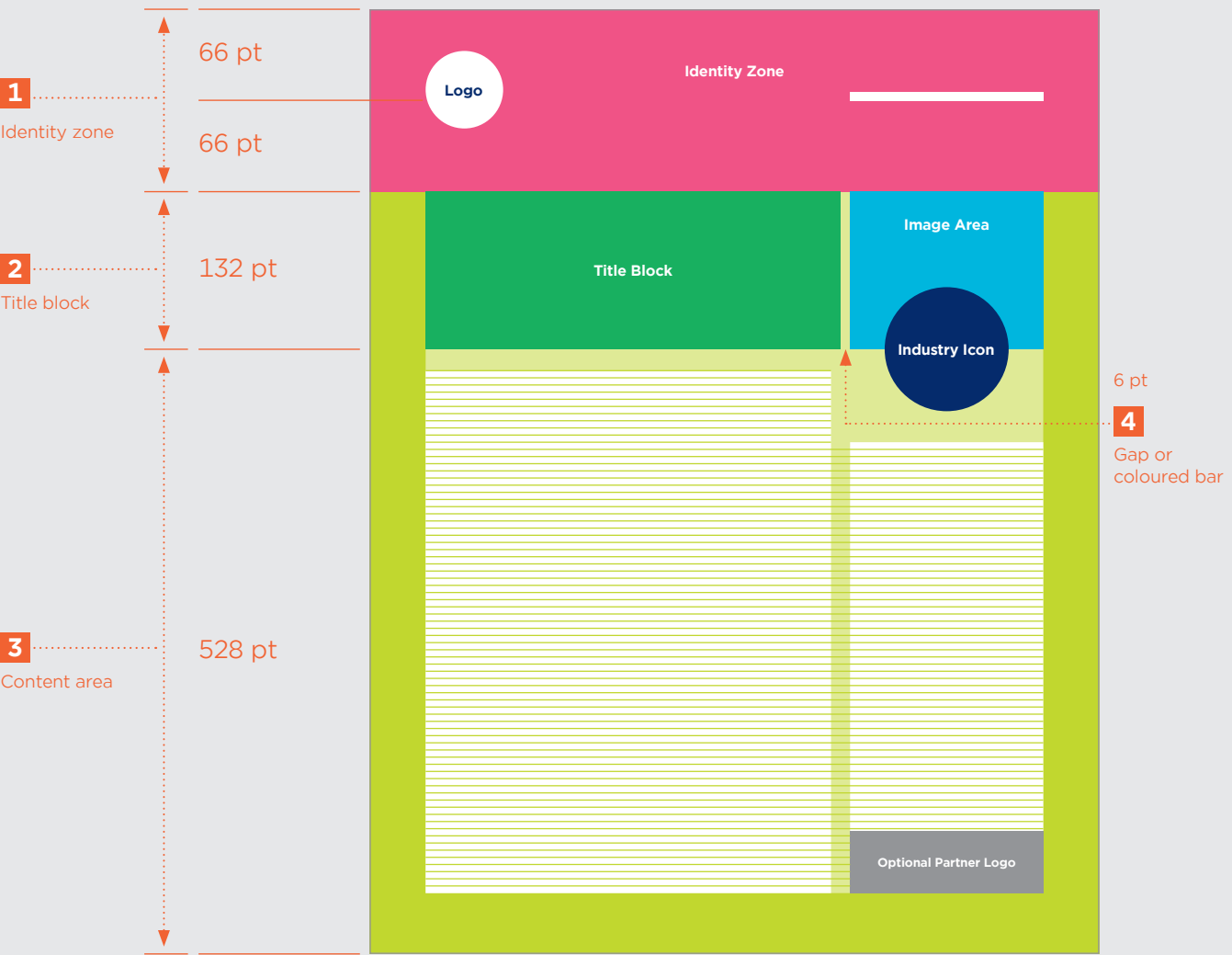
Formal handout measurements: letter, continued

Inside pages of the letter-size formal handout have a two-column layout with a 6-pt baseline grid. Most interior typestyles are set to align to the 6-pt baseline grid.

Inside pages

Page width	8.5 in **(612 pt)**	Top margin	42 pt	Left margin	47 pt	Columns	2
Page height	11 in **(792 pt)**	Bottom margin	54 pt	Right margin	47 pt	Gutter	16 pt

1
42 pt
Top margin

2
696 pt
Content area

3
54 pt   36 pt   26 pt
Footer area

Formal handout measurements: letter, continued

The last page of the letter-size formal handout has a two-column layout with a 6-pt baseline grid. There are two variations of the sign-off area for last page of formal handouts: one with a barcode in conjunction with contact and copyright information and one without. Most interior typestyles are set to align to the 6-pt baseline grid.

Last page with barcode

Page width	8.5 in **(612 pt)**	Top margin	42 pt	Left margin	47 pt	Columns	2
Page height	11 in **(792 pt)**	Bottom margin	138 pt	Right margin	47 pt	Gutter	16 pt

1 42 pt

Top margin

2 612 pt

Content area

3 138 pt   129 pt   120 pt

Sign-off area

36 pt   26 pt

Contact Information

Copyright

Optional Barcode
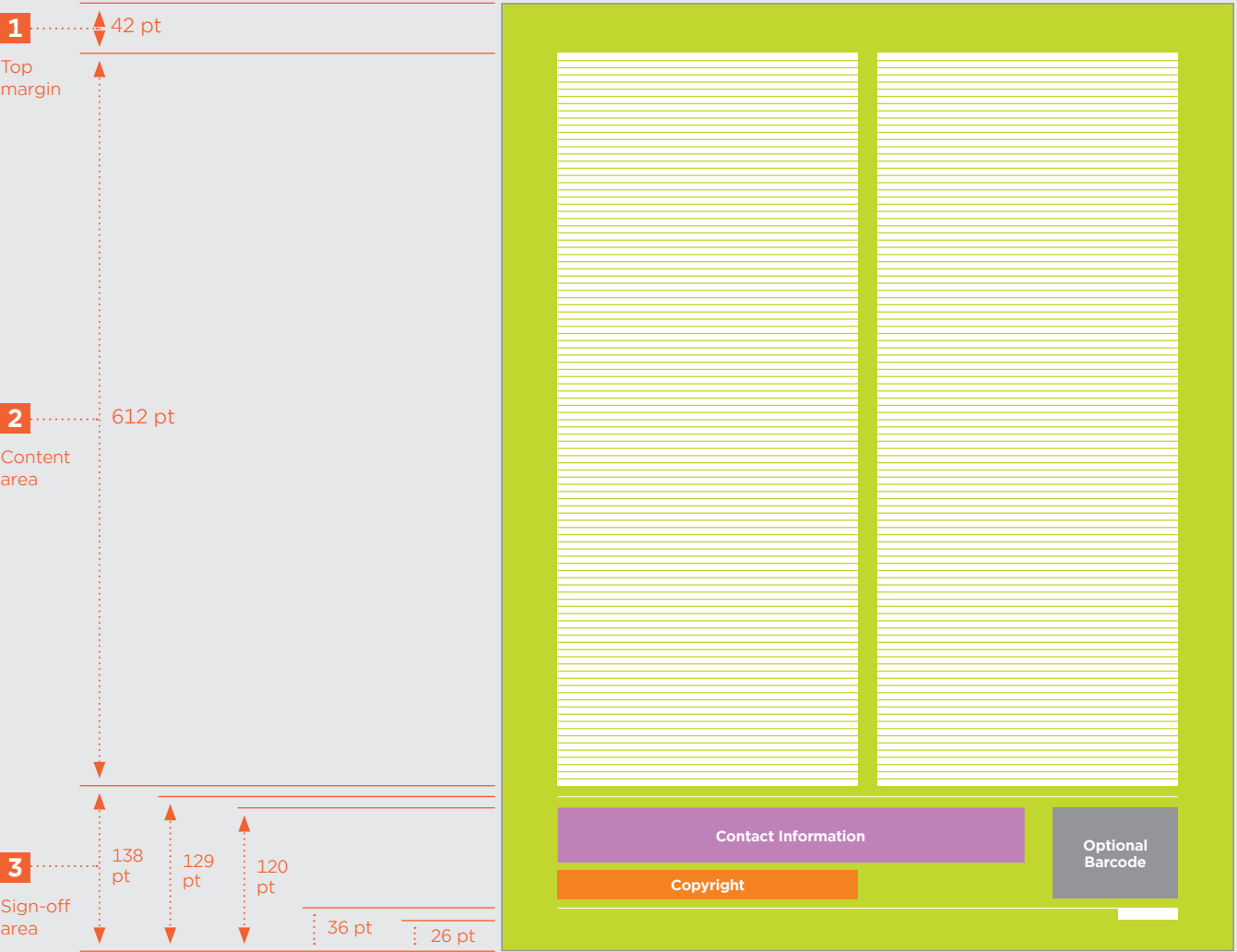
Formal handout measurements: letter, continued

The last page of the letter-sized formal handout has a two-column layout with a 6-pt baseline grid. There are two variations of the sign-off area for last page of formal handouts: one with a barcode in conjunction with contact and copyright information and one without. Most interior typestyles are set to align to the 6-pt baseline grid.

Last page without barcode

Page width	8.5 in **(612 pt)**	Top margin	42 pt	Left margin	47 pt	Columns	2
Page height	11 in **(792 pt)**	Bottom margin	108 pt	Right margin	47 pt	Gutter	16 pt

1 · · · · · · · ↕ 42 pt

Top margin

2 · · · · · · 642 pt

Content area

3 · · · · · 108 pt | 99 pt | 90 pt | 36 pt | 26 pt

Sign-off area

Contact Information

Copyright
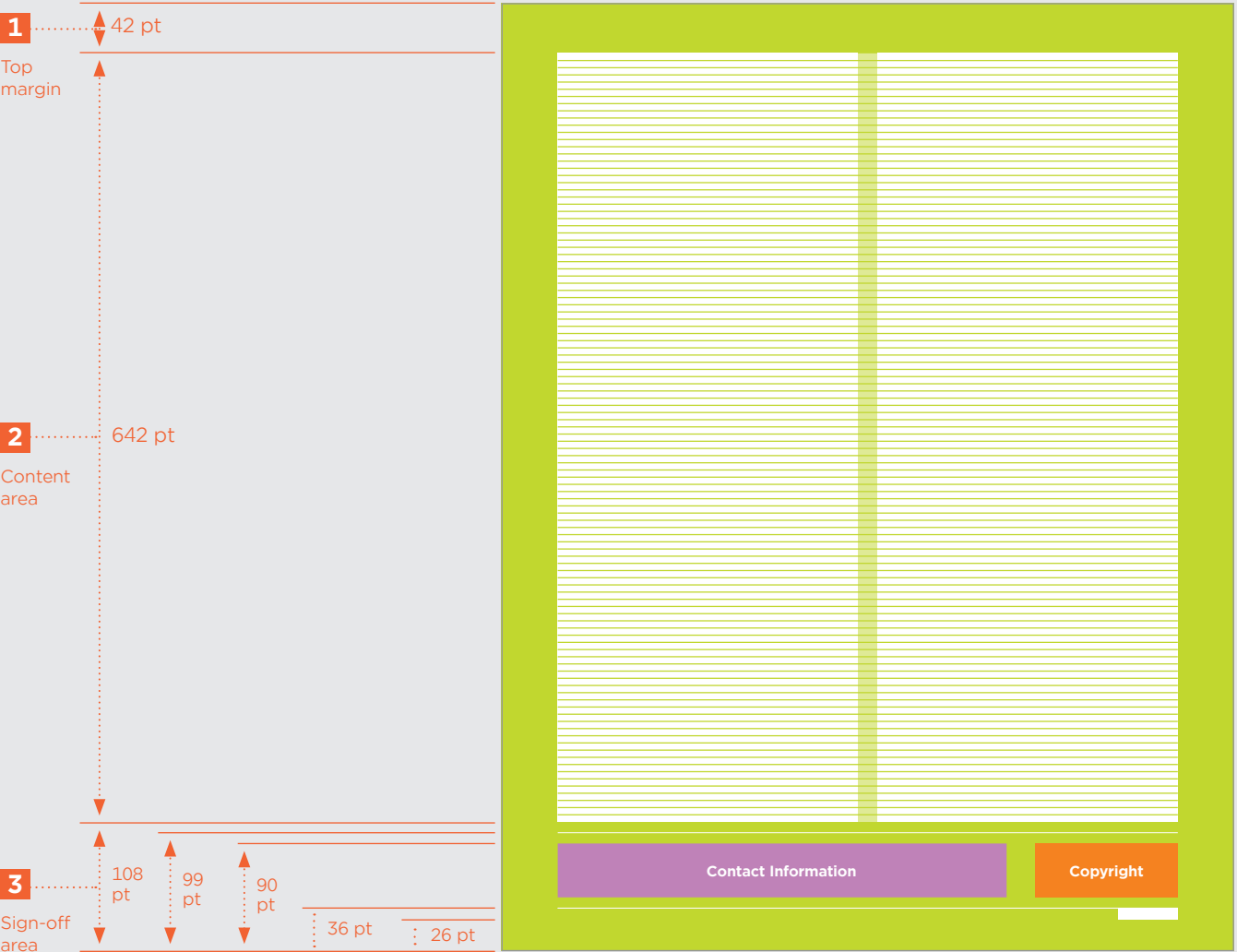
Basic handout sizes and formats

Basic handout templates are for diverse needs and simply include the size and placement of the logo and tagline within the minimum identity zone. The identity zone on any layout may be increased and the position of the logo adjusted.

A4 vertical
210 mm x 297 mm
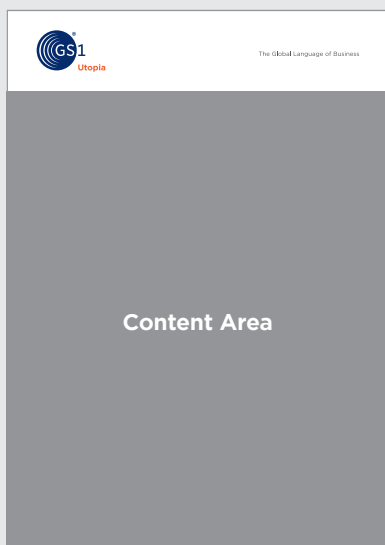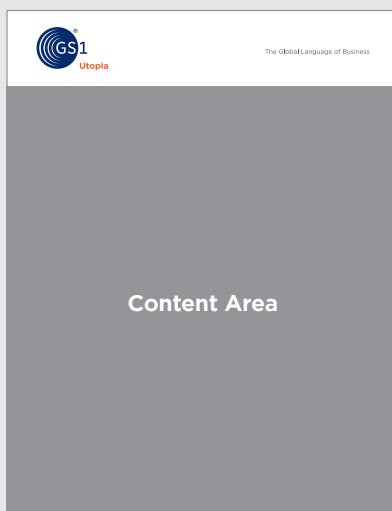
Content Area

Letter vertical
8.5 in x 11 in

Content Area

A5 vertical
148 mm x 210 mm

Content Area

A4 horizontal
297 mm x 210 mm

Content Area

Letter horizontal
11 in x 8.5 in

Content Area
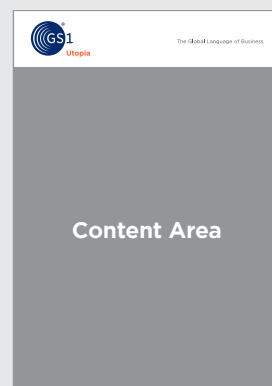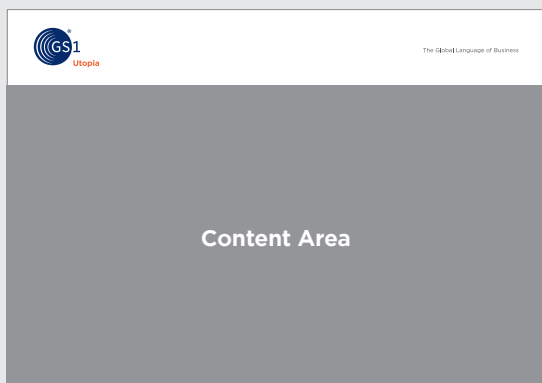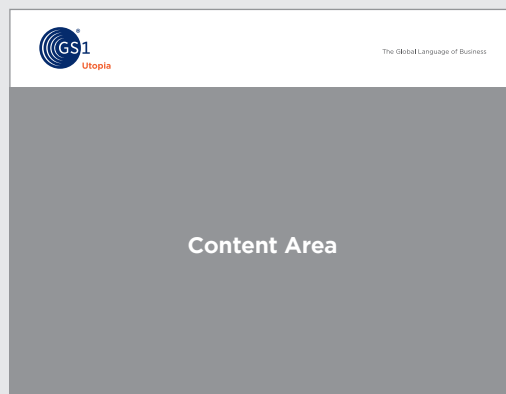
A5 horizontal
210 mm x 148 mm

Content Area
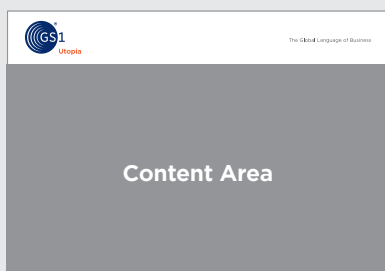
A6 horizontal
148 mm x 105 mm

Content Area

A6 vertical
105 mm x 148 mm

Content Area
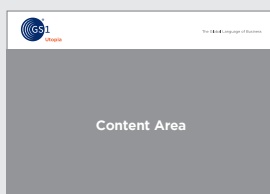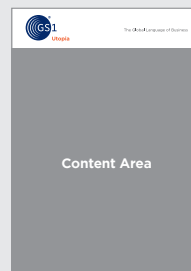
Basic handout measurements: A4 vertical

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all vertical handouts, the minimum identity zone is 15% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 15% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	210 mm	Logo	22 mm
Page height	297 mm	Minimum identity zone	44.55 mm

1 Minimum identity zone

Includes top margin

44.55 mm

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Content Area
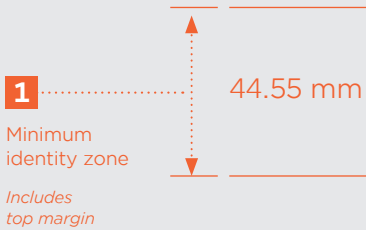
Basic handout measurements: A4 horizontal

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all horizontal handouts, the minimum identity zone is 20% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 20% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	297 mm	Logo	21 mm
Page height	210 mm	Minimum identity zone	42 mm

1
Minimum
identity zone

*Includes
top margin*

42 mm

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Content Area
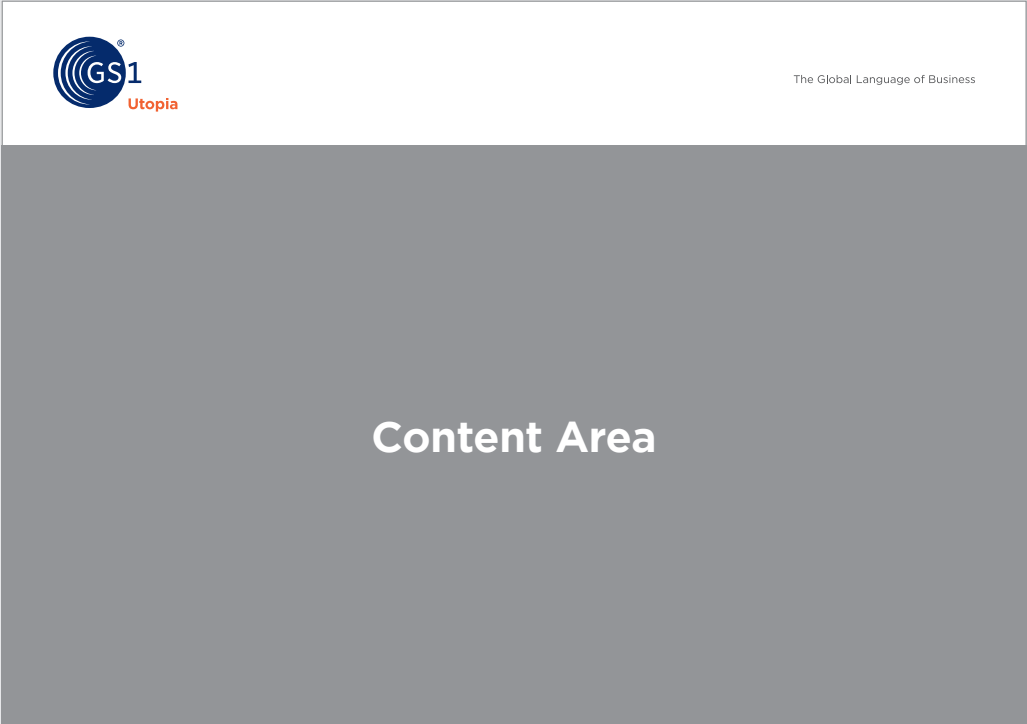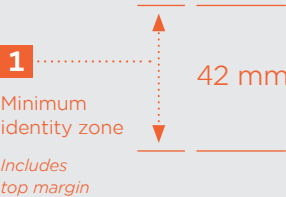
Basic handout measurements: letter vertical

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all vertical handouts, the minimum identity zone is 15% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 15% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	8.5 in **(612 pt)**	Logo	65 pt
Page height	11 in **(792 pt)**	Minimum identity zone	118.8 pt

1 118.8 pt

Minimum
identity zone

*Includes
top margin*

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Content Area
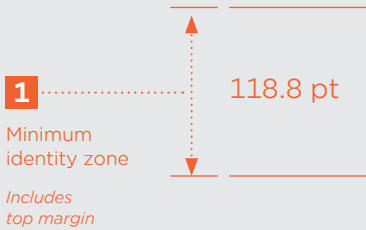
Basic handout measurements: letter horizontal

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all horizontal handouts, the minimum identity zone is 20% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 20% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	297 mm	Logo	65 pt
Page height	210 mm	Minimum identity zone	122.4 pt

1 Minimum identity zone

Includes top margin

122.4 pt

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Content Area
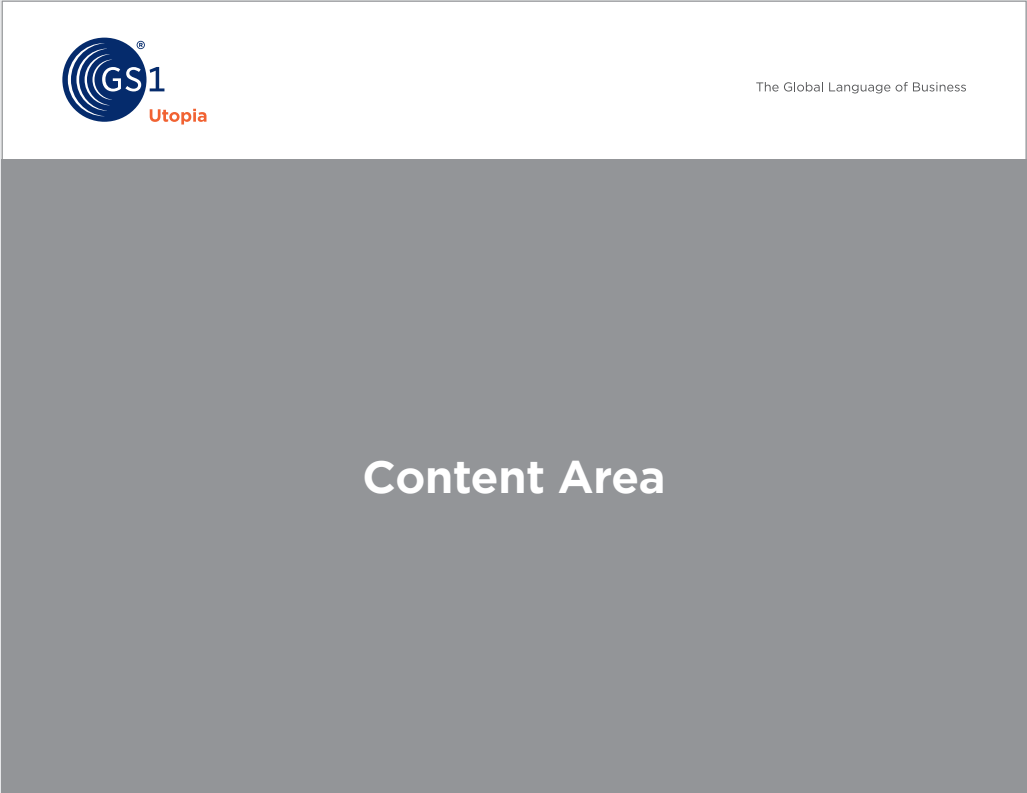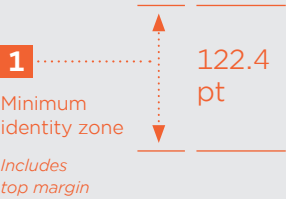
Basic handout measurements: A5 vertical

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all vertical handouts, the minimum identity zone is 15% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 15% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	148 mm	Logo	19 mm
Page height	210 mm	Minimum identity zone	31.5 mm

1
Minimum identity zone

Includes top margin

31.5 mm

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Content Area
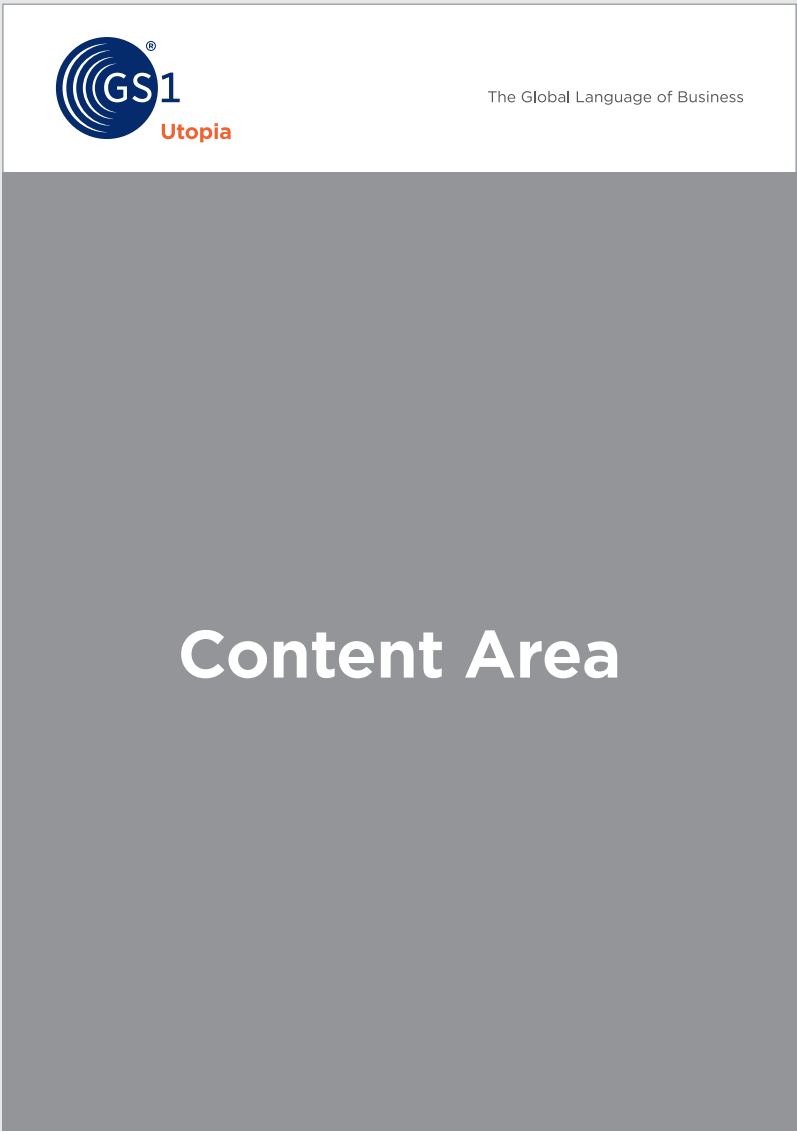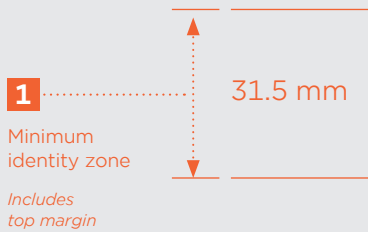
Basic handout measurements: A5 horizontal

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all horizontal handouts, the minimum identity zone is 20% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 20% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	210 mm	Logo	18 mm
Page height	148 mm	Minimum identity zone	29.6 mm

1

29.6 mm

Minimum identity zone

Includes top margin

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Content Area
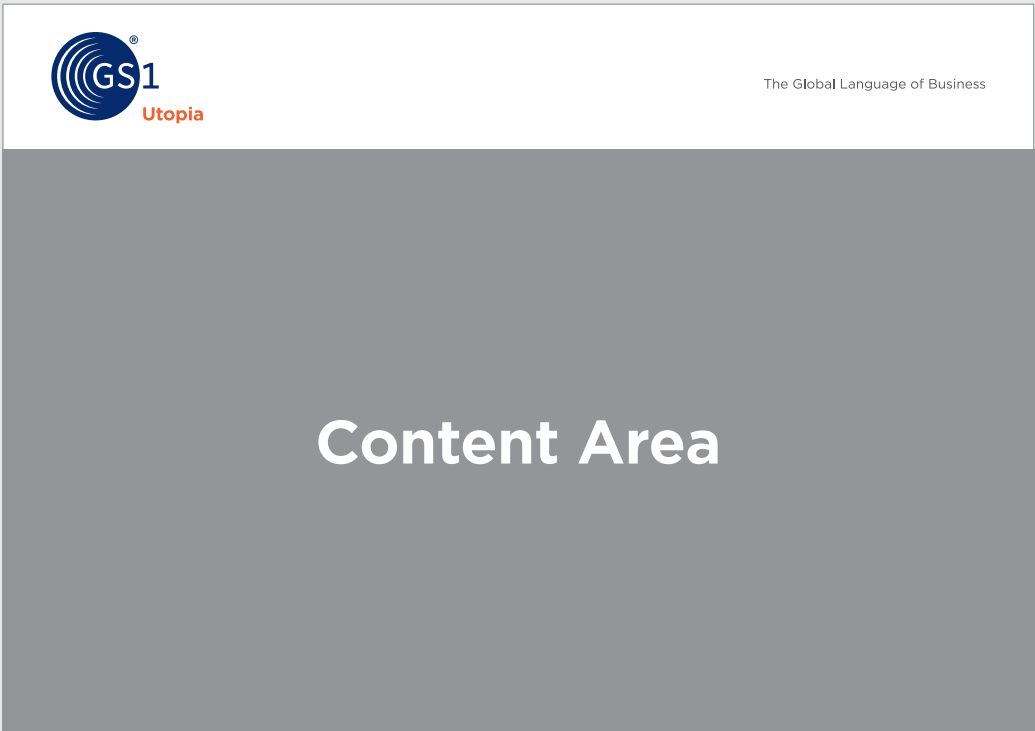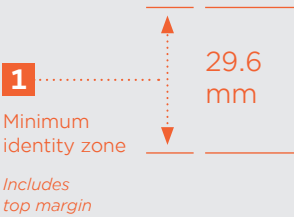
Basic handout measurements: A6 vertical

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all vertical handouts, the minimum identity zone is 15% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 15% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	105 mm	Logo	14 mm
Page height	148 mm	Minimum identity zone	22.2 mm

1
Minimum
identity zone

*Includes
top margin*

22.2 mm

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Content Area
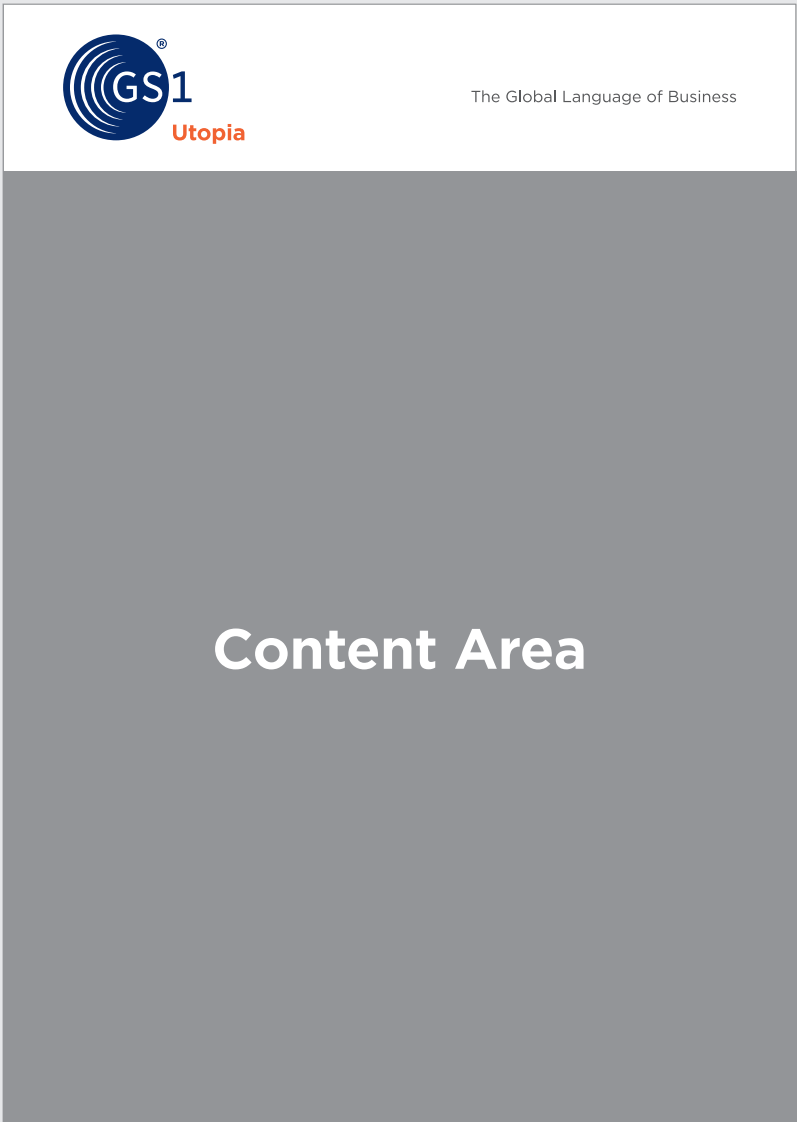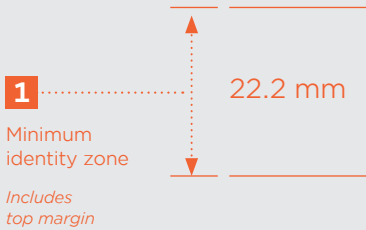
Basic handout measurements: A6 horizontal

The basic handout templates include the size and placement of the logo and tagline within the minimum identity zone. For all horizontal handouts, the minimum identity zone is 20% of the vertical space on the cover—it can be more!

How to use

• Lay out the first page with an identity zone equal to 20% or more of the vertical space.
• The identity zone background must be white or a 10% screen of a brand colour.
• Centre the circle or the baseline of the "1" in the logo vertically within this space.
• Maintain the clear space (C) around the logo.

Cover

Page width	148 mm	Logo	13 mm
Page height	105 mm	Minimum identity zone	21 mm

1 Minimum identity zone

Includes top margin

21 mm

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Content Area
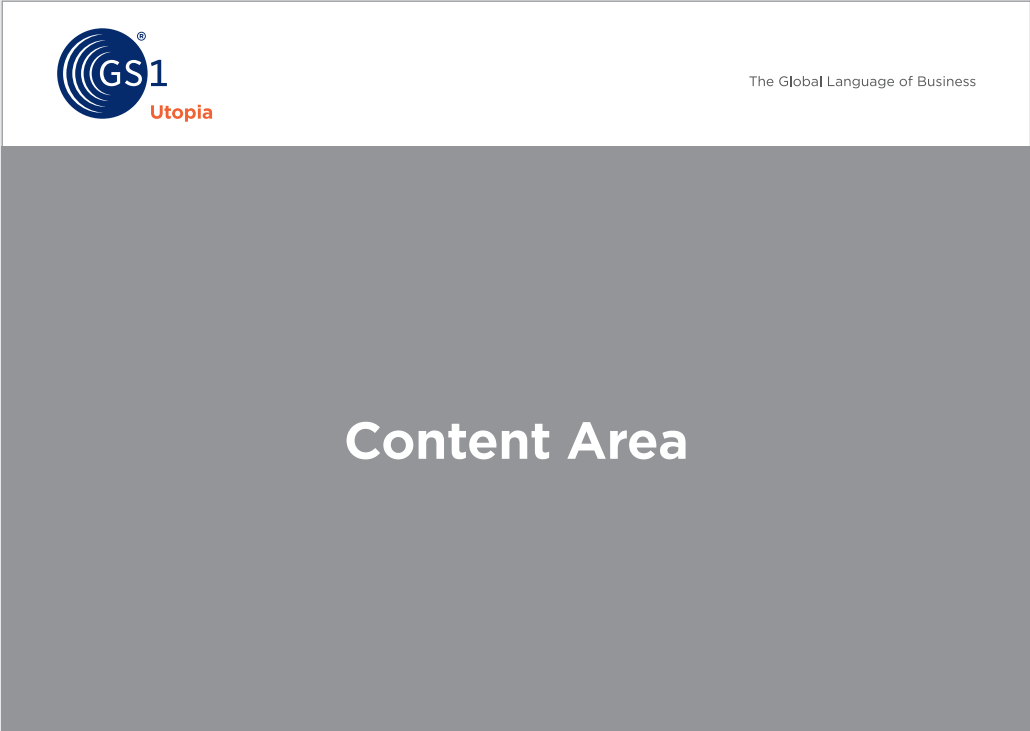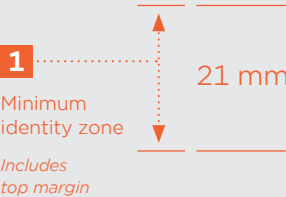
Basic handout examples: A4 vertical

Design notes

• The identity zone is larger than the minimum 15% so that there is enough white space to balance the visual weight of the GS1 blue background below.

• Secondary colours are used to colour code the information related to a particular industry.

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Quantifying the Impact of GS1 Standards

How UK industry has benefitted from the use of GS1 Standards

£650m

Annual grocery sector cost savings through automating the processes for ordering, delivering and paying for goods between trading partners, using GS1 Standards

This is equivalent to:
• **£ 14** per order
• **£ 12** per despatch advice
• **£ 8.50** per invoice

£10.9bn

Annual retail industry cost savings through use of GS1 barcodes for products

5.69% The percentage of total retail industry revenue this cost saving represents

£90

Savings per product line when management of foodservice product information is automated

But there are still huge savings to be made!

£288m

Potential annual grocery sector savings through the full automation of manual paper-based processes for ordering, delivering and paying for goods between trading partners, using GS1 Standards

• **13%** of orders are not automated
• **62%** of despatch advices are not automated
• **16%** of invoices are not automated

The foodservice and wholesale sectors have only just started to automate these processes.

70%

Percentage of products entering the foodservice supply chain that do not have a globally recognized identifier carried in a barcode, slowing down the time to receive goods and leading to invoice disputes.

£60m

Annual loss in sales for the foodservice industry due to out-of-stocks

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Basic handout examples: A6 horizontal

Design notes

- Because the title is in a coloured text block, there is a 6-pt gap between the coloured text block and the photo.
- Only GS1 primary colours are used.

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GS1 Standards and E-Commerce

What do you get if you mix mobile phones and retail stores?

Opportunities.

Retailers can improve the shopping experience.

Brands can provide information and services that support their products.

Consumers can get the information they need, when they need it.

All supported by GS1 Standards.

www.gs1.org

Basic handout examples: A6 horizontal

Design notes

- This handout is colour coded with the industry's designated colour.
- The industry icon is placed over a photo such that the icon's circle remains visible.

- This example illustrates the possibility for large-scale, dramatic typography.
- Two alternate first-page designs are shown to illustrate the variety of ways coloured blocks can be combined with a photo and an industry icon.

GS1 Utopia

The Global Language of Business

Are **you** ready?

New Food Information Regulation takes effect from December 2014. **GS1 UK and Brandbank can help your business comply.**

...are working together to provide a ... industry comply with new Food ... Here's how:

Webinars

Our series of webinars have been designed to provide you with information on the Regulation and to explain how we can support you in becoming compliant.

Onsite Readiness Assessment Clinic

Delivering business advice on the readiness of your existing product information for compliance with the Regulation. We will also provide you with a view on the general standard of your product data and its suitability for omni-channel trading.

Training

Attend one of our half-day training courses to help you understand the key impacts of the forthcoming Food Labelling Regulation, how these will impact your business and how you can take steps to become compliant.

Product Check

In partnership with Leatherhead Food Research, a physical product check service has been designed to advise your business on whether your product label is ready for the Regulation.

For further information email 1169@gs1uk.org or Freephone 0808 178 8799.

GS1 Utopia

The Global Language of Business

Are **you** ready?

New Food Information Regulation takes effect from December 2014. **GS1 UK and Brandbank can help your business comply.**

GS1 Utopia

The Global Language of Business

Are **you** ready?

New Food Information Regulation takes effect from December 2014. **GS1 UK and Brandbank can help your business comply.**

Business cards: 85 mm x 55 mm

Four sizes of business card templates are available. Each size includes two front versions and four back versions to accommodate local needs and preferences.

How to use

- Place any additional content such as a photo or QR code in the open space on the right side of the back of the card.
- If you must alter the layout to fit a very long name or address, move the logo and all type elements to the left together, keeping the alignment of all contact information and the tagline with the country name.

How not to use

- Do not change the position or size of any of the elements, especially the logo, unless the length of the name or address forces you to do so.

Two-sided card

GS1 Utopia

Forename Middlename Surname
Title First Line
Title Second Line

The Global Language of Business

One-sided card

GS1 Utopia

Forename Middlename Surname
Title First Line
Address Line 1
Address Line 2
T +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

The Global Language of Business

Monolingual backs

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

Bilingual backs

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

Business cards: 89 mm x 51 mm

Four sizes of business card templates are available. Each size includes two front versions and four back versions to accommodate local needs and preferences.

How to use

- Place any additional content such as a photo or QR code in the open space on the right side of the back of the card.
- If you must alter the layout to fit a very long name or address, move the logo and all type elements to the left together, keeping the alignment of all contact information and the tagline with the country name.

How not to use

- Do not change the position or size of any of the elements, especially the logo, unless the length of the name or address forces you to do so.

Two-sided card

GS1
Utopia

Forename Middlename Surname
Title First Line
Title Second Line

The Global Language of Business

One-sided card

GS1
Utopia

Forename Middlename Surname
Title First Line
Address Line 1
Address Line 2
T   +00 (0)12 3456 7890
E   name@gs1utopia.org
www.gs1utopia.org

The Global Language of Business

Monolingual backs

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

Bilingual backs

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org
www.gs1utopia.org

Optional Additional Content such as Photo or QR Code

Business cards: 90 mm x 50 mm

Four sizes of business card templates are available. Each size includes two front versions and four back versions to accommodate local needs and preferences.

How to use

- Place any additional content such as a photo or QR code in the open space on the right side of the back of the card.
- If you must alter the layout to fit a very long name or address, move the logo and all type elements to the left together, keeping the alignment of all contact information and the tagline with the country name.

How not to use

- Do not change the position or size of any of the elements, especially the logo, unless the length of the name or address forces you to do so.

Two-sided card

GS1 Utopia

Forename Middlename Surname
Title First Line
Title Second Line

The Global Language of Business

One-sided card

GS1
Utopia

Forename Middlename Surname
Title First Line
Address Line 1
Address Line 2
T +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

The Global Language of Business

Monolingual backs

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional additional content such as photo or qr code

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional additional content such as photo or qr code

Bilingual backs

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional additional content such as photo or qr code

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Optional additional content such as photo or qr code

Business cards: 91 mm x 55 mm

Four sizes of business card templates are available. Each size includes two front versions and four back versions to accommodate local needs and preferences.

How to use

- Place any additional content such as a photo or QR code in the open space on the right side of the back of the card.
- If you must alter the layout to fit a very long name or address, move the logo and all type elements to the left together, keeping the alignment of all contact information and the tagline with the country name.

How not to use

- Do not change the position or size of any of the elements, especially the logo, unless the length of the name or address forces you to do so.

Two-sided card

GS1®
Utopia

Forename Middlename Surname
Title First Line
Title Second Line

The Global Language of Business

One-sided card

GS1®
Utopia

Forename Middlename Surname
Title First Line
Address Line 1
Address Line 2
T   +00 (0)12 3456 7890
E   name@gs1utopia.org
www.gs1utopia.org

The Global Language of Business

Monolingual backs

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org

www.gs1utopia.org

Optional additional content such as photo or qr code

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org

www.gs1utopia.org

Bilingual backs

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org

www.gs1utopia.org

Optional additional content such as photo or qr code

Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)
GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T   +00 (0)12 3456 7890
D   +00 (0)12 3456 7890
M   +00 (0)12 3456 7890
E   name@gs1utopia.org

www.gs1utopia.org

Letterhead: A4

Two sizes of letterhead are available for printing and as digital templates.

How to use

- When localising contact information, keep the text aligned to the left and bottom margins.
- Use the Microsoft Word letterhead template for printing on pre-printed letterhead as well as for including all letterhead elements (logo, tagline and address) in your document *(see page 61).*
- If you are not using the Microsoft Word letterhead template, set your document to match the measurements below.

3 Left margin

4 Address indent

5 Right margin

41 mm

99 mm

15 mm

1 Top margin

50 mm

2 Bottom margin

50 mm

GS1
Utopia

The Global Language of Business

Optional Sender Address Line 1
Optional Sender Address Line 2
Optional Sender Address Line 3
Optional Sender Address Line 4
Optional Sender Address Line 5
Optional Sender Address Line 6
Optional Sender Address Line 7

Brussels, 17 September 2014

Recipient Name and Title
Address Line 1
Address Line 2
Address Line 3

Subject: Visa Application

Dear Joe Horwood,

This letter is to inform you that landiatu sciande nos il ium quos et possiment, acit quo totae ommoles qui ipiscidus aut enimet remqui omnihil lessunto blab in parum, utem idelitatatin et fugiae. Da num estem nonectatusam latur?

Entus et libeatum quo venihiciis minturis aut aspis re sitatem que ad moles nimus is et modici volupici descia nonserum qui a perem utassed que quunt venem et faccae vent utemolu ptatiam estotatem ut ent in cusam, sitatur, seque vitasped qui te ipis que pore dene por autemol uptioriore excepudia dion consequi quatend ellecer speribus que prae dollorp oreptat iscias vidiati comniscium utem idemporepro offictas sum, occaeperiae. Rovitatisi volesto rempore atibusandae nobit apernat illabo.

Venem et as molorio nsequas eium, se del exceria sam, sit, iliquid ipsamentiis qui aut a versper estemporepel imi, eturibus rem utatem. Ita nobis doluptatem volore, il moditas acidendam sinimpe conse officid maioren duntium, ut apis pratur, im aut vel estionseque siti consectat.

Pudaerorro et aut est offic tora pa nobis et officiist autae reperibus dolor serumqu asperum vellam, consedione con reptatquo to most optam et.

Yours Sincerely,

Ben Knepler
Fellow British Guy

Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
E info@gs1utopia.org

www.gs1utopia.org

Pudaerorro et aut est offic tora pa nobis et officiist autae reperibus dolor serumqu asperum vellam, consedione con reptatquo to most optam et apererf erferumquia nectemp orerem qui quo estvol.

Letterhead: letter (8.5 in x 11 in)

Two sizes of letterhead are available for printing and as digital templates.

How to use

- When localising contact information, keep the text aligned to the left and bottom margins.
- Use the Microsoft Word letterhead template for printing on pre-printed letterhead as well as for including all letterhead elements (logo, tagline and address) in your document *(see page 61)*.
- If you are not using the Microsoft Word letterhead template, set your document to match the measurements below.

3 Left margin

4 Address indent

5 Right margin

120 pt

288 pt

42 pt

1 Top margin

150 pt

2 Bottom margin

120 pt

GS1
Utopia

The Global Language of Business

Optional Sender Address Line 1
Optional Sender Address Line 2
Optional Sender Address Line 3
Optional Sender Address Line 4
Optional Sender Address Line 5
Optional Sender Address Line 6
Optional Sender Address Line 7

Brussels, 17 September 2014

Recipient Name and Title
Address Line 1
Address Line 2
Address Line 3

Subject: Visa Application

Dear Joe Horwood,

This letter is to inform you that landiatu sciande nos il ium quos et possiment, acit quo totae ommoles qui ipiscidus aut enimet remqui omnihil lessunto blab in parum, utem idelitatatin et fugiae. Da num estem nonectatusam latur?

Entus et libeatum quo venihiciis minturis aut aspis re sitatem que ad moles nimus is et modici volupici descia nonserum qui a perem utassed que quunt venem et faccae vent utemolu ptatiam estotatem ut ent in cusam, sitatur, seque vitasped qui te ipis que pore dene por autemol uptioriore excepudia dion consequi quatend ellecer speribus que prae dollorp oreptat iscias vidiati comniscium utem idemporepro offictas sum, occaeperiae. Rovitatisi volesto rempore atibusandae nobit apernat illabo.

Venem et as molorio nsequas eium, se del exceria sam, sit, iliquid ipsamentiis qui aut a versper estemporepel imi, eturibus rem utatem. Ita nobis doluptatem volore, il moditas acidendam sinimpe conse officid maioren duntium, ut apis pratur, im aut vel estionseque siti consectat.

Pudaerorro et aut est offic tora pa nobis et officiist autae reperibus dolor serumqu asperum vellam, consedione con reptatquo to most optam et.

Yours Sincerely,

Ben Knepler
Fellow British Guy

Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
E info@gs1utopia.org

www.gs1utopia.org

Pudaerorro et aut est offic tora pa nobis et officiist autae reperibus dolor serumqu asperum vellam, consedione con reptatquo to most optam et apererf erferumquia nectemp orerem qui quo estvol.

Compliment slip

One size of compliment slip is available for printing.

How to use

• When localising the address, keep the text aligned to the left side of the logo.

GS1®
Utopia

The Global Language of Business

Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
E info@gs1utopia.org

www.gs1utopia.org

Envelopes

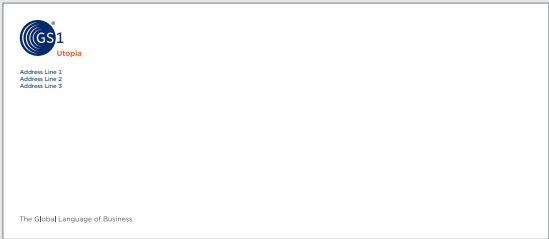Five sizes of envelopes are available for printing.

How to use

• When localising the address, keep the text aligned to the left side of the logo.
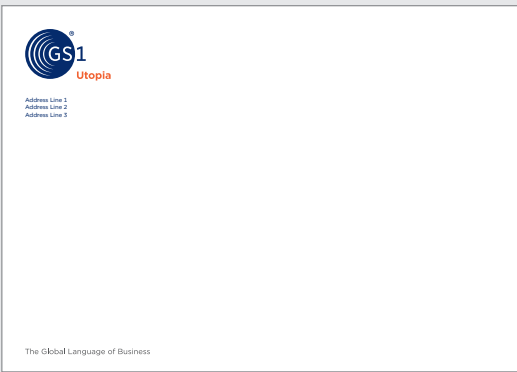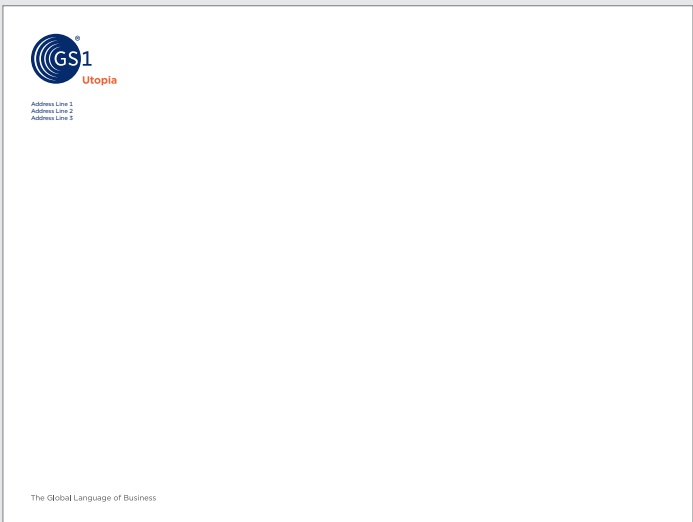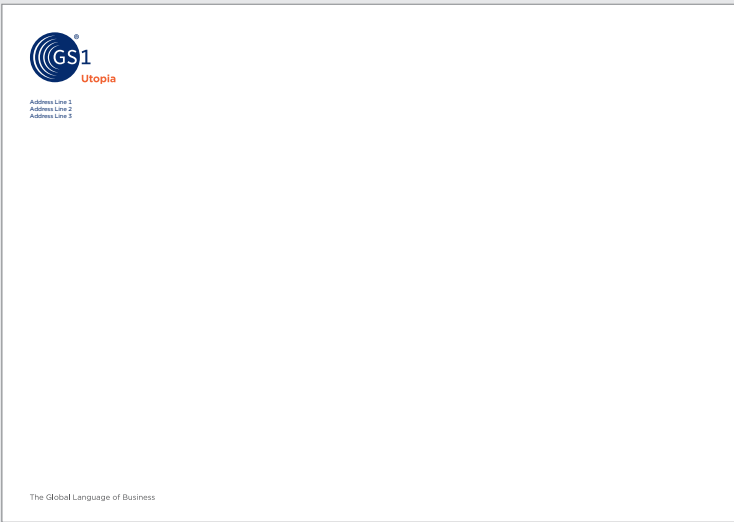
DL
220 mm x 110 mm

#10
9.5 in x 4.125 in

C5
229 mm x 162 mm

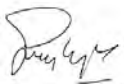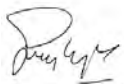**12 in x 9 in**

C4
324 mm x 224 mm

Prefix certificate/annual licence

There is one option for the layout of the GS1 Prefix Certificate template (or GS1 Annual Licence). It is available in two sizes.

• A4 horizontal (297 mm x 210 mm).
• Letter horizontal (11 in x 8.5 in)—*not shown.*

A4 (297 mm x 210 mm)

The Global Language of Business

GS1 Utopia Annual Licence

Licenced to:

Company Name Line 1
Company Name Line 2

"Licensee"

GS1 Company Prefix: XXXXXXX

For use in creating GS1 Identification Keys as detailed in the GS1 General Specification which can be found on the GS1 Utopia website.

Legal Entity Global Location Number (GLN): XXXXXXXXXXXX

Expires: xx/xx/xxx

Account Number: xxxxxxxxx

Name
Title, MO Name

Name
Title, MO Name

The GS1 Company Prefix shown above is licenced for the sole use of the member named on this certificate. Transfer of numbers formed from this prefix to other companies is prohibited, including but not limited to selling, renting, leasing or donating all or a portion of these numbers. The licence to this prefix is valid for as long is the company named is a member of GS1 Utopia. Membership must be renewed annually if use of the prefix and corresponding numbers is to continue. Variable measure company prefix numbers, coupon issuer numbers and GTIN-8 numbers are notified separately but are subject to the same licence conditions.

This certificate and its associated schedules remain the property of GS1 Utopia.

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org

Service Team (Freefone)
+00 (0)12 3456 7890

Assorted certificates
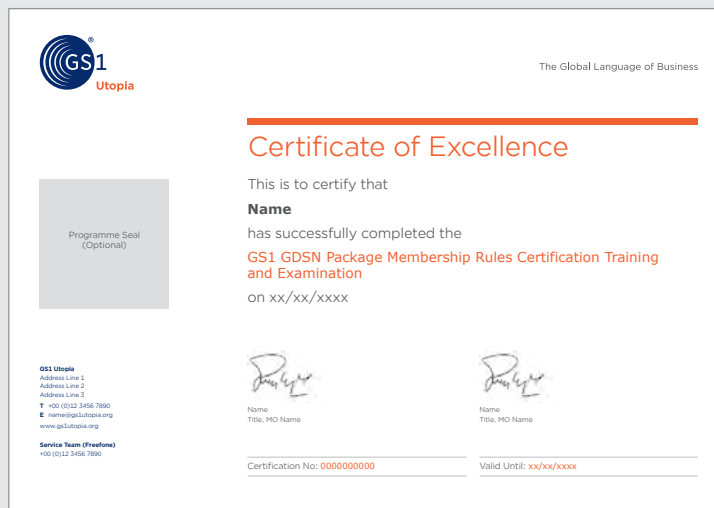
There are three options for certificates.

1. Orange bar.
2. Orange block.
3. Orange bar and corporate visual.

How to use

• Each GS1 MO may determine how to use the system to align with its local needs.

1. Orange bar

• Placement of optional programme seal shown.
• Placement of optional second signature shown.
• Available in A4 horizontal and letter horizontal.

2. Orange block

• Placement of optional programme seal shown.
• Placement of optional second signature shown.
• Available in A4 horizontal and letter horizontal.

3. Orange bar and corporate visual

• Placement of optional programme seal shown.
• Placement of optional second signature shown.
• Available in A4 horizontal and letter horizontal.

The Global Language of Business

Certificate of Excellence

This is to certify that
Name
has successfully completed the
GS1 GDSN Package Membership Rules Certification Training and Examination
on xx/xx/xxxx

Name
Title, MO Name

Name
Title, MO Name

Certification No: 0000000000   Valid Until: xx/xx/xxxx

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org
Service Team (Freefone)
+00 (0)12 3456 7890

Programme Seal (Optional)

The Global Language of Business

Certificate of Attendance

This is to certify that
Name
has successfully completed the
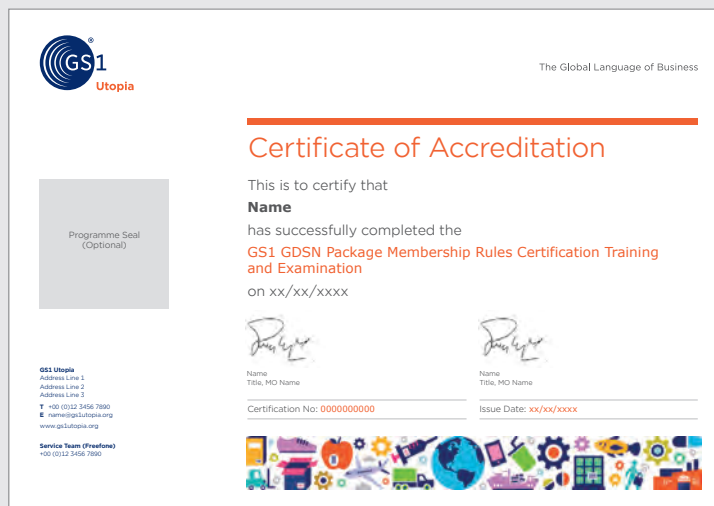GS1 GDSN Package Membership Rules Certification Training and Examination
on xx/xx/xxxx

Name
Title, MO Name

Name
Title, MO Name

Certification No: 0000000000

This certificate and its associated schedules remain the property of GS1 UK.

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org
Service Team (Freefone)
+00 (0)12 3456 7890

Programme Seal (Optional)

The Global Language of Business

Certificate of Accreditation

This is to certify that
Name
has successfully completed the
GS1 GDSN Package Membership Rules Certification Training and Examination
on xx/xx/xxxx

Name
Title, MO Name

Name
Title, MO Name

Certification No: 0000000000   Issue Date: xx/xx/xxxx

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
E name@gs1utopia.org
www.gs1utopia.org
Service Team (Freefone)
+00 (0)12 3456 7890

Programme Seal (Optional)

Pocket folders

Five pocket folder configurations are available to accommodate different paper and business card sizes. Each configuration has two design options.

Outside: logo, tagline and corporate visual

Inside: plain white
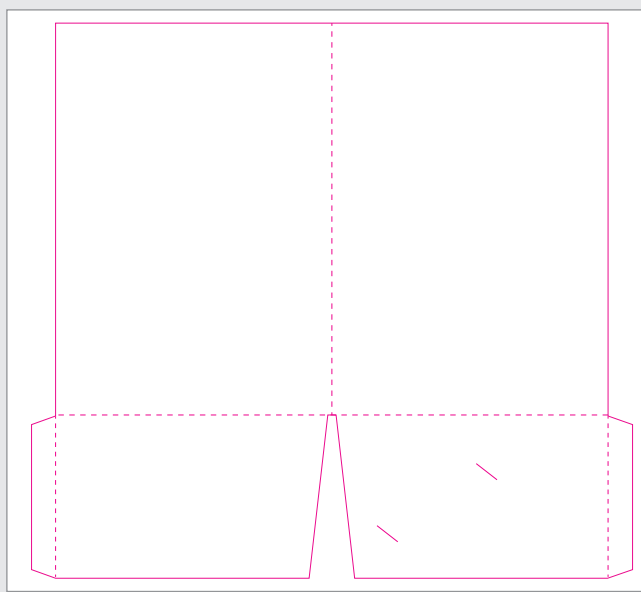
Outside: logo and tagline
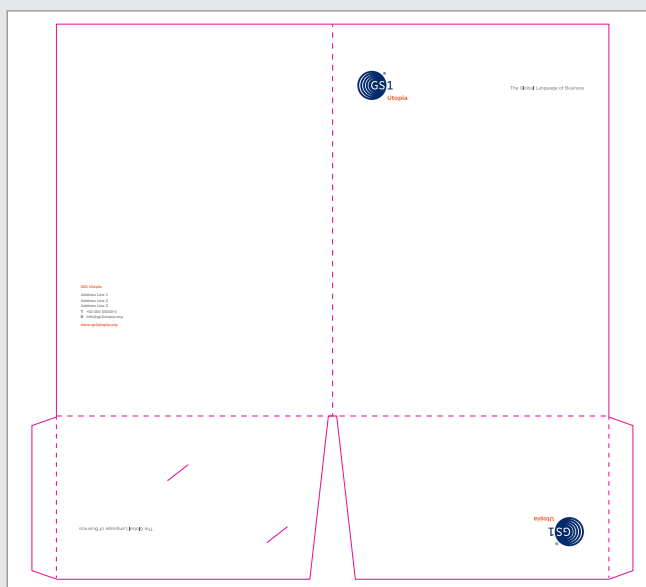
Inside: solid orange

CDs

There are two variations for cross-industry CDs and one option for industry CDs.

Cross-industry options

1. Coloured bar with photo.
2. Coloured bar without photo.

Industry option

1. Industry-coloured bar with photo.

1. Cross-industry: coloured bar with photo

2. Cross-industry: coloured bar without photo

1. Industry: industry-coloured bar with photo

DVDs

There are two variations for cross-industry DVDs and one option for industry DVDs.

Cross-industry options

1. Coloured bar with photo.
2. Coloured bar without photo.

Industry options

1. Industry-coloured bar with photo.

1. Cross-industry: coloured bar with photo

2. Cross-industry: coloured bar without photo

1. Industry: industry-coloured bar with photo
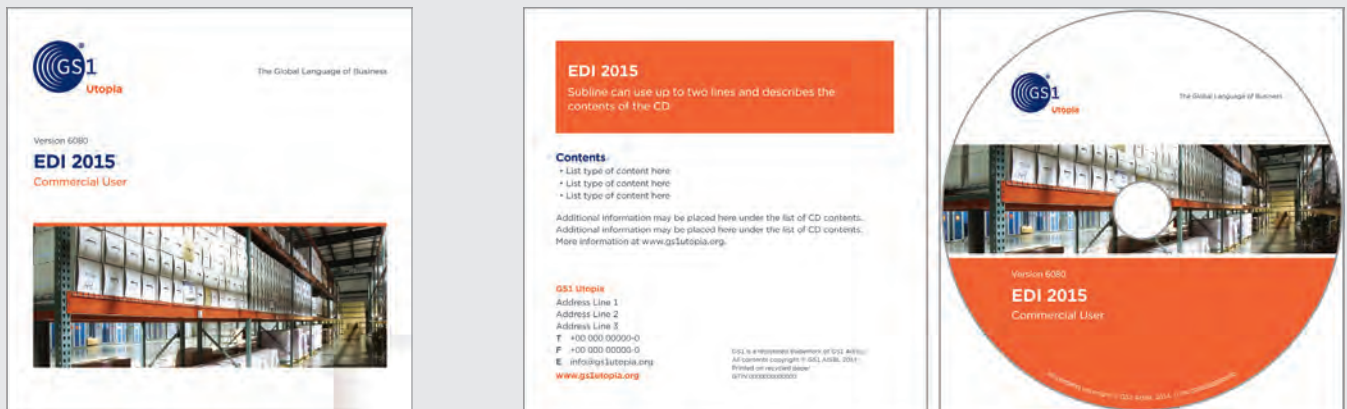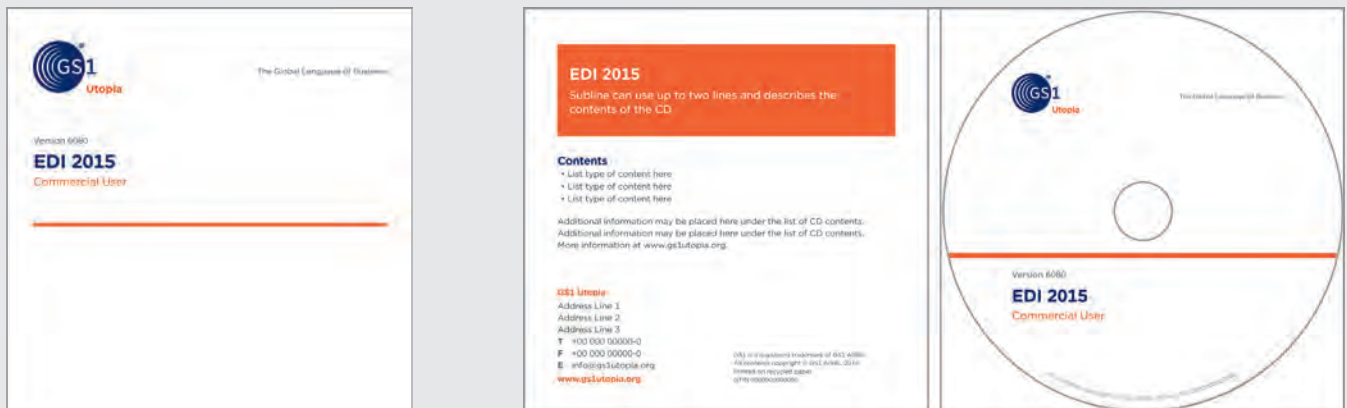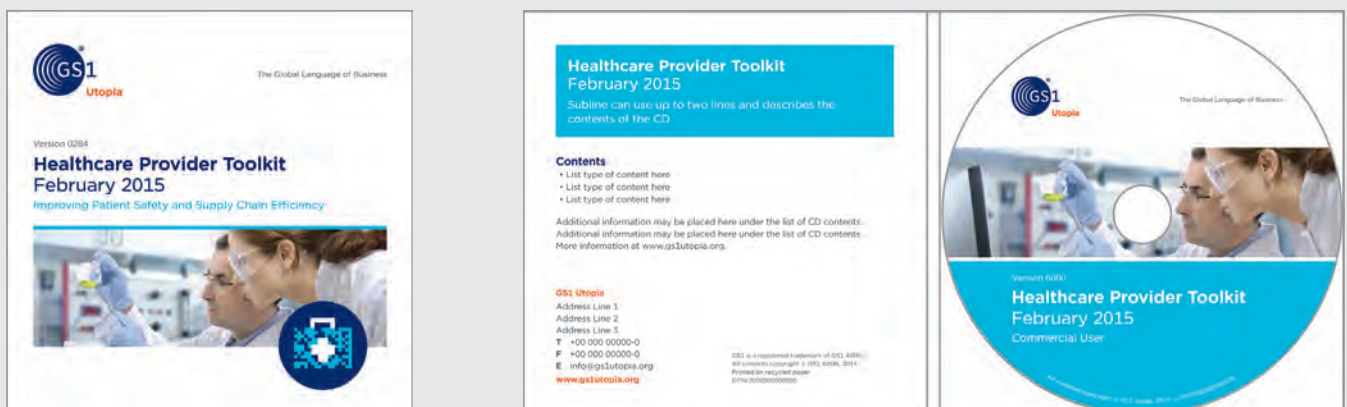
Adverts

There is one template for adverts containing two design layouts as well as two flexible basic layouts. This template includes the option to have the identity zone either at the top or the bottom of the page. The bottom identity zone layout options have been developed as an exception to the identity zone rule to align with advertising layout conventions. The basic layouts define the minimum identity zone and the maximum content area, with the content area to be designed by the GS1 MO to meet its local needs.

How to use

- Adverts follow the same identity zone rules as any other principal display panel or cover, with the added flexibility to have the identity zone at the bottom rather than the top.

- For cross-industry adverts, use the primary brand colours as the dominant colours.
- For industry-specific adverts, use the correct industry icon and colour code according to the industry colour.
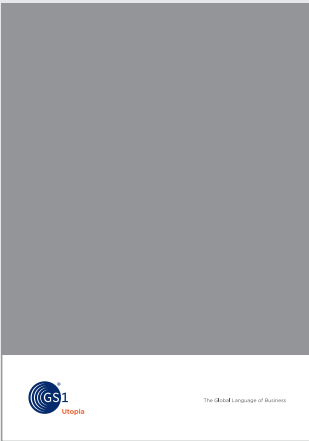
Basic layout
Top identity zone

Design layout
Top identity zone

Basic layout
Bottom identity zone

Design layout
Bottom identity zone

Posters

There are three size templates each for both horizontal and vertical layouts that accommodate different amounts of text. All templates are sized as A0. Within each template are a variety of layout options as well as a flexible basic layout. The basic layout defines the minimum identity zone and the maximum content area, with the content area to be designed by the GS1 MO to meet its local needs.

How to use

- Select the template that best fits the amount of text to be included on the poster.
- Select a layout option within that template that fits your communication needs.
- Posters follow the same identity zone proportions as any other principal display panel or cover.

- The identity zone can be larger than the minimum requirement and look very much like a brochure cover.
- The identity zone can follow the minimum requirements so there is more room for content on content-rich posters.
- For industry-specific posters, use the correct industry icon and colour code according to the industry colour.

Vertical basic layout
included in each template
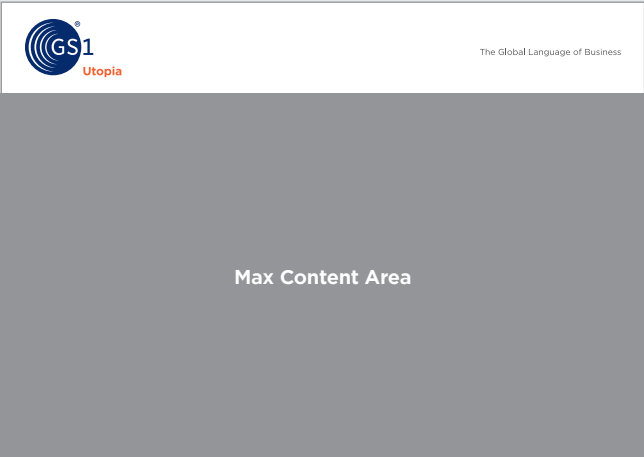
Vertical light text template
(sample layout)

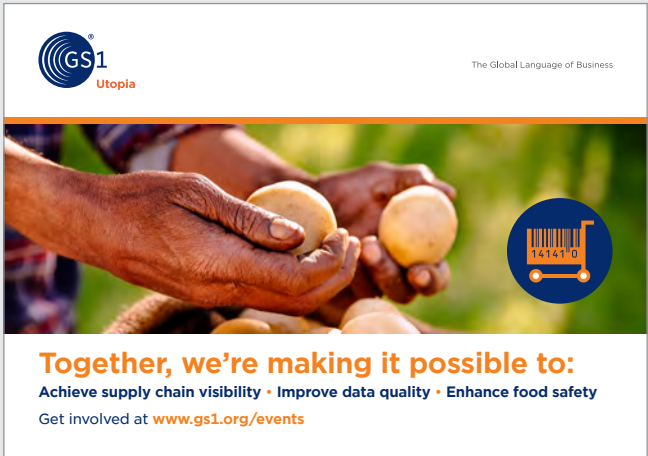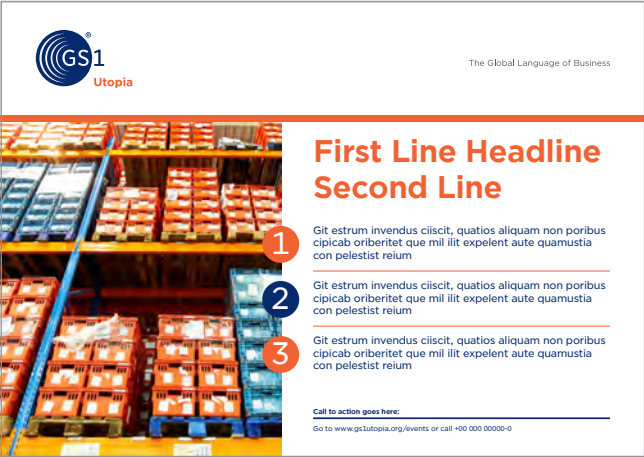Vertical medium text template
(sample layout)

Posters, continued

Horizontal basic layout included in each template

Max Content Area

Horizontal light text template (sample layouts)

Together, we're making it possible to:
- **Achieve supply chain visibility**
- **Improve data quality**
- **Enhance food safety**

Get involved at **www.gs1.org/events**

Together, we're making it possible to:
Achieve supply chain visibility • Improve data quality • Enhance food safety
Get involved at **www.gs1.org/events**

Horizontal medium text template (sample layouts)

First Line Headline Second Line

1 Git estrum invendus ciiscit, quatios aliquam non poribus cipicab oriberitet que mil ilit expelent aute quamustia con pelestist reium

2 Git estrum invendus ciiscit, quatios aliquam non poribus cipicab oriberitet que mil ilit expelent aute quamustia con pelestist reium

3 Git estrum invendus ciiscit, quatios aliquam non poribus cipicab oriberitet que mil ilit expelent aute quamustia con pelestist reium

Call to action goes here:
Go to www.gs1utopia.org/events or call +00 000 00000-0

First Line of Headline Goes Here
Second Line of Headline Goes Here

Git estrum invendus ciiscit, quatios aliquam non poribus cipicab oriberitet que mil ilit expelent aute quamustia con pelestist reium

Git estrum invendus ciiscit, quatios aliquam non poribus cipicab oriberitet que mil ilit expelent aute quamustia con pelestist reium

Git estrum invendus ciiscit, quatios aliquam non poribus cipicab oriberitet que mil ilit expelent aute quamustia con pelestist reium

Call to action goes here:
Go to www.gs1utopia.org/events or call +00 000 00000-0

Magazine covers

There is one template for magazine covers containing several design options as well as a flexible basic layout. The basic layout defines the minimum identity zone and the maximum content area, with the content area to be designed by the GS1 MO to meet its local needs.

How to use

- The primary magazine cover option follows the same identity zone proportions as any other principal display panel or cover.

- An option with the title of the publication in the identity zone is available as an exception to the identity zone rule, in keeping with magazine layout conventions.
- Replace "GS1 Magazine" with the title of the GS1 MO publication.

Basic layout
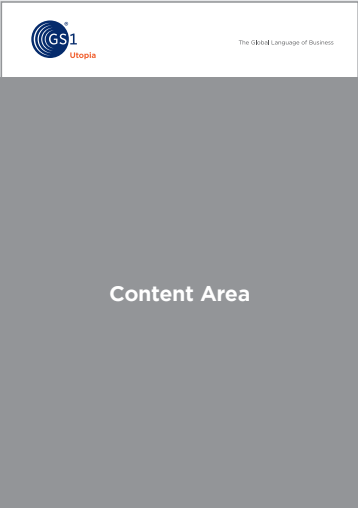
Design layout options

Other guidelines

This section includes additional strategy and direction for applying the GS1 global brand. Many materials that will be created for GS1 Member Organisations will not use a template as a starting point. For all of these varied materials, it is critical to use the basic building blocks of the brand—logo, colours, typography, icons, infographics, graphic elements and photography. The style of these different individual elements has been set, and the overall impact of our brand depends on adhering to these style standards consistently in all situations.

Design examples

The design examples included in this section of the manual are meant to demonstrate that the same building blocks and design principles form the foundation of any design, no matter what the size or medium of the end product. They are hypothetical renderings only; no finished artwork or templates exist for these designs.

Branding GS1 services	Solution partner communication	Videos	Displays	Promotional items	Invoices
See pages 149-160	*See pages 161-166*	*See pages 167*	*See pages 168-173*	*See page 174*	*See page 175*

Branding GS1 services overview

The term "services" refers here to any offering—service or solution—that a GS1 MO provides for its users. For **new services**, it is strongly recommended to use these guidelines. In case of questions, please contact Global Office Marketing. For **existing services**, it is advisable to use these guidelines. *Rebranding might require a transition phase (see options in Appendix 2).*

Services brand strategy

A single GS1 brand is a strong brand.

Using a single brand strengthens GS1's brand value.

Every GS1 activity should contribute to strengthening the GS1 brand.

The most effective way to build the GS1 brand is for it to be clearly associated with the value it is providing its users.

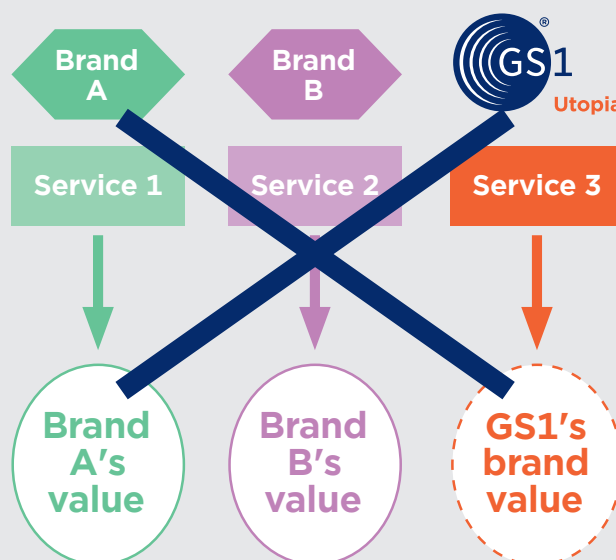### Using different brands weakens GS1's brand value.

Separate brands divert awareness and value away from the GS1 brand.

Separate brands are a less efficient use of marketing resources.

Services brand principles

One brand means one logo.

Use your GS1 MO logo for a new service

GS1 Utopia

Do not create a new logo for a new service

~~new logo~~

Use the global brand building blocks

Brand typefaces

Gotham Office 1234567890

Verdana 1234567890

Corporate visual

Brand colours

GS1 blue		GS1 orange	
GS1 dark gray	GS1 dark medium gray	GS1 light medium gray	GS1 light gray

GS1 raspberry	GS1 purple	GS1 lavender	GS1 slate	GS1 sky	GS1 link
GS1 mist	GS1 teal	GS1 mint	GS1 grass	GS1 forest	GS1 olive
GS1 gold	GS1 lime	GS1 peach	GS1 tangerine	GS1 honey	GS1 terracotta

Use the global brand templates

Only GS1 MO logo and tagline appear in the identity zone

GS1 Utopia

Content Area
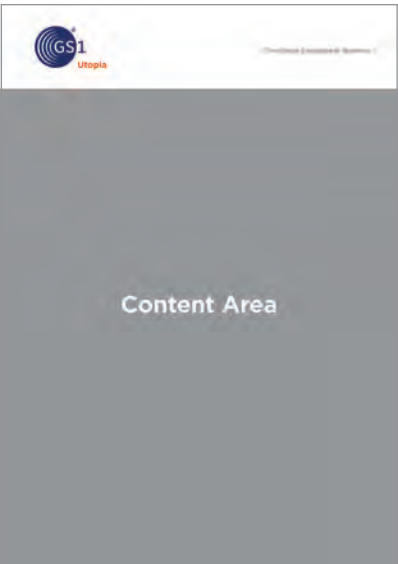
Minimum of 15% of vertical space for vertical layouts, 20% for horizontal layouts

Place the name of the service in the title area

GS1 Utopia

The Global Language of Business

Service Name
Subline Copy Here

Photo
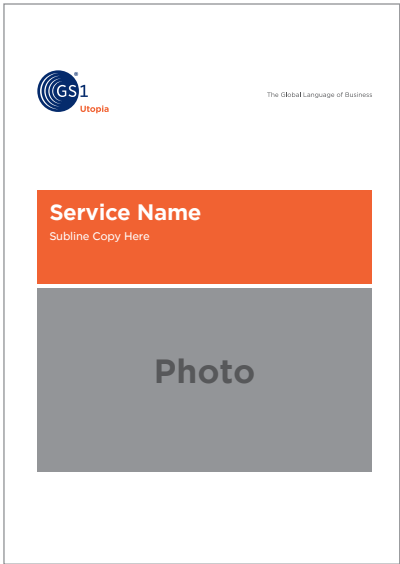
- GS1 MOs decide the names of the services they offer.
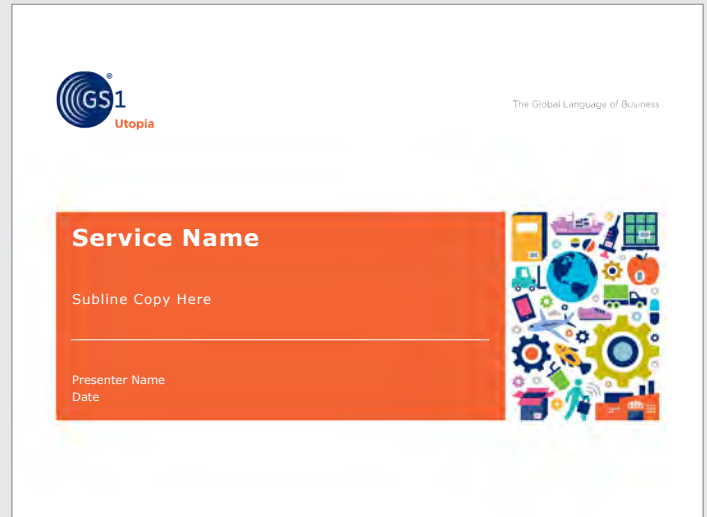- The service should always be clearly associated with the name of the GS1 MO.

Services design overview

The examples below show an overview of how marketing materials for services should be designed. More details are given in the following pages. *See Appendix 1 for alternative colour options.*
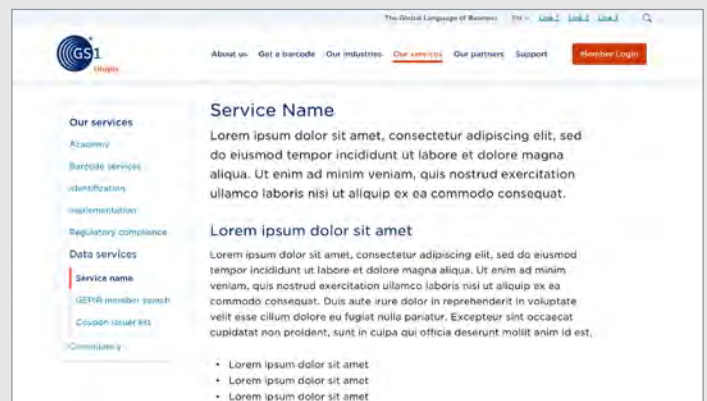
Printed materials

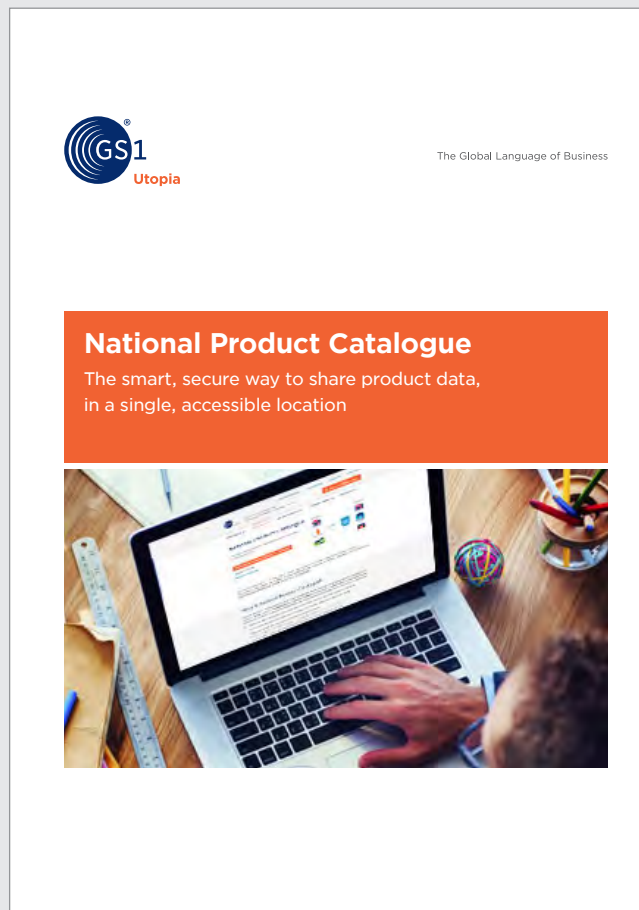## Microsoft PowerPoint

Main website

Service website

Logo and service name lockup

Services design example

The example below concretely shows how the design for a local service would look.

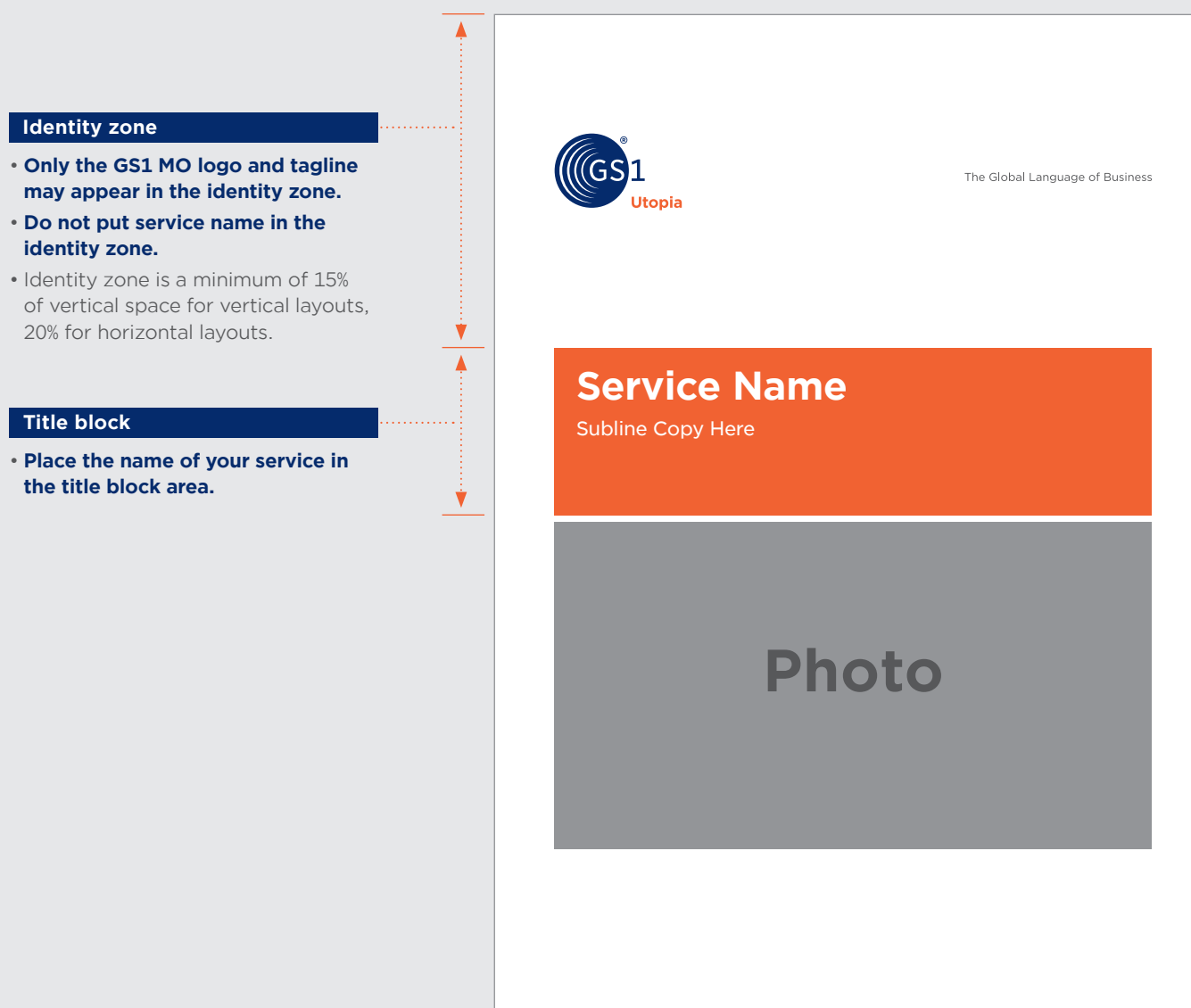Example of design for a local service

Services print materials

Print materials for new services should use the same global brand templates and follow the same layout principles as materials for standards and sectors.

How to use

- As on all other materials, only the GS1 MO logo and tagline may appear in the identity zone.
- Place the name of your service in the title block area.

How not to use

- Do not put the name of your service next to your GS1 MO logo in the identity zone.

Identity zone

- **Only the GS1 MO logo and tagline may appear in the identity zone.**
- **Do not put service name in the identity zone.**
- Identity zone is a minimum of 15% of vertical space for vertical layouts, 20% for horizontal layouts.

Title block

- **Place the name of your service in the title block area.**

GS1®
Utopia

The Global Language of Business

Service Name
Subline Copy Here
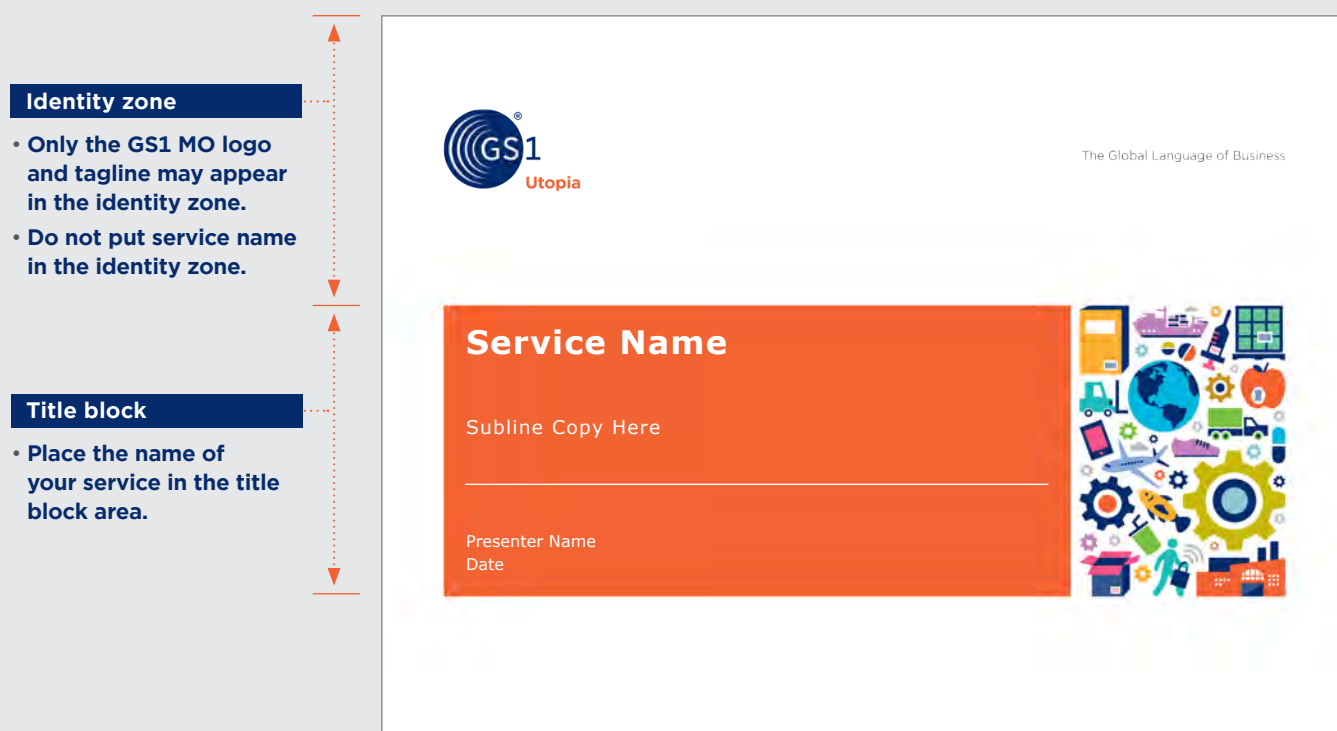
Photo

Services Microsoft PowerPoint

PowerPoint presentations for new services should use the same global brand templates and follow the same layout principles as presentations for standards and sectors.

How to use

- As on all other materials, only the GS1 MO logo and tagline may appear in the identity zone.
- Place the name of your service in the title block area.

How not to use

- Do not put the name of your service next to your GS1 MO logo in the identity zone.

Identity zone

- **Only the GS1 MO logo and tagline may appear in the identity zone.**
- **Do not put service name in the identity zone.**

Title block

- **Place the name of your service in the title block area.**

GS1
Utopia

The Global Language of Business

Service Name

Subline Copy Here

Presenter Name
Date

Services on GS1 MO websites

A service is normally presented somewhere on your main GS1 MO website. In this case, the web pages about the service should follow the design of the main GS1 MO website.

How to use

• The name of the service should appear in navigation, headings and paragraphs as text.

How not to use

• Do not place the name of the service in the header.

• Do not incorporate the name of the service into the page layout as an image.
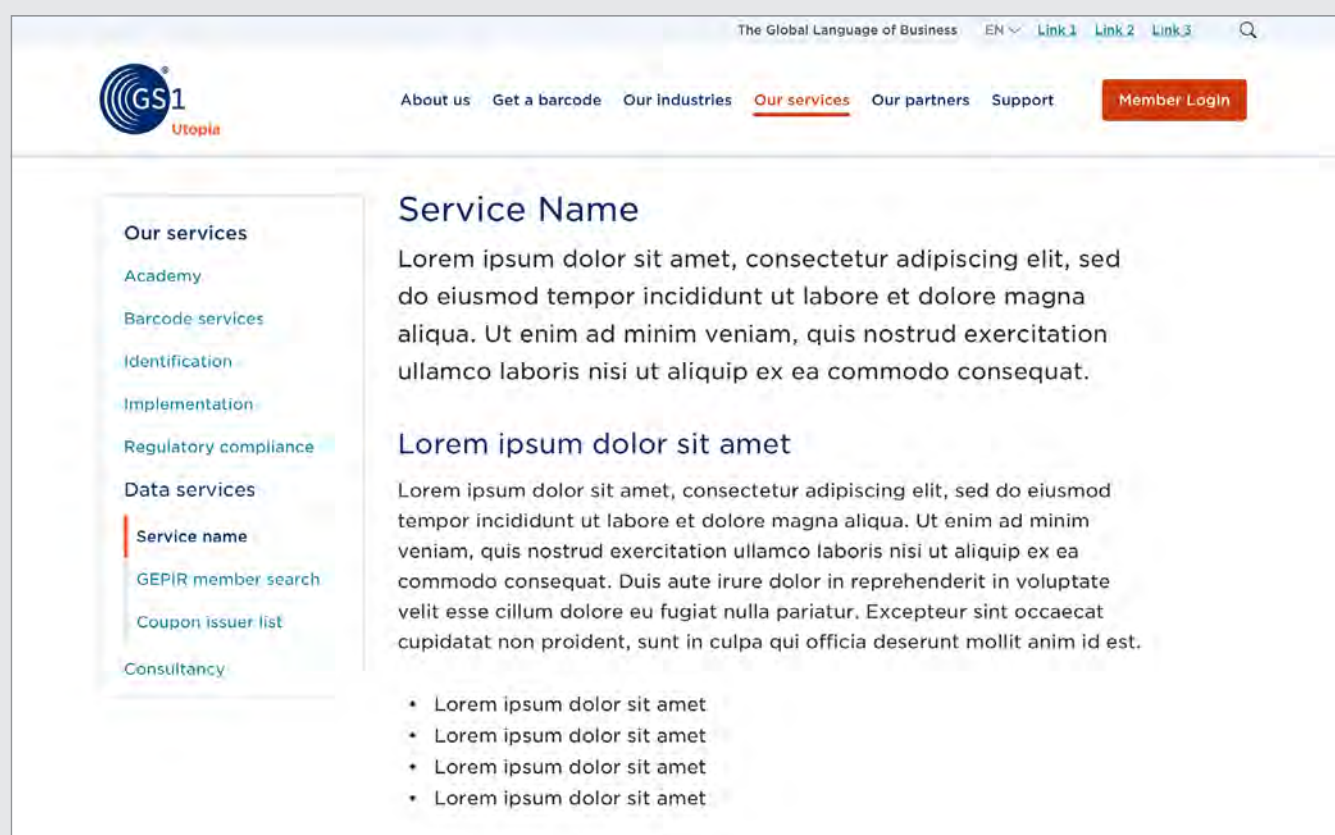
Websites for services

Sometimes services require a dedicated website to deliver the service. In this case, the service needs to be clearly identified in the global navigation of the website as in the example below.

How to use

- Refer to the global navigation component on the GS1 global brand guidelines for specifications.
- The name of the service appears on one line next to the GS1 MO logo.
- The rule and name of the service are a fixed distance away from the right side of the country name component of the GS1 MO logo.
- The name of the service is the same height as the "1" in the logo and is lined up with the baseline.
- The text for the name of the service should be coded into the header as live text, not as an image.

How not to use

- Do not incorporate the name of the service into the header as an image, either by creating a combined GS1 MO logo and service name image or by having a separate service name image next to the logo.
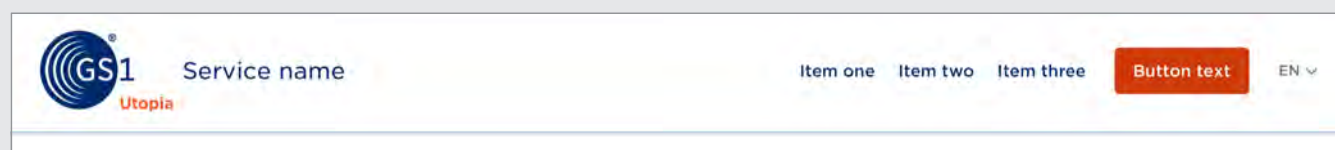
Logo and service name lockup

The GS1 MO logo and the service name may be grouped together when appearing alone on a layout with very limited space (for example, on a promotional item). The visual treatment for this grouping is the same as for partner seals.

How to use

- The name of the service may appear next to or below the GS1 MO logo separated by a gray rule (GS1 dark medium gray).
- The spaces between the logo, the rule and the service name are equal to the height of the "1".
- The service name may appear on one or two lines, in regular text or bold text and coloured GS1 blue or GS1 orange.
- *For more information, refer to the partner seals guidelines on pages 163–165.*

How not to use

- Do not group the logo and service name together in the identity zone on typical layouts.

Horizontal layout

Stacked layout

Sample promotional item

Branding services FAQs

Below are common questions we've received from GS1 MOs who are launching new services. If you have a question, please contact us via mozone.gs1.org/1/brand/support.

Q Can we use the new visual identity for our local services?

A Yes, the goal of the visual identity is that it can be applied to the full GS1 offering. Using it for your local services is more efficient and will make the GS1 brand stronger in your country.

Q We're creating a new service. How should it be branded?

A We recommend you use the GS1 global brand for your new service. It's tempting to give your new service a different identity because it's new. However, using GS1 branding for your service is the best approach.

Q We're developing a service for small companies to exchange data. Can we create a new logo?

A We recommend that you do not create a new logo. Creating a new logo:

• Creates additional cost for your GS1 MO.

• Adds additional complexity for our users.

• Makes it difficult for users to associate the service with your GS1 MO.

Q We're relaunching all of our local services. How should we proceed?

A We suggest you take the opportunity to apply the principles in these guidelines when you relaunch your local services. It is a great opportunity to further build awareness of GS1 by using a single brand.

Q How can we distinguish materials from our different services so they are not confused with each other?

A In addition to services being differentiated through their service name and content, the look of materials can also be distinguished through the use of primary GS1 colours (GS1 orange, blue and gray), different photography/illustrations and variations in the structure/layout of materials (see Appendix 1 for examples).

Q Do I need to mention my GS1 MO name next to the service name?

A When your GS1 MO logo is clearly visible, there is no need to mention your GS1 MO name next to the service name as in the examples on page 151. When your GS1 MO logo is not visible (for example in a news article describing the service), you should always mention your GS1 MO name next to the service name the first time you talk about the service.

For example:

• *GS1 Australia's National Product Catalogue enables companies to share product data.* (First mention of service so GS1 MO name used.)

• *The National Product Catalogue has been in use for over 10 years.* (Subsequent mention of service so GS1 MO name not used.)
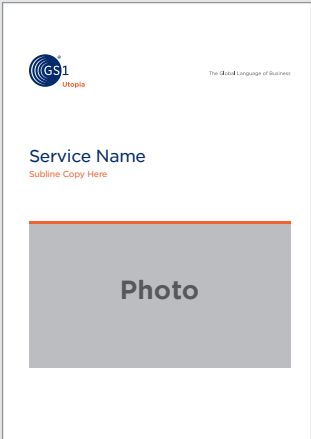
Appendix 1: distinguishing between services

To distinguish different services, you can use any of the GS1 primary colours (GS1 orange, GS1 blue or GS1 grays) as the primary colour for the service. You can also use distinguishing photography.
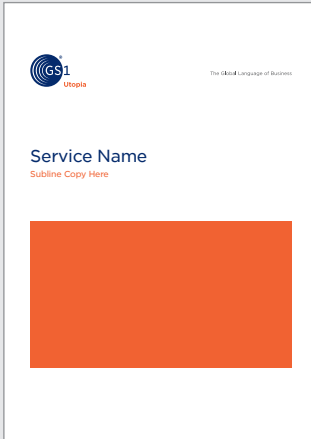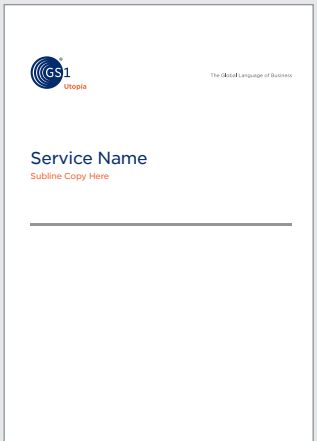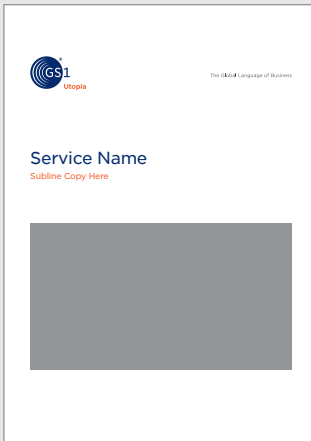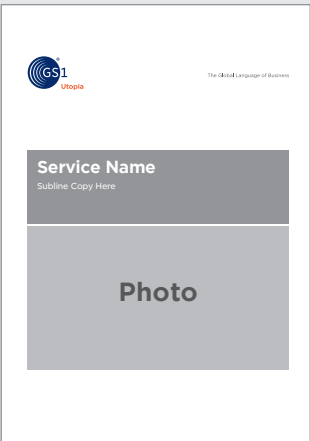
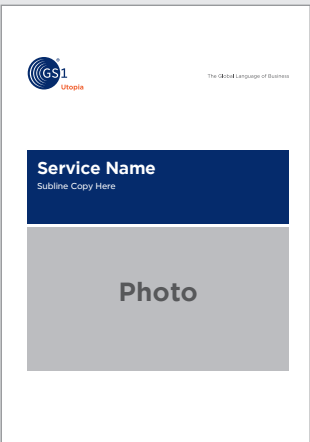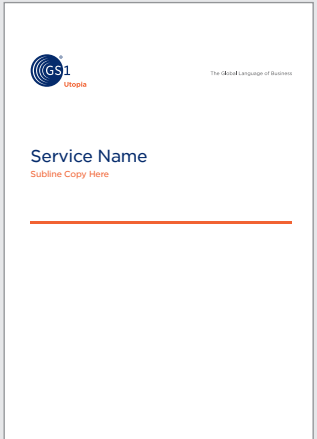**Coloured block and photo**
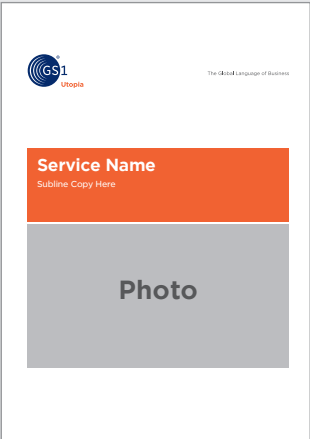
**Coloured bar and photo**

Coloured block

Coloured bar
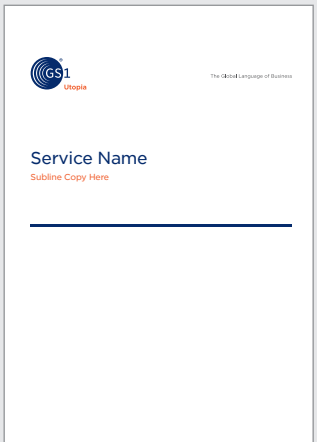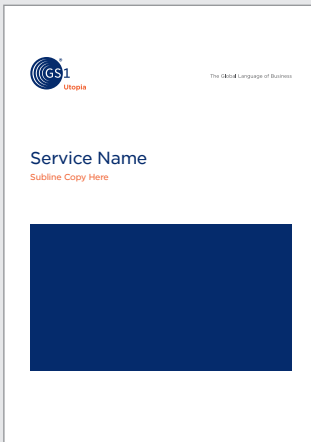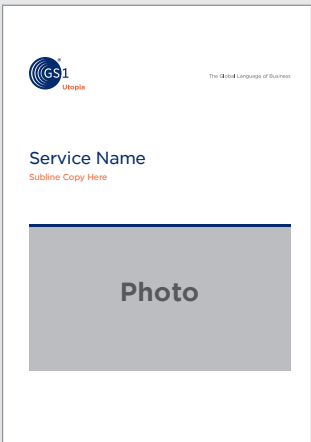
Appendix 2: transitioning existing services to the global brand

If you want to transition an existing service to the global brand, you have two options:

Option 1:   Make a one-step switch to the global brand as shown in this guideline.

Option 2:   Have a transition phase where you use both the new branding and the former service logo, as shown below.
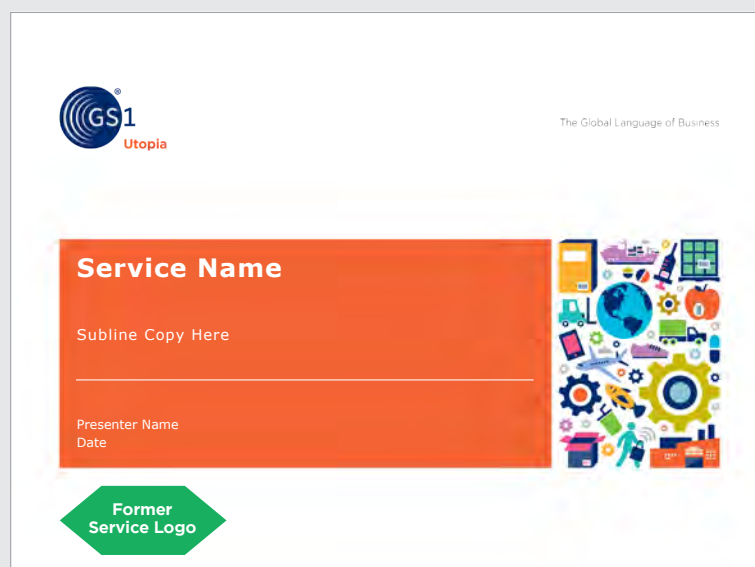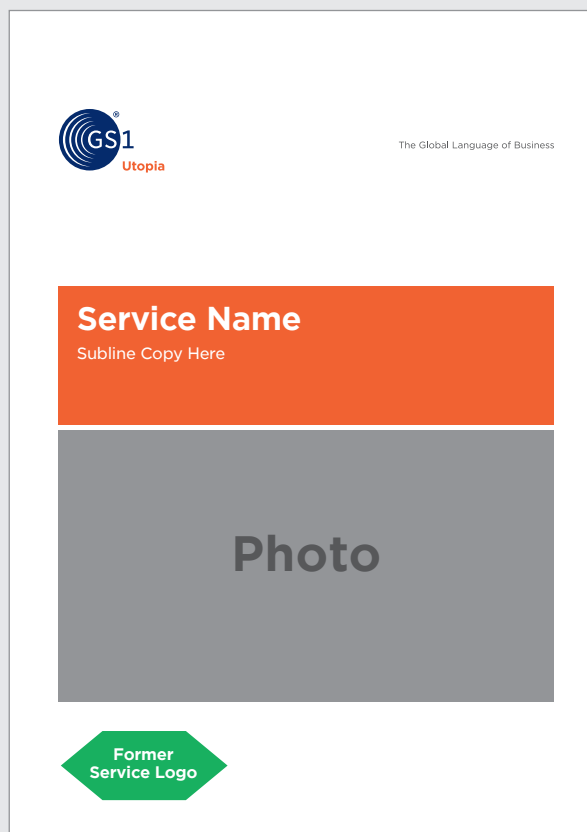
Partner communications overview

The objective of this section is to give guidance on how to communicate to solution partners using the global brand. Solution partners means any company that uses GS1 standards as part of their products or services. Solution partners are also sometimes called solution providers.

This supplement covers the design of:

• Print materials.
• Website.
• Infographics.
• Partner seals.
• GS1 MO example: GS1 UK.

Partner print materials

Print materials should follow the same guidelines as for other corporate materials. Actively use high-quality photography to make your print materials relevant to solution partners.

Brochure

Handout

Partner web pages

Web pages for solution providers should be integrated into your main website and make use of the GS1 web toolkit.

Example of partner-facing web page (with dummy text)

Partner infographic component

We've developed an infographic component to represent the concept of "solution partners". It is available in various colours. You can include this in infographics where needed.

Partner seals overview

The seals shown here are examples only. GS1 MOs may create their own seals following these guidelines to meet the needs of their local partner programmes.

How to use

- Use either or both layout options.
- Use with outer border or without.
- Follow specifications on pages 164–165.

How not to use

- Do not create a partner seal that deviates from these layout guidelines.

Horizontal layout

With border

Without border

Stacked layout

With border

Without border

Partner seals specifications

The distance between all elements (C) is equal to the height of the "1" in the logo.

Horizontal layout spacing

• Centre the name of the programme—measured from the x-height of the first line to the baseline of the last line (B)—vertically within the height of the seal (D).

Stacked layout spacing

• The distance (C) above and below the programme name is measured from the x-height of the first line and the baseline of the last line.

Horizontal layout spacing

Stacked layout spacing

Partner seals specifications, continued

The minimum size of seals follows from the minimum size of the logo. Typically seals use primary brand colours, but any brand colour may be used for colour coding programme levels.

Sizing of elements at minimum size

- The type size of the programme name is 15 pt with leading of 16 pt (longer names may have a smaller type size).
- The stroke weight of the vertical rule is 0.5 pt.
- The stroke weight of the border (optional) around the seal is 1 pt.

Colours

- The colour of the vertical rule separating the logo from the programme name is GS1 dark medium gray.
- The colour of the programme name is typically GS1 blue.
- A portion or all of the programme name may be colour coded to distinguish programme levels if necessary using only brand colours (optional).

Minimum size

36 pt
0.5 in
12.7 mm

Examples of colour coding programme levels (optional)*

Horizontal layout

Stacked layout

These examples use GS1 honey, GS1 terracotta and GS1 dark medium gray to distinguish the programme levels. Any brand colour may be used.

GS1 MO Example: GS1 UK

GS1 UK has a well-established partner programmeme. You can find inspiration of how they communicate at www.gs1uk.org/our-partners/become-a-partner.

GS1 UK brochure for solution partners

Video overview

The same brand building blocks and visual language must be used to create all types of media—from print to web to video—in order to establish a cohesive look and feel across all brand touchpoints. Whether a video is live-action, animated or a slide show of still photography, using the global brand's colours, typography and graphic style will help create a strong visual connection with all other manifestations of the brand.

How to use

Use the brand colours

• Using only the brand colours for graphics, backgrounds and animation will help create a strong connection between videos and other brand touchpoints.

Use the brand typography

• Gotham Office should be used as the only typeface in videos.

Opening

GS1®
Utopia

The Global Language
of Business

Closing credits

GS1®
Utopia

The Global Language
of Business

For more information, go to:

www.gs1utopia.org

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Examples and inspiration

• It's Just Commerce, GS1 US
  www.youtube.com/watch?v=pkrxhefQIBs

Exhibit booths

Design notes

- Exhibit booths can come in all shapes and sizes, but the same building blocks and design principles apply.
- Shown here are just a couple of examples of how to combine photos, coloured blocks and typography with the key visual or an industry icon—there are many other solutions that could be created using the consistent style of the brand.
- Identity zone proportions for horizontal layouts are independent of scale; the same minimum space is required for a small brochure and a booth wall.

- Note the different positions of the tagline.
- Use Gotham Office for all printed display materials.
- Primary colours are the dominant colours for any general, cross-industry booth; secondary colours may be used for infographics and as accent colours.
- Use the designated secondary colour as the dominant colour for an industry-specific booth.

Cross-industry booth

Industry booth

Pop-up displays

Design notes

- A simple, one-panel pop-up display can be very similar to other horizontal layouts such as the PowerPoint covers or horizontal brochure covers.
- Shown here are just a couple of examples of how to combine photos, coloured blocks and typography with the key visual or an industry icon—there are many other solutions that could be created using the consistent style of the brand.
- The proportion of the identity zone for horizontal layouts is independent of scale; the same minimum space is required for a brochure and a display.

- Use Gotham Office for all printed display materials.
- Primary colours are the dominant colours for any general, cross-industry booth; secondary colours may be used for infographics and as accent colours.
- Use the designated secondary colour as the dominant colour for an industry-specific booth.
- Combine icons, the key visual, infographic components, blocks of colour, photos, bars and rules following the design principles of the brand building blocks.

Cross-industry pop-up display

Industry pop-up display

Kiosks

Design notes

- These examples of multi-panel kiosks are intended to clearly demonstrate the difference in treatment between a principal display panel and secondary panels.
- Only the principal display panel (like a brochure cover) must incorporate the identity zone with the logo appearing in a clear area of white (or 10% screen of any brand colour).

- The logo can appear anywhere on a secondary panel.
- The proportion of the identity zone for vertical layouts is independent of scale; the same minimum space is required no matter what the size.

Cross-industry kiosk

Industry kiosks

Pull-up banners

Design notes

• These vertical banners look very much like the DL brochure covers, demonstrating that using the same building blocks results in coherence across a variety of types and sizes of materials.

Cross-industry pull-up banners

Industry pull-up banner

Hanging banners

Design notes

- These thin, vertical banners showcase the versatility of the system.
- The same building blocks can work equally well in all different layout constraints because of their simplicity and the emphasis on proportion over strict configuration.

Cross-industry hanging banners

Industry hanging banners

Office signage

Design notes

- Office signage is one application of the brand where more liberties can be taken with the size and position of the tagline in relationship to the logo.

- The tagline can appear on a GS1 orange background, like it does on other materials where there are no other graphic elements, such as the business cards and promotional items.

- The wall where the logo will be placed should be considered the principal display panel; therefore the background colour must be white (or a 10% screen of a brand colour).

Promotional items

Design notes

- A common layout of elements can be designed for use across multiple promotional items.
- The tagline may be used in the GS1 orange block if there are no other graphic elements, such as on the business cards.

- An identity zone should be used for the logo on promotional items.
- For events, a special visual theme can be developed to unite marketing materials together.

Cross-industry designs

Industry design

Event design

Invoices overview

GS1 MOs may either use their letterhead template or create a new template that is based on the letterhead template for their invoices.
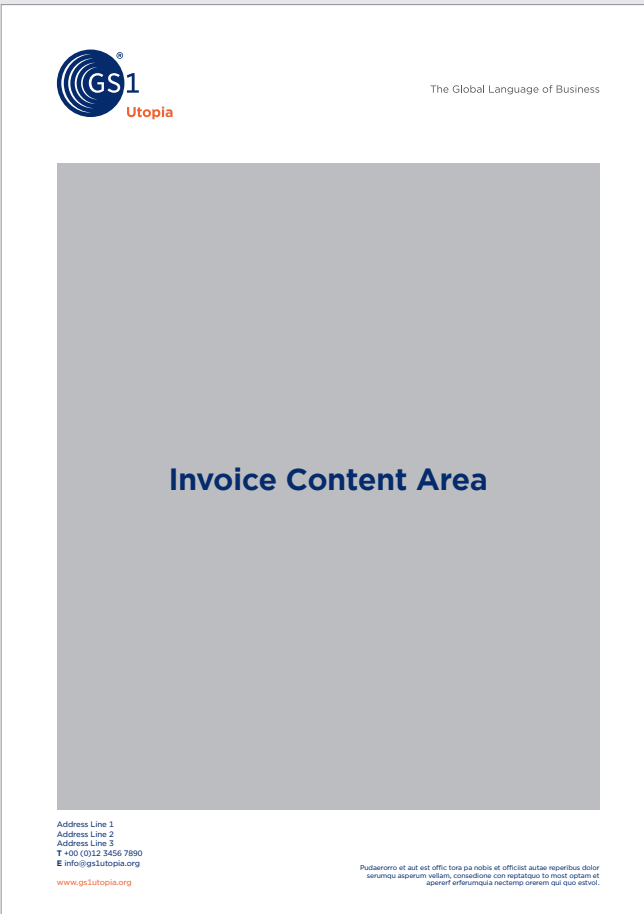
How to use

- Use letterhead template or create a new, iterative template for invoices.
- Maintain minimum identity zone of 15% for vertical layouts, and follow all other design fundamentals.
- Align left margin for content to the left side of the logo.

How not to use

- Do not place any content within the identity zone.

Invoice content area

On letterhead template

With 15% minimum identity zone