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.

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.

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 PowerPoint).
• Use HEX (Hexadecimal) for web applications (HTML).
• Specifications for CMYK, RGB and HEX may not match the Pantone Colour Standards.
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