Welcome to the GS1 Global Brand

The global brand initiative is a major strategic commitment undertaken by all GS1 Member Organisations 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.

This global brand manual is an accompanying guide to the comprehensive tools and resources available online through the GS1 global brand section of the MO Zone.

We encourage you, together with other GS1 professionals and your local agencies, to fully explore these materials in order to effectively adopt the GS1 global branding.

The success of this initiative depends on the support and determination of all those involved in communicating on behalf of GS1.

We welcome feedback and suggestions, and we look forward to the full adoption of the GS1 global brand.

GS1 Global Brand Steering Committee
Miguel Lopera, President & CEO, GS1
Alain Jonis, Chief Marketing Officer, GS1
Bob Carpenter, President & CEO, GS1 US
Gary Lynch, CEO, GS1 UK
Georgy Nasonov, CEO, GS1 Russia
Maria Palazzolo, CEO, GS1 Australia
Jörg Pretzel, CEO, GS1 Germany

Online Global Brand Assets

All of the assets described in the first three sections of this manual are available online to enable all GS1 MOs to create materials within the GS1 global brand system. Regular updates will be made to this brand manual. The latest version will always be available for download online.

Online assets include:

**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

**Shared Digital Templates**
- Templates for common shared documents such as Microsoft PowerPoint, Microsoft Word and emails

Questions?

Contact Joe Horwood at joe.horwood@gs1.org. You can also contact the global brand project team through the global brand website at the URL above.
An addendum to the brand manual and alternative versions of brand assets are available for those MOs that wish to only use the primary brand colours. Contact the global office for further information.
All GS1 Member Organisations 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 GS1 Purpose and Beliefs guides us in everything that we do. We expect all GS1 MOs to adopt the GS1 Purpose and Beliefs and we encourage you to communicate this set of statements to all — both internally within your MO and externally outside of GS1 — who need to understand who we are and what we do.
Purpose and Beliefs

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

- Use the GS1 statement of Purpose and Beliefs as an introduction to GS1 in presentations and print collateral
- For use internally and externally
- Translate into your local language as necessary
A visual identity is more than just a logo, it is an ownable 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 together towards a common purpose.

Coherence will be achieved by everyone using the same set of building blocks to create their local materials. The benefits of adhering to style standards are a streamlining and harmony 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.

Within the parameters of the established visual language, all 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.
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.
Design Fundamentals

Logo

• Each MO must use its new, revised logo
• Use the new files available on the MO Zone, do not recreate the changes from an old logo file
• See pages 10–17 for more information

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

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 22
• See pages 21–23 for more information

Gotham Office 123456789
Verdana 123456789

Primary Colours

• Use the primary colours as the dominant colours for any general, cross-industry materials
• See pages 18–20 for more information

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 18–20 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 K30

GS1 Light Medium Gray
C0 M0 Y0 K10

GS1 Light Gray
C0 M0 Y0 K10

GS1 Red
C0 M76 Y88 K0

GS1 Purple
C50 M25 Y0 K0

GS1 Lavender
C59 M0 Y53 K0

GS1 Green
C0 M76 Y88 K0

GS1 Teal
C71 M0 Y33 K0

GS1 Mint
C100 M20 Y0 K0

GS1 Grass
C57 M0 Y100 K0

GS1 Olive
C43 M11 Y76 K0

GS1 Sky
C83 M0 Y10 K0

GS1 Peach
C0 M35 Y90 K0
Design Fundamentals Continued

Icons

• Brand icons consist of industry icons and Identify, Capture, Share, Use icons
• Only use the unique, stylised icons created for the brand by the GS1 global brand project team
• See pages 24–30 for more information

Corporate Visual

• Five configurations are available
• Do not create new icon combinations (except when creating infographics or for special collateral or events)
• See page 31 for more information

Infographic Components

• Only use components from the infographic library to build infographics — do not create new components
• See pages 32–41 for more information

Graphic Elements and Photography

• Shapes and rules have a defined, simple style
• Corners are squared, never rounded
• Do not use drop shadows, gradations or transparency
• Photos should be well lit, colourful and have a sense of depth
• See pages 42–45 for more information

Coloured Blocks

Coloured Blocks, Bars and Photos on Covers

Coloured Blocks, Bars and Photos on Inside Pages

Text Block
Logo Overview

The GS1 corporate logo and GS1 Member Organisation 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 MO name aligns with left side of “1”
• Baseline of MO name aligns with bottom of circle
• Only use logos provided in the global brand section of the MO Zone

Branding Local Services

The GS1 corporate logo and Member Organisation logos may be used to brand local MO services. If the GS1 corporate logo (or GS1 word mark) is used, the brand name of your local service must always be associated with the name of your MO.

How to Use

• Always associate your local service with your MO country name:
  - Either include your GS1 MO name before the name of your service
  - Or include “A GS1 [MO country name] Service,” “Powered by GS1 [MO country name]” or similar wording after the name of your service

How Not to Use

• Never associate your local service name with “GS1” without including your MO country name
• Never create a logo for your local service that includes the GS1 corporate logo without including your MO country name

✓ GS1 Utopia PrintABarcode
✓ PrintABarcode
✓ A GS1 Utopia Service
✓ GS1 PrintABarcode
✓ Powered by GS1 Utopia
✓ GS1 PrintABarcode
✓ A Product of GS1 Utopia
✓ GS1 PrintABarcode
✓ Must have MO name
✓ GS1 PrintABarcode
✓ Must have MO name
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, no matter what colour the background is

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 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.
Correct 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.

incorrect logo usage

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 MO name or change its size relative to the GS1 logo

Do not remove registration mark

Do not use to create a subbrand

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
Tagline Specifications

The purpose of our tagline 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 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 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 114 and shirts on page 146)

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

The Global Language of Business = A x 13.8%
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

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

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 MOs with longer country names as 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 Diagram](image-url)
Colour Specifications

The GS1 brand colour palette is divided up into primary colours and secondary colours. Only these colours may be used on any GS1 materials.

Primary Brand Colours

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

<table>
<thead>
<tr>
<th>Colour</th>
<th>HEX</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Blue</td>
<td>#0002C6C</td>
<td>C100 M80 Y0 K42</td>
<td>R0 G44 B108</td>
</tr>
<tr>
<td>GS1 Orange</td>
<td>#26334</td>
<td>C0 M76 Y88 K0</td>
<td>R242 G99 B52</td>
</tr>
<tr>
<td>GS1 Dark Gray</td>
<td>#45445</td>
<td>C0 M0 Y0 K80</td>
<td>R69 G69 B69</td>
</tr>
<tr>
<td>GS1 Light Medium Gray</td>
<td>#88888D</td>
<td>C0 M136 G139 B141</td>
<td>R177 G179 B179</td>
</tr>
<tr>
<td>GS1 Light Gray</td>
<td>#F4F4F4</td>
<td>C0 M0 Y0 K10</td>
<td>R244 G244 B244</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Colour</th>
<th>HEX</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Raspberry</td>
<td>#FBB034</td>
<td>C0 M82 Y20 K0</td>
<td>R240 G85 B135</td>
</tr>
<tr>
<td>GS1 Purple</td>
<td>#F26334</td>
<td>C0 M191 G183 B212</td>
<td>R175 G150 B212</td>
</tr>
<tr>
<td>GS1 Lavender</td>
<td>#150213</td>
<td>C0 M136 G139 B141</td>
<td>R177 G179 B179</td>
</tr>
<tr>
<td>GS1 Slate</td>
<td>#AF96D4</td>
<td>C0 M326 C</td>
<td>R240 G170 B212</td>
</tr>
<tr>
<td>GS1 Sky</td>
<td>#7453C</td>
<td>C0 M250 Y0 K0</td>
<td>R137 G170 B219</td>
</tr>
<tr>
<td>GS1 Link</td>
<td>#189</td>
<td>C0 M184 G184 B184</td>
<td>R0 G182 B222</td>
</tr>
<tr>
<td>GS1 Forest</td>
<td>#244</td>
<td>C0 M7481 C</td>
<td>R177 G179 B179</td>
</tr>
<tr>
<td>GS1 Olive</td>
<td>#189</td>
<td>C0 M184 G184 B184</td>
<td>R0 G182 B222</td>
</tr>
<tr>
<td>GS1 Terracotta</td>
<td>#D3875F</td>
<td>C0 M184 G184 B184</td>
<td>R0 G182 B222</td>
</tr>
</tbody>
</table>

How Not to Use

• Do not use secondary brand colours to colour code anything other than designated industry content; Identify, Capture, Share, Use content; or partner certification seals

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., 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.
Colour Usage for 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 for 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. This font is not currently available to purchase directly online.
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 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()  

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

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

Gotham ScreenSmart for Websites (Live Websites and Mockups)

• Use Gotham ScreenSmart for all 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, MOs with non-latin alphabets should use the alternate typeface that has been selected for their particular language.

<table>
<thead>
<tr>
<th>Language</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>Song/Yahei</td>
</tr>
<tr>
<td>Thai</td>
<td>Cordia New</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>Tahoma/Verdana</td>
</tr>
<tr>
<td>Cyrillic</td>
<td>Gotham Pro</td>
</tr>
<tr>
<td>Japanese</td>
<td>Gothic/Ming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korean</td>
<td>Nanum Gothic</td>
</tr>
<tr>
<td>Hebrew</td>
<td>Arial Unicode</td>
</tr>
<tr>
<td>Arabic</td>
<td>GE SS (Droid Arabic Kufi for web)</td>
</tr>
<tr>
<td>Greek</td>
<td>Whitney</td>
</tr>
</tbody>
</table>

Notes

• Verdana appears larger than other system fonts so smaller typesizes 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 webfont Gotham ScreenSmart subscription is covered by the Global GS1 licence. The code to access the GS1 licence is included in the Web Toolkit download for all MOs’ base URLs. To use Gotham ScreenSmart for a development site, email the global office with your 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: http://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 to the top of text boxes

How Not to Use

1. Do not use all caps or small caps
2. Do not use expanded letter spacing (tracking)
3. Do not use vertical type
Icon Overview

One powerful element of the brand system is the use of icons that have been developed specifically for our brand and help create a unique, ownable look and feel for our materials. Our icons help us to visually distinguish different types of important content, target relevant content to specific industry audiences and convey the diverse touchpoints of our organisation.

Industry Icons (Examples)

See page 26

Identify, Capture, Share, Use Icons

See page 30

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 26-30 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
• See page 25 for more information

Minimum Size

• The minimum size for an icon is 12.7 mm (36 pt or 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, ownable look and feel for our materials 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.

How to Use

• 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 45 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 25 for more information on how not to use icons

Primary Industries

Secondary Industries

Tertiary Industries

Retail
Healthcare
Foodservice
Transport & Logistics
Aerospace & Defence
Agriculture
Automotive
Construction
Finance
Government
Raw Materials
Recycling
Utilities
Fuel

Apparel
General Merchandise
CPG
Grocery
FMCG
Fresh Foods

Cash Handling
Customs
Cross-border Trade
Electricity
Gas
Water

Medical Devices
Patient Care
Healthcare Providers
Pharma
Pharmaceutical
Chemicals
Liquid
Metals
Mining
Minerals
Wood

Bakery
Dairy
Deli
Meat & Poultry
 Produce
Seafood

Cosmetics
DIY
Entertainment
Furniture
Gardening
Green Life
Office Supplies
Pets
Publishing
Toys

Consumer Electronics
### Industry Icons Continued

#### Retail

<table>
<thead>
<tr>
<th>Icon</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Raspberry</td>
<td>213</td>
<td>C0 M62 Y20 K0</td>
<td>R240 G85 B135</td>
<td>F05587</td>
</tr>
</tbody>
</table>

#### Under Retail

<table>
<thead>
<tr>
<th>Icon</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
<tr>
<td>Apparel</td>
<td>2073</td>
<td>C32 M42 Y0 K0</td>
<td>R175 G150 B212</td>
<td>AF96D4</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>252</td>
<td>C24 M56 Y0 K0</td>
<td>R191 G131 B185</td>
<td>BF83B9</td>
</tr>
<tr>
<td>CPG (or FMCG)</td>
<td>151</td>
<td>C0 M60 Y100 K0</td>
<td>R255 G130 B0</td>
<td>FF8200</td>
</tr>
<tr>
<td>Fresh Foods</td>
<td>137</td>
<td>C0 M35 Y90 K0</td>
<td>R251 G176 B52</td>
<td>FBB034</td>
</tr>
</tbody>
</table>

#### Under General Merchandise

<table>
<thead>
<tr>
<th>Icon</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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</thead>
<tbody>
<tr>
<td>Consumer Electronics</td>
<td>252</td>
<td>C24 M56 Y0 K0</td>
<td>R191 G131 B185</td>
<td>BF83B9</td>
</tr>
<tr>
<td>Cosmetics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIY Hardware</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gardening</td>
<td></td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Icon</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Life</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Supplies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pets</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Publishing</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Toys</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

#### Under CPG

<table>
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<tr>
<th>Icon</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Tangerine</td>
<td>151</td>
<td>C0 M60 Y100 K0</td>
<td>R255 G130 B0</td>
<td>FF8200</td>
</tr>
</tbody>
</table>

#### Under Fresh Foods

<table>
<thead>
<tr>
<th>Icon</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Peach</td>
<td>137</td>
<td>C0 M35 Y90 K0</td>
<td>R251 G176 B52</td>
<td>FBB034</td>
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<table>
<thead>
<tr>
<th>Icon</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dairy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deli</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meat &amp; Poultry</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Produce</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seafood</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
Industry Icons Continued

<table>
<thead>
<tr>
<th>Healthcare</th>
<th>Under Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>Medical Devices</td>
</tr>
<tr>
<td>GS1 Sky</td>
<td>Patient Care</td>
</tr>
<tr>
<td>PMS 638 C</td>
<td>Healthcare Providers</td>
</tr>
<tr>
<td>CMYK C83 M0 Y10 K0</td>
<td>Pharma</td>
</tr>
<tr>
<td>RGB R0 G182 B222</td>
<td>Pharmaceutical</td>
</tr>
<tr>
<td>HEX 0086DE</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foodservice</th>
<th>Transport &amp; Logistics</th>
<th>Aerospace &amp; Defence</th>
<th>Agriculture</th>
<th>Automotive</th>
<th>Construction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foodservice</td>
<td>Transport &amp; Logistics</td>
<td>Aerospace &amp; Defence</td>
<td>Agriculture</td>
<td>Automotive</td>
<td>Construction</td>
</tr>
<tr>
<td>GS1 Grass</td>
<td>GS1 Teal</td>
<td>GS1 Terracotta</td>
<td>GS1 Lime</td>
<td>GS1 Slate</td>
<td>GS1 Honey</td>
</tr>
<tr>
<td>PMS 368 C</td>
<td>PMS 3262 C</td>
<td>PMS 7591 C</td>
<td>PMS 382 C</td>
<td>PMS TBD</td>
<td>PMS 7556 C</td>
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<tr>
<td>CMYK C57 M0 Y100 K0</td>
<td>CMYK C71 M0 Y33 K0</td>
<td>CMYK C17 M54 Y65 K0</td>
<td>CMYK C29 M0 Y100 K0</td>
<td>CMYK TBD</td>
<td>CMYK C7 M35 Y99 K19</td>
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<tr>
<td>RGB R122 G195 B67</td>
<td>RGB R34 G188 B185</td>
<td>RGB R211 G135 B95</td>
<td>RGB R193 G216 B47</td>
<td>RGB TBD</td>
<td>RGB R183 G139 B32</td>
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<td>HEX 228CB9</td>
<td>HEX D3875F</td>
<td>HEX C1D82F</td>
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<td>HEX B78B20</td>
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<table>
<thead>
<tr>
<th>Finance</th>
<th>Under Finance</th>
<th>Government</th>
<th>Under Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>Cash Handling</td>
<td>Government</td>
<td>Customs</td>
</tr>
<tr>
<td>GS1 Gold</td>
<td>GS1 Mint</td>
<td>GS1 Mint</td>
<td>GS1 Mint</td>
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<tr>
<td>PMS 612 C</td>
<td>PMS 2248 C</td>
<td>PMS 1411015</td>
<td>PMS 1411015</td>
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<td>CMYK C7 M5 Y100 K20</td>
<td>CMYK C59 M0 Y53 K0</td>
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</tr>
<tr>
<td>RGB R196 G176 B0</td>
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<tr>
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<td>HEX 71B790</td>
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</table>
Industry Icons Continued

<table>
<thead>
<tr>
<th>Raw Materials</th>
<th>Under Raw Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Olive</td>
<td>PMS 2303 C</td>
</tr>
<tr>
<td></td>
<td>CMYK C43 M11 Y76 K0</td>
</tr>
<tr>
<td></td>
<td>RGB R141 G185 B104</td>
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<tr>
<td></td>
<td>HEX 9DBB68</td>
</tr>
<tr>
<td>GS1 Forest</td>
<td>PMS 7481 C</td>
</tr>
<tr>
<td></td>
<td>CMYK C32 M0 Y86 K0</td>
</tr>
<tr>
<td></td>
<td>RGB R0 G183 B79</td>
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<td></td>
<td>HEX 00B74F</td>
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<table>
<thead>
<tr>
<th>Recycling</th>
<th>Utilities/Fuel</th>
<th>Under Utilities/Fuel</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Forest</td>
<td>GS1 Mist</td>
<td>PMS 550 C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CMYK C42 M7 Y12 K1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>RGB R141 G185 B202</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HEX 8DB9CA</td>
</tr>
</tbody>
</table>

Raw Materials: Metals, Wood

Under Raw Materials: Mining, Minerals

Utilities/Fuel: Electricity, Gas, Water

Under Utilities/Fuel: Fuel

Recycling: Metals, Chemicals/Liquid

Raw Materials: Forest, Mist
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 45 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 25 for more information on how not to use icons

### Identify
- GS1 Identification Keys
- Option on Gray Circle

### Capture
- GS1 Data Carriers
- Option on Gray Circle

### Share
- GS1 Data Exchange
- Option on White Circle

### Use
- Business Processes
- Option on White Circle

---

**GS1 Sky**
- PMS 638 C
- CMYK C83 M0 Y10 K0
- RGB R0 G182 B222
- HEX 00B6DE

**GS1 Raspberry**
- PMS 213 C
- CMYK C0 M82 Y20 K0
- RGB R240 G85 B135
- HEX F05587

**GS1 Grass**
- PMS 368 C
- CMYK C57 M0 Y100 K0
- RGB R122 G193 B67
- HEX 7AC143

**GS1 Tangerine**
- PMS 151 C
- CMYK C0 M60 Y100 K0
- RGB R255 G130 B0
- HEX FFB200

**GS1 Blue**
- PMS 654 C
- CMYK C100 M80 Y0 K42
- RGB R0 G44 B108
- HEX 002C6C

**GS1 Light Gray**
- PMS Cool Gray 1 C
- CMYK C0 M10 Y0 K10
- RGB R244 G244 B244
- 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 — see page 87)
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 33)
• Infographic components being used to depict information about Identify or Capture are colour coded by those respective colours (see page 34)
• 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 new infographic components
• 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

Assembling Infographics

1. Select components from the library

2. Add additional connectors as necessary

• Connectors are typically GS1 Dark Medium Gray
• Connectors may be colour coded for more complex infographics (see page 41)

3. Put them together

• Space evenly and with as much order and alignment as possible
Infographic Component Library: Basic

Basic Supply Chain Components

**Basic Manufacturing**
- Manufacturer
- Case
- Pallet
- Transport
- Item

**Basic Distributor**
- Distributor
- Transport
- Pallet

**Basic Distribution Centre**
- Distribution Centre
- Logistic Service Provider
- Distribution Centre
- Transport
- Case
- Pallet

**Basic Transportation (Supply Side)**
- Port or Harbour
- Transport

**Basic Transportation (Demand Side)**
- Customs
- Port or Harbour
- Container
- Transport

**Basic Wholesaler**
- Wholesaler
- Pallet
- Transport

**Basic Retailer / Operator / Provider**
- Retailer
- Healthcare Provider
- Retailer Healthcare Provider
- Operator
- 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

<table>
<thead>
<tr>
<th>Patient</th>
<th>Caregiver</th>
<th>Item</th>
<th>Case</th>
<th>Pallet</th>
<th>Shipment</th>
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</thead>
</table>

#### Basic Capture

<table>
<thead>
<tr>
<th>Patient</th>
<th>Caregiver</th>
<th>Item</th>
<th>Case</th>
<th>Pallet</th>
<th>Shipment</th>
</tr>
</thead>
</table>

#### Basic Connectors

<table>
<thead>
<tr>
<th>Basic Connectors</th>
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</thead>
<tbody>
<tr>
<td><img src="image" alt="Basic Connectors" /></td>
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</tbody>
</table>
Infographic Component Library: Basic Continued

Basic Transactional Data

- **Transport Status**
  - Invoice
  - Sender → Electronic Message → Recipient

- **Despatch Advice**
  - Invoice
  - Sender → Electronic Message → Recipient

- **Purchase Order**
  - Payment
  - Sender ← Electronic Message → Recipient

- **Transport Instruction**
  - Payment
  - Sender ← Electronic Message → Recipient

Basic Event Data

- EPCIS
- EPCIS
- EPCIS
- EPCIS
- EPCIS
- EPCIS
- EPCIS
- EPCIS
Infographic Component Library: Supplemental Continued

Supplemental Supply Chain Components Continued

**Supplemental Distributor**

- Case
- Pallet
- Case
- Item

**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
- Display Room
- Display Case
- Display Case
- Display Shelf
- Back Room
- Cart
- Point of Sale
- Prescription
- Pharmacy

**Supplemental Consumer / Patient / Caregiver**

- Consumer
- Consumer
Infographic Component Library: Supplemental Continued

Supplemental Item, Case, Pallet, Shipment Components

Supplemental Identify

Supplemental Capture

Supplemental Master Data
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.
Infographic Examples Continued

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

Transactional Data with eCom (EDI)

Master Data with GDSN
Infographic Examples Continued

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

The graphic style of all the supporting visual elements used to compose a layout is just as important to creating a consistent brand visual identity as a logo. GS1 supporting visual elements have a defined, simple graphic style.

Coloured Blocks and Circles

- A solid area filled with any brand colour
- May be any size or proportion of rectangle or circle
- Rectangles always have square corners
- Usually contain text
- Gray blocks often used as background for infographics

Coloured Bars

- A solid bar filled with any brand colour
- Always 6 pt (or 2mm high) on printed collateral
- Positioned on top edge of photos unless the photos bleed off the top of the page

Coloured Rules

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

How Not to Use

1. Do not round corners
2. Do not use drop shadows
3. Do not use gradations
4. Do not add a stroke
5. Do not use transparency
Shapes and Photos

As important as the elements themselves is the manner in which they get put together. Photos should be well lit, colourful and have a sense of depth.

Coloured Block and Photo on Covers and Primary Display Panels

- On covers or primary display panels use a (2 mm or 6 pt) gap between a coloured block and a photo
- Coloured bars (2 mm or 6 pt) should always be attached to the photo if not using a colour block
Shapes and Photos Continued

As important as the elements themselves is the manner in which they get put together. Photos should be well lit, colourful and have a sense of depth.

Coloured Block, Bar and Photo on Interior Pages or Secondary Display Panels

- On inside pages or secondary panels, coloured blocks should always be attached to the photo (and not have a gap between them as on the covers) in order to hold them together as a unit in the context of other content on the page.
- Photos that bleed off the top of the page should not get a coloured bar on top of them (see example 2 at bottom)

1. Coloured Bar Plus Block Below
2. Coloured Bar Plus Block Through
3. Coloured Bar Plus Block to Side
Combining Icons, Shapes and Photos

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

Icon Partially Overlapping Photo or Coloured Block

Icon Fully Overlapping Photo or Coloured Block

How Not to Use

See page 25
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 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 is also available, as well as an InDesign library containing all brand icons in EPS format.

Notes

• Anyone using print template files must have their own licence of the typeface Gotham Office.
• Print template files are provided in both older and newer versions of the software.
## Brochure Sizes

Seven sizes of brochure templates are available.

### How to Use

- An 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 50-53.

<table>
<thead>
<tr>
<th>Brochure Size</th>
<th>Dimensions</th>
</tr>
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<tbody>
<tr>
<td>A4 Vertical</td>
<td>210 mm x 297 mm</td>
</tr>
<tr>
<td>Letter Vertical</td>
<td>8.5 in x 11 in</td>
</tr>
<tr>
<td>Horizontal</td>
<td>260 mm x 210 mm</td>
</tr>
<tr>
<td>Square</td>
<td>210 mm x 210 mm</td>
</tr>
<tr>
<td>A5 Vertical</td>
<td>148 mm x 210 mm</td>
</tr>
<tr>
<td>DL Vertical</td>
<td>100 mm x 210 mm</td>
</tr>
<tr>
<td>A6 Vertical</td>
<td>105 mm x 148 mm</td>
</tr>
</tbody>
</table>
Brochure Front-Cover Options: Cross-Industry

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

**How to Use**

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

**How Not to Use**

- Do not deviate from these layouts except when necessary to create a differentiated look and feel for major events and annual reports/overviews (see page 87).

---

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

**How Not to Use**

- Do not deviate from these layouts except when necessary to create a differentiated look and feel for major events and annual reports/overviews (see page 87)
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 centered under the tagline
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 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)
   - Barcode (optional)
   - All elements align to bottom margin

---

*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 centered 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 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

---

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 50. Precise measurements for the A4 size divided into sixths are indicated below. Each template file has a “Template Guidelines” layer shown here.

### Cover

<table>
<thead>
<tr>
<th>Page Width</th>
<th>210 mm</th>
<th>Top Margin</th>
<th>99 mm</th>
<th>Inside Margin</th>
<th>18 mm</th>
<th>Logo</th>
<th>22 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Height</td>
<td>297 mm</td>
<td>Bottom Margin</td>
<td>15 mm</td>
<td>Outside Margin</td>
<td>15 mm</td>
<td>Industry Icon</td>
<td>38.5 mm</td>
</tr>
</tbody>
</table>
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)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Width</strong></td>
<td>210 mm</td>
</tr>
<tr>
<td><strong>Page Height</strong></td>
<td>297 mm</td>
</tr>
<tr>
<td><strong>Top Margin</strong></td>
<td>34 mm</td>
</tr>
<tr>
<td><strong>Bottom Margin</strong></td>
<td>26 mm</td>
</tr>
<tr>
<td><strong>Inside Margin</strong></td>
<td>26 mm</td>
</tr>
<tr>
<td><strong>Outside Margin</strong></td>
<td>18 mm</td>
</tr>
<tr>
<td><strong>Columns</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Gutter</strong></td>
<td>6 mm</td>
</tr>
</tbody>
</table>
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)

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>210 mm</td>
<td>Top Margin</td>
<td>34 mm</td>
<td>Inside Margin</td>
<td>26 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>297 mm</td>
<td>Bottom Margin</td>
<td>26 mm</td>
<td>Outside Margin</td>
<td>18 mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Columns</td>
<td>3</td>
<td>Columns</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gutter</td>
<td>6 mm</td>
<td>Gutter</td>
<td>6 mm</td>
</tr>
</tbody>
</table>

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 50. Precise measurements for the letter size divided into sixths are indicated below. Each template file has a “Template Guidelines” layer shown here.

### Cover

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Width</strong></td>
<td>8.5 in (612 pt)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Page Height</strong></td>
<td>11 in (792 pt)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Top Margin</strong></td>
<td>264 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bottom Margin</strong></td>
<td>42 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Inside Margin</strong></td>
<td>52 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Outside Margin</strong></td>
<td>42 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>65 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Industry Icon</strong></td>
<td>113.75 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Diagram of brochure measurements]

**Identity Zone**
- Equal to top margin

**Title Block**
- Gap or Coloured Bar

**Image Area**
- Coloured Block Instead of Photo

**Bottom Area**
- Includes bottom margin

**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)**

<table>
<thead>
<tr>
<th>Page Width</th>
<th>8.5 in (612 pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Height</td>
<td>11 in (792 pt)</td>
</tr>
<tr>
<td>Top Margin</td>
<td>96 pt</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>72 pt</td>
</tr>
<tr>
<td>Inside Margin</td>
<td>72 pt</td>
</tr>
<tr>
<td>Outside Margin</td>
<td>52 pt</td>
</tr>
<tr>
<td>Gutter</td>
<td>16 pt</td>
</tr>
<tr>
<td>Columns</td>
<td>2</td>
</tr>
</tbody>
</table>

![Diagram of 2-column page layout]
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)

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>8.5 in</td>
<td>(612 pt)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Height</td>
<td>11 in</td>
<td>(792 pt)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Margin</td>
<td>96 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>72 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Margin</td>
<td>72 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Margin</td>
<td>52 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columns</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gutter</td>
<td>16 pt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. **Header Area**: 
   - Header Text (Optional)
   - Header Area: 96 pt
   - 72 pt
   - 62 pt

2. **Content Area**: 
   - Content Area: 624 pt

3. **Footer Area**: 
   - 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 50. Precise measurements for the square divided into sixths are indicated below. Each template file has a “Template Guidelines” layer shown here.

<table>
<thead>
<tr>
<th>Cover</th>
<th>Page Width</th>
<th>Top Margin</th>
<th>Inside Margin</th>
<th>Logo</th>
<th>Page Height</th>
<th>Bottom Margin</th>
<th>Industry Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>210 mm</td>
<td>70 mm</td>
<td>18 mm</td>
<td>22 mm</td>
<td>210 mm</td>
<td>15.75 mm</td>
<td>38.5 mm</td>
</tr>
</tbody>
</table>

1. Identity Zone Equal to top margin
2. Title Block
3. Gap or Coloured Bar
4. Image Area Plus Gap or Coloured Rule
5. Bottom Area Includes bottom margin
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)

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Width</strong></td>
<td>210 mm</td>
<td><strong>Top Margin</strong></td>
<td>24 mm</td>
<td><strong>Inside Margin</strong></td>
<td>26 mm</td>
<td><strong>Columns</strong></td>
</tr>
<tr>
<td><strong>Page Height</strong></td>
<td>210 mm</td>
<td><strong>Bottom Margin</strong></td>
<td>15.75 mm</td>
<td><strong>Outside Margin</strong></td>
<td>18 mm</td>
<td><strong>Gutter</strong></td>
</tr>
<tr>
<td><strong>Gutter</strong></td>
<td>12 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Header Area</strong></td>
<td></td>
<td>24 mm</td>
<td>15 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Header Text</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Optional</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Content Area</strong></td>
<td></td>
<td>170.25 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Footer Area</strong></td>
<td></td>
<td>15.75 mm</td>
<td></td>
<td>13 mm</td>
<td></td>
<td>9 mm</td>
</tr>
</tbody>
</table>
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)

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>210 mm</td>
<td>Top Margin</td>
<td>24 mm</td>
<td>Inside Margin</td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td>Bottom Margin</td>
<td>15.75 mm</td>
<td>Outside Margin</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. **Header Area**
   - Header Text
   - Optional

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 50. Precise measurements for the square divided into fifths are indicated below. Each template file has a “Template Guidelines” layer shown here.

**Cover**

<table>
<thead>
<tr>
<th>Cover</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>260 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Margin</td>
<td>84 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>12 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Margin</td>
<td>18 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Margin</td>
<td>15 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo</td>
<td>22 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Icon</td>
<td>38.5 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Width</strong></td>
<td>260 mm</td>
</tr>
<tr>
<td><strong>Page Height</strong></td>
<td>210 mm</td>
</tr>
<tr>
<td><strong>Top Margin</strong></td>
<td>24 mm</td>
</tr>
<tr>
<td><strong>Bottom Margin</strong></td>
<td>15.75 mm</td>
</tr>
<tr>
<td><strong>Inside Margin</strong></td>
<td>26 mm</td>
</tr>
<tr>
<td><strong>Outside Margin</strong></td>
<td>18 mm</td>
</tr>
<tr>
<td><strong>Columns</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Gutter</strong></td>
<td>6 mm</td>
</tr>
</tbody>
</table>
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)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>260 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
</tr>
<tr>
<td>Top Margin</td>
<td>24 mm</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>15.75 mm</td>
</tr>
<tr>
<td>Inside Margin</td>
<td>26 mm</td>
</tr>
<tr>
<td>Outside Margin</td>
<td>18 mm</td>
</tr>
<tr>
<td>Columns</td>
<td>3</td>
</tr>
<tr>
<td>Gutter</td>
<td>6 mm</td>
</tr>
</tbody>
</table>
Brochure Measurements: A5

The cover of the A5 brochure follows the layout principles of all vertical brochures as described on page 50. Precise measurements for the A5 divided into sixths are indicated below. Each template file has a “Template Guidelines” layer shown here.

<table>
<thead>
<tr>
<th>Cover</th>
<th>Page Width</th>
<th>148 mm</th>
<th>Top Margin</th>
<th>70 mm</th>
<th>Inside Margin</th>
<th>15 mm</th>
<th>Logo</th>
<th>20 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Page Height</td>
<td>210 mm</td>
<td>Bottom Margin</td>
<td>12 mm</td>
<td>Outside Margin</td>
<td>12 mm</td>
<td>Industry Icon</td>
<td>35 mm</td>
</tr>
</tbody>
</table>

1. Identity Zone
   Equal to top margin

2. Title Block

3. Gap or Coloured Rule

4. Image Area
   Plus Gap or Coloured Rule

5. Bottom Area
   Includes bottom margin
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)

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>148 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
</tr>
<tr>
<td>Top Margin</td>
<td>12 mm</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>15 mm</td>
</tr>
<tr>
<td>Inside Margin</td>
<td>15 mm</td>
</tr>
<tr>
<td>Outside Margin</td>
<td>12 mm</td>
</tr>
<tr>
<td>Columns</td>
<td>2</td>
</tr>
<tr>
<td>Gutter</td>
<td>6 mm</td>
</tr>
</tbody>
</table>

1. Top Margin: 12 mm
2. Content Area: 183 mm
3. Footer Area: 15 mm, 13 mm, 9 mm
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)

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>148 mm</td>
<td>Top Margin</td>
<td>12 mm</td>
<td>Left Margin</td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td>Bottom Margin</td>
<td>15 mm</td>
<td>Right Margin</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Columns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Gutter</td>
</tr>
</tbody>
</table>

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 50, 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

<table>
<thead>
<tr>
<th></th>
<th>105 mm</th>
<th>49.34 mm</th>
<th>10 mm</th>
<th>18 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Height</td>
<td>148 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Margin</td>
<td></td>
<td>24.67 mm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottom Margin</td>
<td></td>
<td>24.67 mm</td>
<td>10 mm</td>
<td></td>
</tr>
<tr>
<td>Inside Margin</td>
<td></td>
<td></td>
<td>8 mm</td>
<td></td>
</tr>
<tr>
<td>Logo</td>
<td></td>
<td>24.67 mm</td>
<td></td>
<td>18 mm</td>
</tr>
<tr>
<td>Industry Icon</td>
<td></td>
<td>24.67 mm</td>
<td></td>
<td>31.5 mm</td>
</tr>
</tbody>
</table>
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)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Width</strong></td>
<td>105 mm</td>
</tr>
<tr>
<td><strong>Page Height</strong></td>
<td>148 mm</td>
</tr>
<tr>
<td><strong>Top Margin</strong></td>
<td>8 mm</td>
</tr>
<tr>
<td><strong>Bottom Margin</strong></td>
<td>10 mm</td>
</tr>
<tr>
<td><strong>Inside Margin</strong></td>
<td>10 mm</td>
</tr>
<tr>
<td><strong>Outside Margin</strong></td>
<td>8 mm</td>
</tr>
<tr>
<td><strong>Columns</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Gutter</strong></td>
<td>None</td>
</tr>
</tbody>
</table>

1. **Top Margin**: 8 mm
2. **Content Area**: 130 mm
3. **Footer Area**: 10 mm
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)

<table>
<thead>
<tr>
<th></th>
<th>Top Margin</th>
<th>Inside Margin</th>
<th>Columns</th>
<th>Gutter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>105 mm</td>
<td>8 mm</td>
<td>1</td>
<td>None</td>
</tr>
<tr>
<td>Page Height</td>
<td>148 mm</td>
<td>10 mm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>8 mm</td>
<td>8 mm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gutter</td>
<td>None</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Diagram of A6 trifold brochure layout with dimensions and margins highlighted.](attachment:A6_trifold_diagram.png)
Brochure Measurements: DL

The cover of the DL brochure follows the layout principles of all vertical brochures as described on page 50, 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**

<table>
<thead>
<tr>
<th></th>
<th>Page Width</th>
<th>Page Height</th>
<th>Top Margin</th>
<th>Bottom Margin</th>
<th>Inside Margin</th>
<th>Outside Margin</th>
<th>Logo</th>
<th>Industry Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Identity Zone</td>
<td>100 mm</td>
<td>210 mm</td>
<td>70 mm</td>
<td>10 mm</td>
<td>10 mm</td>
<td>8 mm</td>
<td>18 mm</td>
<td>31.5 mm</td>
</tr>
<tr>
<td>2 Title Block</td>
<td></td>
<td></td>
<td>35 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Gap or Coloured Rule</td>
<td></td>
<td></td>
<td>35 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Image Area</td>
<td></td>
<td></td>
<td>35 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Bottom Area</td>
<td></td>
<td></td>
<td>35 mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Cover Option 1: Tagline Top**

- Identity Zone
- Title Block
- Gap or Coloured Rule
- Image Area
- Bottom Area

**Cover Option 2: Tagline Bottom**

- Identity Zone
- Title Block
- Gap or Coloured Rule
- Image Area
- Bottom 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.

### Booklet (Right Page Shown)

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>105 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Margin</td>
<td>8 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>10 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Margin</td>
<td>10 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Margin</td>
<td>8 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columns</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gutter</td>
<td>None</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Top Margin 8 mm
2. Content Area 192 mm
3. Footer Area 10 mm
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)

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>105 mm</td>
<td>Top Margin</td>
<td>8 mm</td>
<td>Inside Margin</td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td>Bottom Margin</td>
<td>10 mm</td>
<td>Outside Margin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Columns</td>
<td>1</td>
<td>Gutter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gutter</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

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 23 for more information

How Not to Use

• Do not use all caps or small caps
• Do not use expanded letter spacing
• Do not use vertical type
• See page 23 for more information

<table>
<thead>
<tr>
<th>Paragraph Style</th>
<th>Font Style*</th>
<th>Size</th>
<th>Leading</th>
<th># Before</th>
<th># After</th>
<th>Baseline Align</th>
<th>Default Color</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cover Preline</td>
<td>Regular</td>
<td>10 pt</td>
<td>12 pt</td>
<td>6 pt</td>
<td>3 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td></td>
</tr>
<tr>
<td>2. Cover Title 1</td>
<td>Regular</td>
<td>34 pt</td>
<td>36 pt</td>
<td>0 pt</td>
<td>6 pt</td>
<td>No</td>
<td>GS1 Blue</td>
<td></td>
</tr>
<tr>
<td>3. Cover Title 2**</td>
<td>Regular</td>
<td>25 pt</td>
<td>30 pt</td>
<td>0 pt</td>
<td>6 pt</td>
<td>No</td>
<td>GS1 Blue</td>
<td></td>
</tr>
<tr>
<td>4. Cover Title 3**</td>
<td>Regular</td>
<td>18 pt</td>
<td>20 pt</td>
<td>0 pt</td>
<td>3 pt</td>
<td>No</td>
<td>GS1 Blue</td>
<td></td>
</tr>
<tr>
<td>5. Cover Subline 1</td>
<td>Regular</td>
<td>16 pt</td>
<td>24 pt</td>
<td>0 pt</td>
<td>0 pt</td>
<td>No</td>
<td>GS1 Orange</td>
<td></td>
</tr>
<tr>
<td>6. Cover Subline 2</td>
<td>Regular</td>
<td>13 pt</td>
<td>18 pt</td>
<td>0 pt</td>
<td>0 pt</td>
<td>No</td>
<td>GS1 Orange</td>
<td></td>
</tr>
</tbody>
</table>

Notes

• *All font styles are styles of Gotham Office
• ** Not shown on this example
**Brochure Style Types Continued**

<table>
<thead>
<tr>
<th>Paragraph Style</th>
<th>Font Style*</th>
<th>Size</th>
<th>Leading</th>
<th># Before</th>
<th># After</th>
<th>Baseline Align</th>
<th>Default Color</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Header Left</td>
<td>Bold</td>
<td>7 pt</td>
<td>12 pt</td>
<td>0 pt</td>
<td>0 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td></td>
</tr>
<tr>
<td>8. Header Right</td>
<td>Bold</td>
<td>7 pt</td>
<td>12 pt</td>
<td>0 pt</td>
<td>0 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td>Right aligned</td>
</tr>
<tr>
<td>9. Preline</td>
<td>Regular</td>
<td>10 pt</td>
<td>12 pt</td>
<td>6 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>GS1 Dark Gray</td>
<td></td>
</tr>
<tr>
<td>10. Headline</td>
<td>Regular</td>
<td>25 pt</td>
<td>30 pt</td>
<td>0 pt</td>
<td>12 pt</td>
<td>Yes**</td>
<td>GS1 Blue</td>
<td></td>
</tr>
<tr>
<td>11. Subline</td>
<td>Regular</td>
<td>13 pt</td>
<td>18 pt</td>
<td>0 pt</td>
<td>24 pt</td>
<td>Yes**</td>
<td>GS1 Orange</td>
<td></td>
</tr>
<tr>
<td>12. Intro Text</td>
<td>Regular</td>
<td>10 pt</td>
<td>18 pt</td>
<td>0 pt</td>
<td>12 pt</td>
<td>Yes**</td>
<td>GS1 Blue</td>
<td></td>
</tr>
<tr>
<td>13. Subhead 1</td>
<td>Regular</td>
<td>10 pt</td>
<td>12 pt</td>
<td>6 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>GS1 Blue</td>
<td></td>
</tr>
<tr>
<td>14. Subhead 1 With Rule</td>
<td>Regular</td>
<td>10 pt</td>
<td>12 pt</td>
<td>12 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>GS1 Blue</td>
<td>3 pt rule below</td>
</tr>
<tr>
<td>15. Subhead 2</td>
<td>Regular</td>
<td>8.5 pt</td>
<td>12 pt</td>
<td>0 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>GS1 Blue</td>
<td></td>
</tr>
<tr>
<td>16. Body Text</td>
<td>Regular</td>
<td>8 pt</td>
<td>12 pt</td>
<td>0 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>Black</td>
<td></td>
</tr>
<tr>
<td>17. Bulleted List**</td>
<td>Regular</td>
<td>8 pt</td>
<td>12 pt</td>
<td>0 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>Black</td>
<td></td>
</tr>
<tr>
<td>18. Call Out Headline**</td>
<td>Regular</td>
<td>13 pt</td>
<td>18 pt</td>
<td>6 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>GS1 Orange</td>
<td></td>
</tr>
<tr>
<td>19. Call Out**</td>
<td>Regular</td>
<td>10 pt</td>
<td>18 pt</td>
<td>0 pt</td>
<td>12 pt</td>
<td>Yes**</td>
<td>GS1 Orange</td>
<td></td>
</tr>
<tr>
<td>20. Call Out With Rule</td>
<td>Regular</td>
<td>10 pt</td>
<td>12 pt</td>
<td>12 pt</td>
<td>6 pt</td>
<td>Yes**</td>
<td>GS1 Orange</td>
<td>3 pt rule above</td>
</tr>
<tr>
<td>21. Caption Headline</td>
<td>Bold</td>
<td>7 pt</td>
<td>9 pt</td>
<td>0 pt</td>
<td>3 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td></td>
</tr>
<tr>
<td>22. Caption</td>
<td>Regular</td>
<td>7 pt</td>
<td>9 pt</td>
<td>0 pt</td>
<td>3 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td></td>
</tr>
<tr>
<td>23. Page # Left</td>
<td>Regular</td>
<td>6 pt</td>
<td>12 pt</td>
<td>0 pt</td>
<td>6 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td></td>
</tr>
<tr>
<td>24. Page # Right</td>
<td>Regular</td>
<td>6 pt</td>
<td>12 pt</td>
<td>0 pt</td>
<td>6 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td>Right aligned</td>
</tr>
<tr>
<td>25. Copyright**</td>
<td>Regular</td>
<td>5 pt</td>
<td>7 pt</td>
<td>0 pt</td>
<td>0 pt</td>
<td>No</td>
<td>GS1 Dark Gray</td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Font Styles</th>
<th>GS1 Secondary Colours / Font Styles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italic</td>
<td>GS1 Forest</td>
</tr>
<tr>
<td>Bold</td>
<td>GS1 Blue</td>
</tr>
<tr>
<td>Bold Italic</td>
<td>GS1 Blue Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Forest Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Forest Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Gold</td>
</tr>
<tr>
<td></td>
<td>GS1 Gold Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Gold Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Grass</td>
</tr>
<tr>
<td></td>
<td>GS1 Grass Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Grass Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Honey</td>
</tr>
<tr>
<td></td>
<td>GS1 Honey Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Honey Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Lavender</td>
</tr>
<tr>
<td></td>
<td>GS1 Lavender Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Lavender Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Orange</td>
</tr>
<tr>
<td></td>
<td>GS1 Orange Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Orange Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Lime</td>
</tr>
<tr>
<td></td>
<td>GS1 Lime Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Lime Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Link</td>
</tr>
<tr>
<td></td>
<td>GS1 Link Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Link Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Mint</td>
</tr>
<tr>
<td></td>
<td>GS1 Mint Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Mint Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Mist</td>
</tr>
<tr>
<td></td>
<td>GS1 Mist Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Mist Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Olive</td>
</tr>
<tr>
<td></td>
<td>GS1 Olive Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Olive Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Peach</td>
</tr>
<tr>
<td></td>
<td>GS1 Peach Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Peach Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Purple</td>
</tr>
<tr>
<td></td>
<td>GS1 Purple Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Purple Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Raspberry</td>
</tr>
<tr>
<td></td>
<td>GS1 Raspberry Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Raspberry Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Slate</td>
</tr>
<tr>
<td></td>
<td>GS1 Slate Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Slate Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Sky</td>
</tr>
<tr>
<td></td>
<td>GS1 Sky Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Sky Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Tangerine</td>
</tr>
<tr>
<td></td>
<td>GS1 Tangerine Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Tangerine Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Teal</td>
</tr>
<tr>
<td></td>
<td>GS1 Teal Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Teal Bold Italic</td>
</tr>
<tr>
<td></td>
<td>GS1 Terracotta</td>
</tr>
<tr>
<td></td>
<td>GS1 Terracotta Bold</td>
</tr>
<tr>
<td></td>
<td>GS1 Terracotta Bold Italic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GS1 Primary Colours / Font Styles</th>
<th>GS1 Secondary Colours / Font Styles</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Blue</td>
<td>GS1 Olive</td>
</tr>
<tr>
<td>GS1 Blue Italic</td>
<td>GS1 Olive Italic</td>
</tr>
<tr>
<td>GS1 Blue Bold</td>
<td>GS1 Olive Bold</td>
</tr>
<tr>
<td>GS1 Blue Bold Italic</td>
<td>GS1 Olive Bold Italic</td>
</tr>
<tr>
<td>GS1 Dark Gray</td>
<td>GS1 Peach</td>
</tr>
<tr>
<td>GS1 Dark Gray Italic</td>
<td>GS1 Peach Italic</td>
</tr>
<tr>
<td>GS1 Dark Gray Bold</td>
<td>GS1 Peach Bold</td>
</tr>
<tr>
<td>GS1 Dark Gray Bold Italic</td>
<td>GS1 Peach Bold Italic</td>
</tr>
<tr>
<td>GS1 Orange</td>
<td>GS1 Purple</td>
</tr>
<tr>
<td>GS1 Orange Italic</td>
<td>GS1 Purple Bold</td>
</tr>
<tr>
<td>GS1 Orange Bold</td>
<td>GS1 Purple Bold Italic</td>
</tr>
<tr>
<td>GS1 Orange Bold Italic</td>
<td>GS1 Raspberry</td>
</tr>
<tr>
<td>GS1 Lime</td>
<td>GS1 Raspberry Bold</td>
</tr>
<tr>
<td>GS1 Lime Bold</td>
<td>GS1 Raspberry Bold Italic</td>
</tr>
<tr>
<td>GS1 Lime Bold Italic</td>
<td>GS1 Slate</td>
</tr>
<tr>
<td>GS1 Link</td>
<td>GS1 Slate Bold</td>
</tr>
<tr>
<td>GS1 Link Italic</td>
<td>GS1 Slate Bold Italic</td>
</tr>
<tr>
<td>GS1 Link Bold</td>
<td>GS1 Sky</td>
</tr>
<tr>
<td>GS1 Link Bold Italic</td>
<td>GS1 Sky Bold</td>
</tr>
<tr>
<td>GS1 Mint</td>
<td>GS1 Sky Bold Italic</td>
</tr>
<tr>
<td>GS1 Mint Bold</td>
<td>GS1 Tangerine</td>
</tr>
<tr>
<td>GS1 Mint Bold Italic</td>
<td>GS1 Tangerine Bold</td>
</tr>
<tr>
<td>GS1 Mist</td>
<td>GS1 Teal</td>
</tr>
<tr>
<td>GS1 Mist Bold</td>
<td>GS1 Teal Bold</td>
</tr>
<tr>
<td>GS1 Mist Bold Italic</td>
<td>GS1 Teal Bold Italic</td>
</tr>
<tr>
<td>GS1 Terracotta</td>
<td>GS1 Terracotta</td>
</tr>
<tr>
<td>GS1 Terracotta Italic</td>
<td>GS1 Terracotta Bold</td>
</tr>
<tr>
<td>GS1 Terracotta Bold</td>
<td>GS1 Terracotta Bold Italic</td>
</tr>
</tbody>
</table>
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
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 content per their designated colours
• The photo that bleeds off the top of the page does not have a coloured bar at the top

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?

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 Dispatch Advice: an electronic message that provides accurate information about the goods that are shipped to suppliers, before they arrive. This allows companies to plan their receiving activity in advance and improve the process.

Based on the GDA messages, companies can provide better visibility and substantiation of orders, deliveries and invoices. For example, the message can be routed 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 improve their supplier relationships to reduce audit and capture better quality data.

For More Information
www.gs1.org/transport/logistics
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 and therefore they each have a coloured bar at the top.

Visible
Available
Ready

in mobile apps?
when customers search?
for EU 116

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

As retail becomes multi-channel, consumers expect relevant and consistent product information.

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

Retail is Changing

Did you know that...

40% of consumers own a smartphone?
50% of retail sales are web-influenced?
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.

Want to Know More?

For more information, visit us at www.gs1.org/tcg/fopex or call +32 8 788 7832.

Global Standards for E-Commerce

Drive Sales, Brand Value and Efficiency in the Digital World.
Brochure Examples: DL Trifold Cross-Industry (Modified)

Design Notes

• This brochure was modified from the DL template to meet the desired size of the 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 and therefore they each have a coloured bar at the top
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
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.

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 Identification
  - Security and Shrink Reduction
  - Shrink Due to Employees
- **Inventory Management and Tracking**
  - Speed and Accuracy
  - Inventory Tracking
  - Movement, Inventory Reduction
  - Multi-Channel Inventory Management
- **Recalls And Returns Tracking**
  - Track Defectives and Recalls
  - Track Returns
- **Inventory Management and Tracking**
  - Dormant Inventory Reduction
  - Multi-Channel Inventory Management

**Design Notes**
- This brochure was modified from the square template to meet the desired size of the MO.
- The brochure is colour coded with the industry’s designated colour.
- Other secondary colours are used in infographics and Identify, Capture, Share 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.

Tagging rolls of fabric so each one can be traced back to its manufacturing line.
Brochure Examples: Square Event Program

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 due to their small size.
Annual Report / Overview Covers

Annual Report or Annual Overview covers do not have to use the brochure template so that they may stand out as a distinctive and special piece of collateral. These special brochures should still adhere to the brochure Identity Zone equal to the top one-third of the vertical area, as well as the size and placement of the logo and tagline. This is critical to 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 typetstyles, 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.

<table>
<thead>
<tr>
<th>A4 Vertical</th>
<th>Letter Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>210 mm x 297 mm</td>
<td>8.5 in x 11 in</td>
</tr>
</tbody>
</table>

**Formal Handout Sizes**

1. **A4 Vertical**
   - 210 mm x 297 mm

2. **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 MO may determine how to use the system to categorise different types of content to align with its local needs
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 MO may determine how to use the system to categorise different types of content to align with its local needs
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

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**Subhead One**

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**Subhead One**

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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)

2. Sign-off Area without Barcode
   - Corporate contact information
   - Social media icons (optional)
   - Copyright
   - Recycled text (optional)
   - GTIN (optional)

Subhead One
Hilal

Call to Action
Go to www.gs1utopia.org/events or call +00 000 00000 0

Subhead One

Optional
Barcode

GS1 Global Brand Manual | Print Templates | Handouts

Version 1.2, 16 April 2015
Formal Handout Measurements: A4

The first page of the A4 formal handout follows the layout principles of all formal handouts as described on page 91. Precise measurements for the A4 size are indicated below. Each template file has a “Template Guidelines” layer shown here.

<table>
<thead>
<tr>
<th>First Page</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>210 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>297 mm</td>
</tr>
<tr>
<td>Top Margin</td>
<td>15 mm</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>18 mm</td>
</tr>
<tr>
<td>Inside Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Outside Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Logo</td>
<td>22 mm</td>
</tr>
<tr>
<td>Industry Icon</td>
<td>38.5 mm</td>
</tr>
<tr>
<td>Columns</td>
<td>3</td>
</tr>
<tr>
<td>Gutter</td>
<td>6 mm</td>
</tr>
</tbody>
</table>

1. Identity Zone
2. Title Block
3. Content Area

GS1 Global Brand Manual  |  Print Templates  |  Handouts
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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>210 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>297 mm</td>
</tr>
<tr>
<td>Top Margin</td>
<td>15 mm</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>18 mm</td>
</tr>
<tr>
<td>Left Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Right Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Columns</td>
<td>2</td>
</tr>
<tr>
<td>Gutter</td>
<td>6 mm</td>
</tr>
</tbody>
</table>
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**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>210 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>297 mm</td>
</tr>
<tr>
<td>Top Margin</td>
<td>15 mm</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>48 mm</td>
</tr>
<tr>
<td>Left Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Right Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Columns</td>
<td>2</td>
</tr>
<tr>
<td>Gutter</td>
<td>6 mm</td>
</tr>
</tbody>
</table>

1. Top Margin
2. Content Area
3. Sign-off Area

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**

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>210 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>297 mm</td>
</tr>
<tr>
<td>Top Margin</td>
<td>15 mm</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>38 mm</td>
</tr>
<tr>
<td>Left Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Right Margin</td>
<td>16.5 mm</td>
</tr>
<tr>
<td>Columns</td>
<td>2</td>
</tr>
<tr>
<td>Gutter</td>
<td>6 mm</td>
</tr>
</tbody>
</table>
The first page of the letter-size formal handout follows the layout principles of all formal handouts as described on page 91. Precise measurements for the letter-size are indicated below. Each template file has a “Template Guidelines” layer shown here.

### First Page

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>8.5 in (612 pt)</td>
</tr>
<tr>
<td>Page Height</td>
<td>11 in (792 pt)</td>
</tr>
<tr>
<td>Top Margin</td>
<td>132 pt</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>51 pt</td>
</tr>
<tr>
<td>Left Margin</td>
<td>47 pt</td>
</tr>
<tr>
<td>Right Margin</td>
<td>47 pt</td>
</tr>
<tr>
<td>Logo</td>
<td>65 pt</td>
</tr>
<tr>
<td>Industry Icon</td>
<td>104 pt</td>
</tr>
<tr>
<td>Columns</td>
<td>3</td>
</tr>
<tr>
<td>Gutter</td>
<td>16 pt</td>
</tr>
</tbody>
</table>

![Diagram of formal handout layout](image)
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

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>8.5 in (612 pt)</td>
</tr>
<tr>
<td>Page Height</td>
<td>11 in (792 pt)</td>
</tr>
<tr>
<td>Top Margin</td>
<td>42 pt</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>54 pt</td>
</tr>
<tr>
<td>Left Margin</td>
<td>47 pt</td>
</tr>
<tr>
<td>Right Margin</td>
<td>47 pt</td>
</tr>
<tr>
<td>Columns</td>
<td>2</td>
</tr>
<tr>
<td>Gutter</td>
<td>16 pt</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Page Width</th>
<th>8.5 in (612 pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Height</td>
<td>11 in (792 pt)</td>
</tr>
<tr>
<td>Top Margin</td>
<td>42 pt</td>
</tr>
<tr>
<td>Bottom Margin</td>
<td>138 pt</td>
</tr>
<tr>
<td>Left Margin</td>
<td>47 pt</td>
</tr>
<tr>
<td>Right Margin</td>
<td>47 pt</td>
</tr>
<tr>
<td>Columns</td>
<td>2</td>
</tr>
<tr>
<td>Gutter</td>
<td>16 pt</td>
</tr>
</tbody>
</table>
Formal Handout Measurements: Letter 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 | 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 |
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

- **A4 Horizontal**
  - 297 mm x 210 mm

- **Letter Vertical**
  - 8.5 in x 11 in

- **Letter Horizontal**
  - 11 in x 8.5 in

- **A5 Vertical**
  - 148 mm x 210 mm

- **A5 Horizontal**
  - 210 mm x 148 mm

- **A6 Vertical**
  - 105 mm x 148 mm

- **A6 Horizontal**
  - 148 mm x 105 mm
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
• Center the circle or the baseline of the “1” in the logo vertically within this space
• Maintain the clear space (C) around the logo

Cover

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>210 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>297 mm</td>
</tr>
<tr>
<td>Logo</td>
<td>22 mm</td>
</tr>
<tr>
<td>Minimum Identity Zone</td>
<td>44.55 mm</td>
</tr>
</tbody>
</table>

Minimum Identity Zone

Includes top margin
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
• Center the circle or the baseline of the “1” in the logo vertically within this space
• Maintain the clear space (C) around the logo

Cover

<table>
<thead>
<tr>
<th>Page Width</th>
<th>297 mm</th>
<th>Logo</th>
<th>21 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td>Minimum Identity Zone</td>
<td>42 mm</td>
</tr>
</tbody>
</table>

Content Area

Includes

top margin
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
• Center the circle or the baseline of the “1” in the logo vertically within this space
• Maintain the clear space (C) around the logo

Cover

<table>
<thead>
<tr>
<th>Page Width</th>
<th>8.5 in (612 pt)</th>
<th>Logo</th>
<th>65 pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Height</td>
<td>11 in (792 pt)</td>
<td>Minimum Identity Zone</td>
<td>118.8 pt</td>
</tr>
</tbody>
</table>

Content Area

Include top margin

Minimum Identity Zone

Includes top margin
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
• Center the circle or the baseline of the “1” in the logo vertically within this space
• Maintain the clear space (C) around the logo

Cover

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>297 mm</td>
<td>Logo</td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td>Minimum Identity Zone</td>
</tr>
</tbody>
</table>

Includes top margin
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
• Center the circle or the baseline of the “1” in the logo vertically within this space
• Maintain the clear space (C) around the logo

Cover

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>148 mm</td>
<td>Logo</td>
</tr>
<tr>
<td>Page Height</td>
<td>210 mm</td>
<td>Minimum Identity Zone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19 mm</td>
</tr>
<tr>
<td></td>
<td></td>
<td>31.5 mm</td>
</tr>
</tbody>
</table>

![Diagram](image-url)

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
• Center the circle or the baseline of the "1" in the logo vertically within this space
• Maintain the clear space (C) around the logo

Cover

<table>
<thead>
<tr>
<th></th>
<th>210 mm</th>
<th>18 mm</th>
<th>29.6 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td></td>
<td>Logo</td>
<td>Minimum Identity Zone</td>
</tr>
<tr>
<td>Page Height</td>
<td>148 mm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

29.6 mm

Includes top margin

Content Area

The Global Language of Business
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
• Center the circle or the baseline of the “1” in the logo vertically within this space
• Maintain the clear space (C) around the logo

Cover

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Width</td>
<td>105 mm</td>
<td>Logo</td>
<td>14 mm</td>
</tr>
<tr>
<td>Page Height</td>
<td>148 mm</td>
<td>Minimum Identity Zone</td>
<td>22.2 mm</td>
</tr>
</tbody>
</table>

![Diagram of A6 Vertical Handout Measurements](image)
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
- Center the circle or the baseline of the “1” in the logo vertically within this space
- Maintain the clear space (C) around the logo

---

**Cover**

<table>
<thead>
<tr>
<th>Page Width</th>
<th>148 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Height</td>
<td>105 mm</td>
</tr>
<tr>
<td>Logo</td>
<td>13 mm</td>
</tr>
<tr>
<td>Minimum Identity Zone</td>
<td>21 mm</td>
</tr>
</tbody>
</table>

---

The Global Language of Business

Content Area
## Quantifying the Impact of GS1 Standards

### How UK industry has benefitted from the use of GS1 Standards

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
</table>
| £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% 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!

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
</table>
| £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 advice 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 |
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

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

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

<table>
<thead>
<tr>
<th>Two-Sided Card</th>
<th>One-Sided Card</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Two-Sided Card Image" /></td>
<td><img src="image2" alt="One-Sided Card Image" /></td>
</tr>
</tbody>
</table>

#### Optional Additional Content such as Photo or QR Code

- For e**name** Middlename Surname
- Title First Line
- Address Line 1
- Address Line 2
- 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

- For e**name** 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

- 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

- 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
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

Utopia
Forename Middlename Surname
Title First Line
Title Second Line

The Global Language of Business

Optional Additional Content such as Photo or QR Code

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

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

One-Sided Card

Utopia
Forename Middlename Surname
Title First Line
Address Line 1
Address Line 2
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

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

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
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**

<table>
<thead>
<tr>
<th>Forename Middlename Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title First Line</td>
</tr>
<tr>
<td>Title Second Line</td>
</tr>
</tbody>
</table>

| 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            |

---

**One-Sided Card**

<table>
<thead>
<tr>
<th>Forename Middlename Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title First Line</td>
</tr>
<tr>
<td>Address Line 1</td>
</tr>
<tr>
<td>Address Line 2</td>
</tr>
<tr>
<td>T +00 (0)12 3456 7890</td>
</tr>
<tr>
<td>E <a href="mailto:name@gs1utopia.org">name@gs1utopia.org</a></td>
</tr>
<tr>
<td><a href="http://www.gs1utopia.org">www.gs1utopia.org</a></td>
</tr>
</tbody>
</table>

---

**Monolingual Backs**

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**

Optional Additional Content such as Photo or QR Code

<table>
<thead>
<tr>
<th>Forename Middlename Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title First Line (2nd Language)</td>
</tr>
<tr>
<td>Title Second Line (2nd Language)</td>
</tr>
</tbody>
</table>

| 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            |
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 Letter Template for printing on pre-printed letterhead, as well as for including all letterhead elements (logo, tagline and address) in your document (see page 132)
- If you are not using the Microsoft Word Letter Template, set your document to match the measurements below
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 Letter Template for printing on pre-printed letterhead, as well as for including all letterhead elements (logo, tagline and address) in your document (see page 132)
• If you are not using the Microsoft Word Letter Template, set your document to match the measurements below
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
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

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>DL</td>
<td>220 mm x 110 mm</td>
</tr>
<tr>
<td>#10</td>
<td>9.5 in x 4.125 in</td>
</tr>
<tr>
<td>C5</td>
<td>229 mm x 162 mm</td>
</tr>
<tr>
<td>C4</td>
<td>324 mm x 224 mm</td>
</tr>
</tbody>
</table>
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)
Assorted Certificates

There are three options for certificates.

1. Orange Bar
   - Placement of optional program seal shown
   - Placement of optional second signature shown
   - Available in A4 Horizontal and Letter Horizontal

2. Orange Block
   - Placement of optional program seal shown
   - Placement of optional second signature shown
   - Available in A4 Horizontal and Letter Horizontal

3. Orange Bar and Corporate Visual
   - Placement of optional program seal shown
   - Placement of optional second signature shown
   - Available in A4 Horizontal and Letter Horizontal

How to Use

• Each MO may determine how to use the system to align with its local needs
# CDs

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

## Cross-Industry Options

<table>
<thead>
<tr>
<th>1. Orange Bar with Photo</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Orange Bar without Photo</td>
</tr>
</tbody>
</table>

## Industry Option

| 1. Industry-Coloured Bar with Photo |

### 1. Cross-Industry: Orange Bar With Photo

![Image](image1.png)

### 2. Cross-Industry: Orange Bar Without Photo

![Image](image2.png)

### 1. Industry: Industry-Coloured Bar With Photo

![Image](image3.png)
### DVDs

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

#### Cross-Industry Options
1. Orange Bar with Photo
2. Orange Bar without Photo

#### Industry Options
1. Industry-Coloured Bar with Photo
Templates for key shared digital materials have been developed and are available in the global brand section of the MO Zone. These templates are grouped together because they all need to be editable by anyone in an organisation, with multiple parties often contributing and sharing the files.

Digital Files

Microsoft PowerPoint and Microsoft Word template files include a selection of brand colours as theme colours and basic typestyles. The HTML code for e-newsletters and marketing emails is available to provide compatibility with different email marketing services and email clients. HTML code can be modified to meet individual MO needs.

Microsoft PowerPoint

See pages 126–128

Microsoft Word

See pages 129–132

Emails

See pages 133–136
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 MO Zone
- Partner logos should be placed in the lower left corner of the cover slide, left aligned with the GS1 logo
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
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
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.
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
Microsoft Word Letter 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

Brussels, 17 September 2014

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

Subject: Visa Application

Dear Joe Horvath,

This letter is to inform you that landisci sciis anis dist quas et passim, acit que loqui ammonea qui episcopius aut enimet nemiqu amphil leniusco blis in parum, utem telekabat et fugiae. Da num estem nonecabasam leta?

Enthus et libicatu quae venificis minibus aut seps re sitatem que ad moles nimes is et modici volupspio descria nonsenium qui a perem estiam que quae venem et facsimem verum utemnol phatam estidatem ut eit in cuanum, situbur, seque vitanp as qui quas que pore dene per automol optiam norquis que deonque quaterci foicere sperius que pora dixpore erepat atios vidas comisscum utem idemproe officitas sum, occaeperea. Roviatis veoleto remperre attusfindae nobit aperne illabo.

Venen et es molionio neequas eium, se del exsera sam, sit, iliquid iopamires qui aut a spinae estemporeos enali, dianbuch nos um sitatem. Ibo nodis deliquatem volvere, il modici acetamn sinrime conso officid maieron dantium, ut apis praur, im aut vel cexenoue sili consciocat.

Pudaeerman et aut est offic tora pa nobis et officiist autae reperibus dolor serumqu asperum villam, consedante con neptatique to most optam et aparaf efferumquilia nactemp orem qu qui quos est, voluplas id ut reque vetes alsia voler ni, tem.

Yours Sincerely,

Ben Knepler
Fellow British Guy

Address Line 1
Address Line 2
Address Line 3
T +32 (0)12 456 7890
E info@gs1utopia.org
W www.gs1utopia.org

GS1 Global Brand Manual | Shared Digital Templates | Microsoft Word
E-Newsletters

The email newsletter template is for periodic publications. It utilises a modular approach similar to the Web Toolkit. The responsive design is optimised for mobile viewing with an expanded view on desktop. This example has been put together to show the range of content and presentation styles that an MO can choose from to meet its local needs.

1. **Header**
   - Link to view email in browser
   - GS1 MO logo and tagline
   - Publication title
   - Navigation to website (optional)

2. **Table of Contents (Optional)**
   - Links to email sections (links to specific articles are not advised)

3. **Introductory Letter (Optional)**

4. **Feature Module**

5. **Small-Photo Module**

6. **Text-Only Module**

7. **Ad Space**

8. **Feature Module with Icon**

9. **Icon Module**

10. **Call to Action Button**

11. **Footer**
   - Social media icons
   - Address
   - Links
Marketing Emails: Cross-Industry

The marketing email templates are for targeted announcements or promotions. These templates are also modular, but because the content is generally simpler, they have a two-column view in the expanded browser view.
Marketing Emails: Industry

The marketing email templates are for targeted announcements or promotions. These templates are also modular, but because the content is generally simpler, they have a two-column view in the expanded browser view.
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 an 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 webpage, 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

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!

With Optional Elements

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.

CONFIDENTIALITY / DISCLAIMER: The contents of this e-mail are confidential and are not to be regarded as a contractual offer or acceptance from GS1 Utopia. If you are not the addressee, or if this has been copied or sent to you in error, you must not use data herein for any purpose, you must delete it, and should inform the sender. GS1 Utopia disclaims liability for accuracy or completeness, and opinions expressed are those of the author alone. GS1 Utopia may monitor communications. Third party rights acknowledged. © 2015.
Web Toolkit Overview

The Web Toolkit is our interactive online style guide for applying the brand building blocks and design fundamentals to all MO websites. The Toolkit includes guidelines as well as all the code associated with the visual style of GS1 websites.

The Web Toolkit can be found in the global brand section of the MO Zone along with the brand manual and assets at mozone.gs1.org/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 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.
Exhibit Booths

Design Notes

- Exhibit booths can come in all shapes and sizes, but the same building blocks and design principles apply.
- The examples shown here are just one way 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 PPT covers or horizontal brochure covers.
- The examples shown here are just two ways 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 booth wall.
- 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.
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
Posters

Design Notes

• Posters follow the same Identity Zone proportions as any other principal display panel or cover
• As long as the logo is positioned at the top in the Identity Zone, the rest of the content area for the poster follows that of any vertical layout
• The Identity Zone can be more than the minimum 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
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 and 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 even on promotional items
• For events a special visual theme can be developed to unite marketing materials together

Cross-Industry Designs

Industry Design

Event Design
Partner Seals Overview

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

How to Use

• Use either or both layout options
• Use with outer border or without
• Follow specifications on pages 148-149

How Not to Use

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

Horizontal Layout

<table>
<thead>
<tr>
<th>With Border</th>
<th>Without Border</th>
</tr>
</thead>
<tbody>
<tr>
<td>![GS1 Utopia Solution Partner](GS1 Accredited EDI Solution Provider)</td>
<td>GS1 Accredited EDI Solution Provider</td>
</tr>
</tbody>
</table>

Stacked Layout

<table>
<thead>
<tr>
<th>With Border</th>
<th>Without Border</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Utopia Solution Partner</td>
<td>GS1 Accredited EDI Solution Provider</td>
</tr>
</tbody>
</table>

Republic of East Utopia
Partner Seals Specifications

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

**Horizontal Layout Spacing**

- Center the name of the program — 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 program name is measured from the x-height of the first line and the baseline of the last line
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 program levels.

Sizing of Elements at Minimum Size

- The type size of the program 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 program name is GS1 Dark Medium Gray
- The colour of the program name is typically GS1 Blue
- A portion or all of the program name may be colour coded to distinguish program levels if necessary using only brand colours (optional)

Minimum Size

<table>
<thead>
<tr>
<th>36 pt</th>
<th>0.5 in</th>
<th>12.7 mm</th>
</tr>
</thead>
</table>

Examples of Colour Coding Program Levels (Optional)*

Horizontal Layout

- **Strategic Alliance Partner**
- **Associate Alliance Partner**
- **Business Alliance Partner**

Stacked Layout

- **Strategic Alliance Partner**
- **Associate Alliance Partner**
- **Business Alliance Partner**

* These examples use GS1 Honey, GS1 Terracotta and GS1 Dark Medium Gray to distinguish the program levels. Any brand colour may be used.
Invoices Overview

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
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.