



The Global Language of Business

GS1 Global Brand Manual

Delivering Global Coherence and Local Flexibility

Version 1.2

16 April 2015

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

mozone.gs1.org/brand

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.

Table of Contents

Purpose and Beliefs	4	Print Templates	46	Other Guidelines	138
Brand Building Blocks	6	Brochures		Displays	
Design Summary		Brochure Sizes	47	Exhibit Booths	139
Design Overview	7	Brochure Front-Cover Options	48	Pop-Up Displays	140
Design Fundamentals	8	Brochure Cover Elements	50	Pull-Up Banners	142
Logo and Tagline		Brochure Grid Measurements	54	Hanging Banners	143
Logo Overview	10	Brochure Typestyles	75	Posters	144
Branding Local Services	10	Brochure Examples	79	Office Signage	145
Logo Colours	11	Annual Reports/Overviews	87	Promotional Items	
Incorrect Logo Usage	12	Handouts		Examples	146
Clear Space and Minimum Size	13	Handout Sizes and Formats	88	Partner Seals	
Tagline Specifications	14	Formal Handout First-Page Options	89	Partner Seals Overview	147
Identity Zone	16	Formal Handout First-Page Elements	91	Partner Seals Specifications	148
Colours		Formal Handout Last-Page Elements	92	Invoices	
Colour Specifications	18	Formal Handout Measurements	93	Invoices Overview	150
Colour Usage	19	Basic Handout Sizes and Formats	101	Right-to-Left Languages	
Typography		Basic Handout Measurements	102	Right-to-Left Languages Overview	151
Typefaces	21	Basic Handout Examples	110		
Typography Overview	23	Stationery			
Icons		Business Cards	113		
Icon Overview	24	Letterhead	117		
Incorrect Icon Usage	25	Compliment Slip	119		
Industry Icons	26	Envelopes	120		
Identify, Capture, Share, Use Icons	30	Certificates	121		
Corporate Visual		CDs and DVDs			
Corporate Visual Overview	31	CDs	123		
Infographics		DVDs	124		
Infographics Overview	32	Shared Digital Templates	125		
Assembling Infographics	32	Microsoft PowerPoint			
Infographic Component Library	33	Sizes	126		
Infographic Examples	39	Cover Slide Options	127		
Graphic Elements and Photography		Interior Slides	128		
Shapes and Rules	42	Microsoft Word			
Shapes and Photos	43	Advanced Document Cover Options	129		
Icons, Shapes and Photos	45	Advanced Document Interior Pages	130		
		Basic Document	131		
		Letterhead Document	132		
		Emails			
		E-Newsletters	133		
		Marketing Emails	134		
		Email Signatures	136		
		Web Toolkit			
		Web Toolkit Overview	137		

Basic Colour Palette Option

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.



The Global Language of Business

GS1 Global Brand Manual

Purpose and Beliefs

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



The Global Language of Business

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

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

We enable visibility through the exchange of authentic data.

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

We are...

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

How to Use

- 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



Brand Building Blocks

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 and Harmony

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.

Flexibility and Creativity

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.

**Logo and
Tagline**

Colours

Typography

Icons

**Corporate
Visual**

Infographics

**Graphic
Elements and
Photography**

See pages 10–17

See pages 18–20

See pages 21–23

See pages 24–30

See page 31

See pages 32–41

See pages 42–45

Design Overview

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

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

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

Our design is...

Clean

Organised

Vibrant

Approachable

Smart

Purposeful

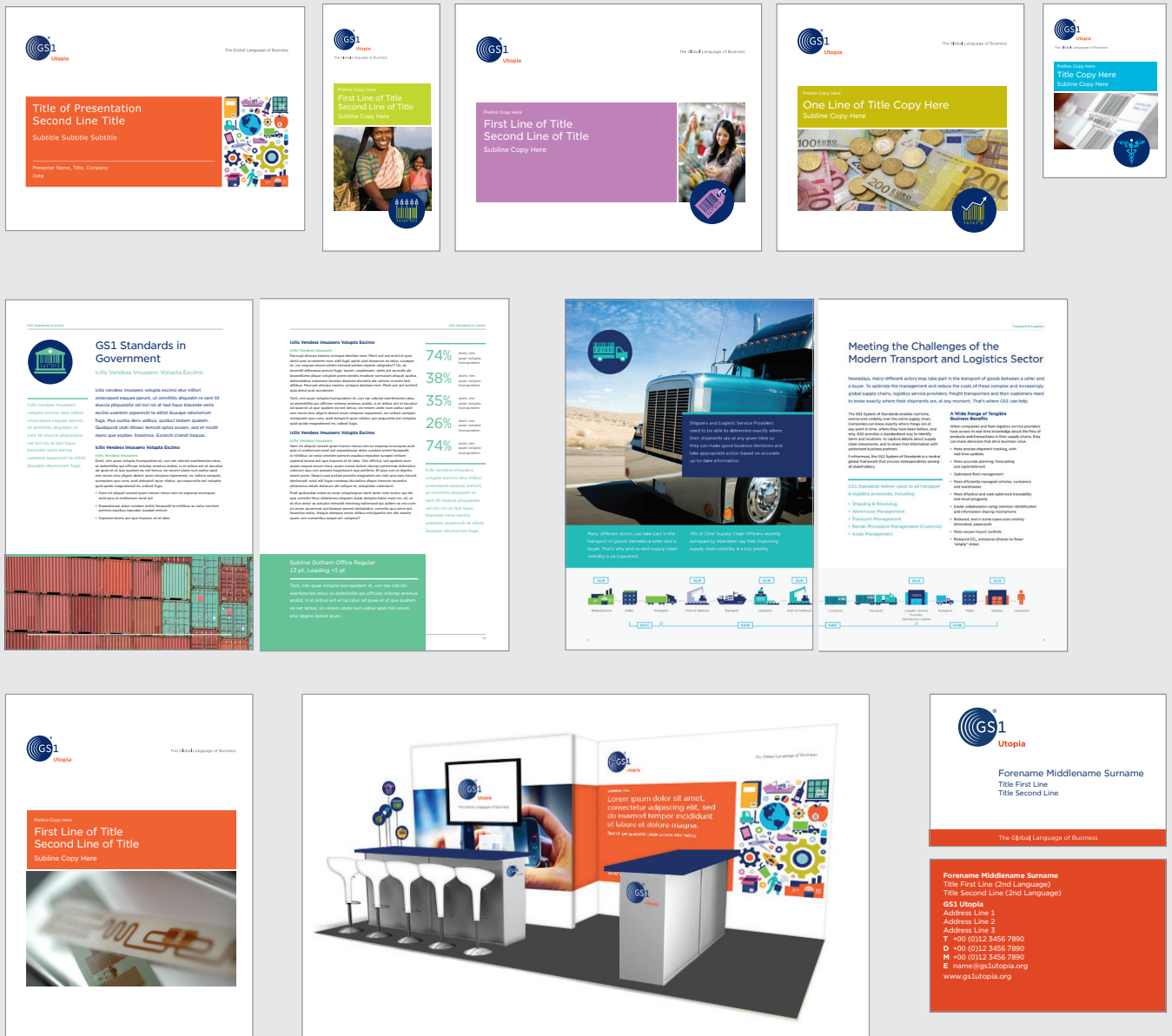
Our design is not...

Complicated

Decorative

Overly sophisticated or serious

Frivolous or silly



Design Fundamentals

Logo

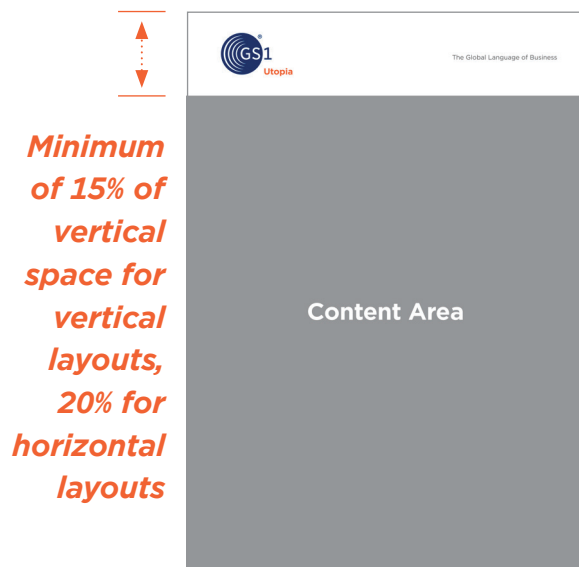
- Each MO must use its new, revised logo
- Use the new files available on the MO Zone, do not recreate the changes from an old logo file
- See pages 10–17 for more information



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

GS1 Blue C100 M80 Y0 K42	GS1 Orange C0 M76 Y88 K0	GS1 Dark Gray C0 M0 Y0 K80
GS1 Dark Medium Gray C0 M0 Y0 K50	GS1 Light Medium Gray C0 M0 Y0 K30	GS1 Light Gray C0 M0 Y0 K10

Secondary Colours

- Use the designated secondary colour for colour-coding industry-specific content; Identify, Capture, Share, Use content; or partner certification levels
- Multiple secondary colours may be used together for infographics or as accents on cross-industry materials
- See pages 18–20 for more information

GS1 Raspberry Retail, Capture C0 M82 Y20 K0	GS1 Purple General Merchandise C24 M56 Y0 K0	GS1 Lavender Apparel C32 M42 Y0 K0
GS1 Slate Automotive C50 M25 Y0 K0	GS1 Sky Healthcare, Identify C83 M0 Y10 K0	GS1 Link C100 M20 Y0 K0
GS1 Mist Utilities/Fuel C42 M7 Y12 K1	GS1 Teal Transport & Logistics C71 M0 Y33 K0	GS1 Mint Government C59 M0 Y53 K0
GS1 Grass Foodservice, Share C57 M0 Y100 K0	GS1 Forest Recycling C82 M0 Y86 K0	GS1 Olive Raw Materials C43 M11 Y76 K0
GS1 Lime Agriculture C29 M0 Y100 K0	GS1 Gold Finance C7 M5 Y100 K20	GS1 Peach Fresh Foods C0 M35 Y90 K0
GS1 Tangerine CPG, Use C0 M60 Y100 K0	GS1 Honey Construction C7 M35 Y99 K19	GS1 Terracotta Aerospace & Defence C17 M54 Y65 K0

Design Fundamentals Continued

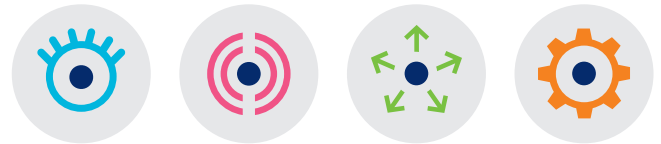
Icons

- 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

Industry Icons (Examples)



Identify, Capture, Share, Use Icons



Corporate Visual

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

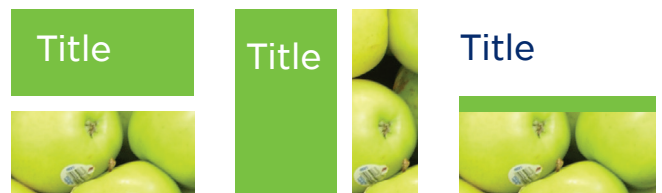
- Shapes and rules have a defined, simple style
- Corners are squared, never rounded
- Do not use drop shadows, gradations or transparency

- Photos should be well lit, colourful and have a sense of depth
- See pages 42–45 for more information

Coloured Blocks



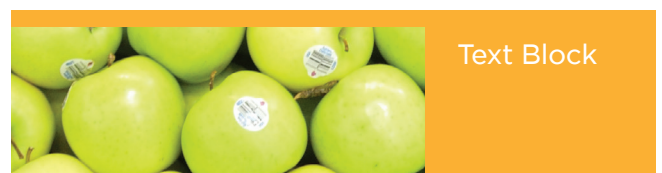
Coloured Blocks, Bars and Photos on Covers



Coloured Bars, Photos and Icons



Coloured Blocks, Bars and Photos on Inside Pages



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 the MO Zone



How Not to Use

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

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*



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



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

One-Colour Blue

- For use only when printing is limited to one spot colour



One-Colour Black

- For use only when printing is limited to black



One-Colour Negative

- Suboptimal — only use when absolutely necessary due to mandatory dark background
- Arcs and letters “GS” are always the same colour as the background colour



How Not to Use

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

Notes

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

Incorrect Logo Usage

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

Do not place on a dark background or photo



Do not make transparent



Do not distort or alter the elements in any way



Use only approved colour versions



Do not move the 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



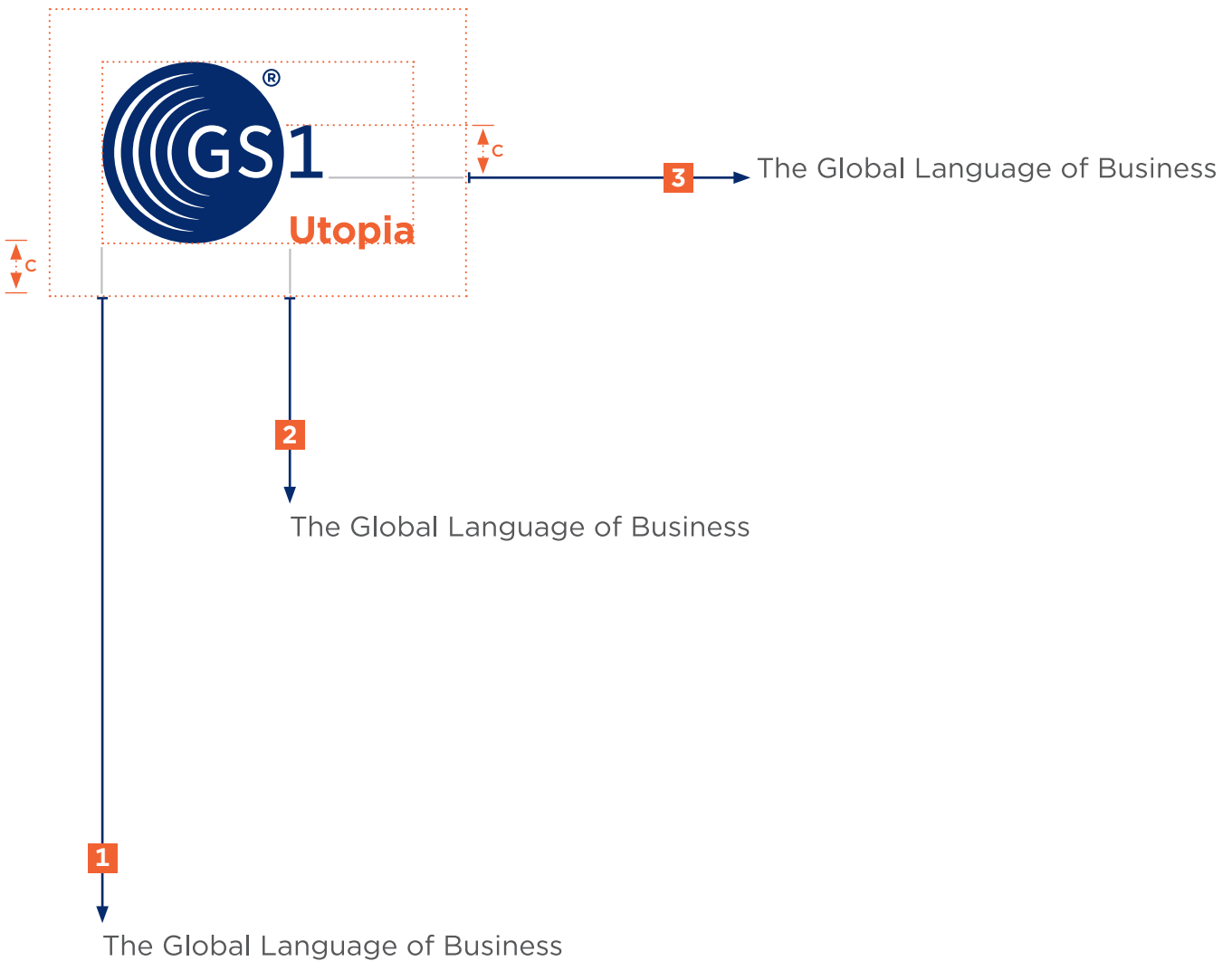
Tagline Specifications

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 ($A \times 0.138$)
- The exceptions to this size relationship are very small applications of the logo (such as pens) and large-scale display applications (such as office signage)

Combined Lockup

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

How Not to Use

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



GS1 Dark Gray

PMS Cool Gray 11 C

CMYK C0 M0 Y0 K80

RGB R69 G69 B69

HEX 454545

Identity Zone

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

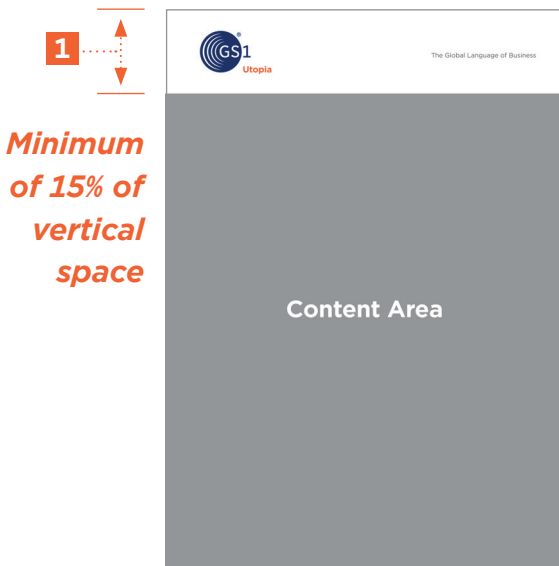
Top Identity Zone

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



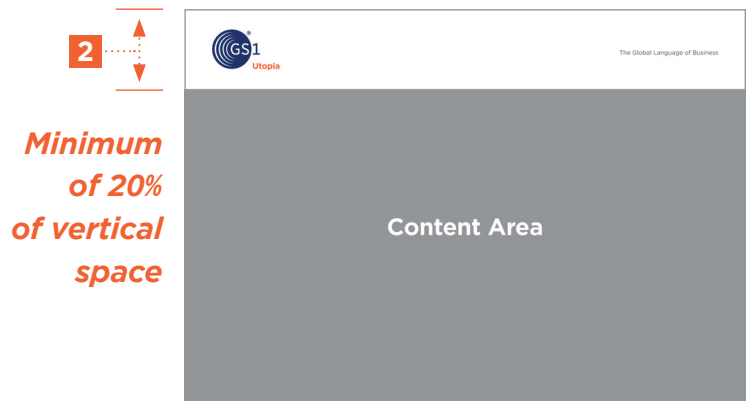
1. Vertical Layouts

- A minimum of 15% of the vertical space of any vertical cover or primary display panel is reserved for the logo and tagline
- Some templates, such as the brochures, include a larger Identity Zone



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

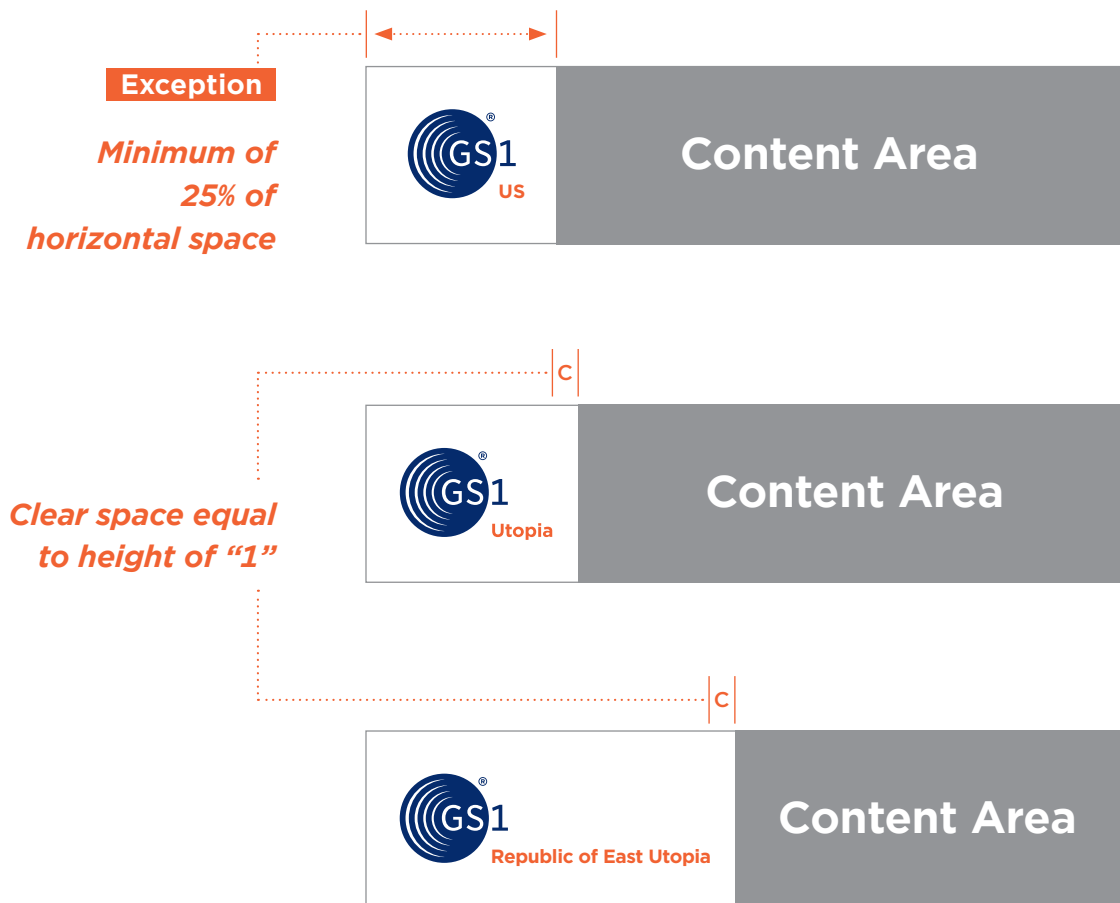
- *10% screen of any brand colour.
- **Centre the circle of the logo when using the minimum Identity Zone. Centre the baseline of the “1” when using a larger Identity Zone.

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



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.

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

Secondary Brand Colours

Use the designated secondary colour for colour-coding industry-specific content and Identify, Capture, Share, Use content. Multiple secondary colours may be used together for infographics or as accents in general (cross-industry) materials.

GS1 Raspberry	GS1 Purple	Revised GS1 Lavender	New GS1 Slate	GS1 Sky	GS1 Link
PMS 213 C	PMS 252 C	PMS 2073 C	PMS 7453 C	PMS 638 C	PMS Process Blue C
CMYK C0 M82 Y20 K0	CMYK C24 M56 Y0 K0	CMYK C32 M42 Y0 K0	CMYK C50 M25 Y0 K0	CMYK C83 M0 Y10 K0	CMYK C100 M20 Y0 K0
RGB R240 G85 B135	RGB R191 G131 B185	RGB R175 G150 B212	RGB R137 G170 B219	RGB R0 G182 B222	RGB R0 G141 B189
HEX F05587	HEX BF83B9	HEX AF96D4	HEX 89AADB	HEX 00B6DE	HEX 008DBD
Capture, Retail	General Merchandise	Apparel	Automotive	Healthcare, Identify	HTML Links Only
GS1 Mist	GS1 Teal	GS1 Mint	GS1 Grass	GS1 Forest	GS1 Olive
PMS 550 C	PMS 3262 C	PMS 2248 C	PMS 368 C	PMS 7481 C	PMS 2303 C
CMYK C42 M7 Y12 K1	CMYK C71 M0 Y33 K0	CMYK C59 M0 Y53 K0	CMYK C57 M0 Y100 K0	CMYK C82 M0 Y86 K0	CMYK C43 M11 Y76 K0
RGB R141 G185 B202	RGB R34 G188 B185	RGB R113 G183 B144	RGB R122 G193 B67	RGB R0 G183 B79	RGB R157 G187 B104
HEX 8DB9CA	HEX 22BCB9	HEX 71B790	HEX 7AC143	HEX 00B74F	HEX 9DBB68
Utilities/Fuel	Transport & Logistics	Government	Foodservice, Share	Recycling	Raw Materials
GS1 Lime	GS1 Gold	GS1 Peach	GS1 Tangerine	GS1 Honey	GS1 Terracotta
PMS 382 C	PMS 612 C	PMS 137 C	PMS 151 C	PMS 7556 C	PMS 7591 C
CMYK C29 M0 Y100 K0	CMYK C7 M5 Y100 K20	CMYK C0 M35 Y90 K0	CMYK C0 M60 Y100 K0	CMYK C7 M35 Y99 K19	CMYK C17 M54 Y65 K0
RGB R193 G216 B47	RGB R196 G176 B0	RGB R251 G176 B52	RGB R255 G130 B0	RGB R183 G139 B32	RGB R211 G135 B95
HEX C1D82F	HEX C4B000	HEX FBB034	HEX FF8200	HEX B78B20	HEX D3875F
Agriculture	Finance	Fresh Foods	CPG, Use	Construction	Aerospace & Defence

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

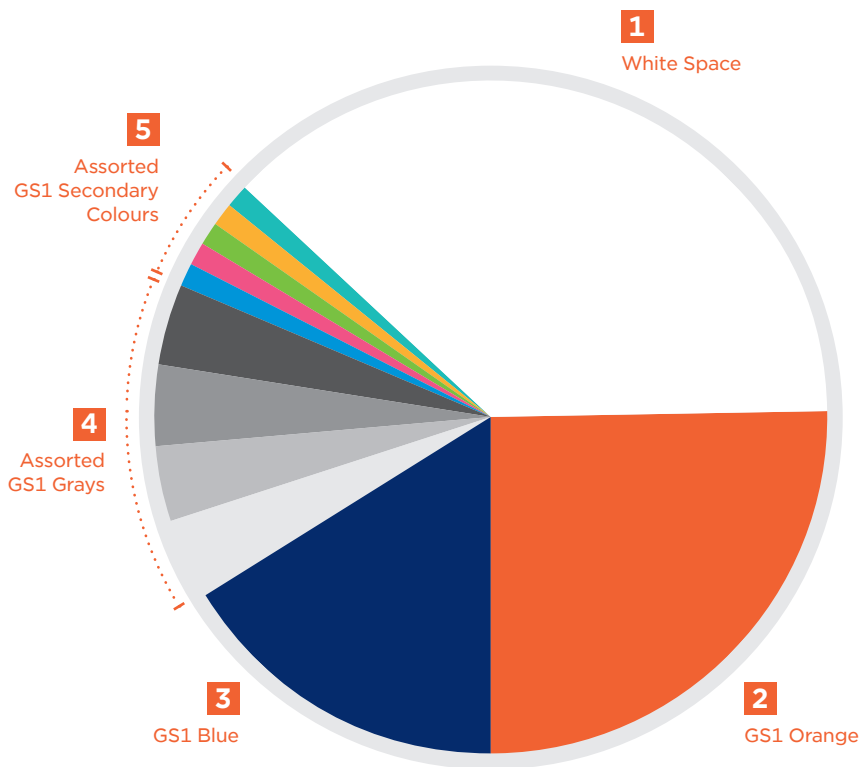
Use GS1 Blue as the main contrast colour for the other vibrant colours. Use for coloured blocks, bars and rules, as well as for type.

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

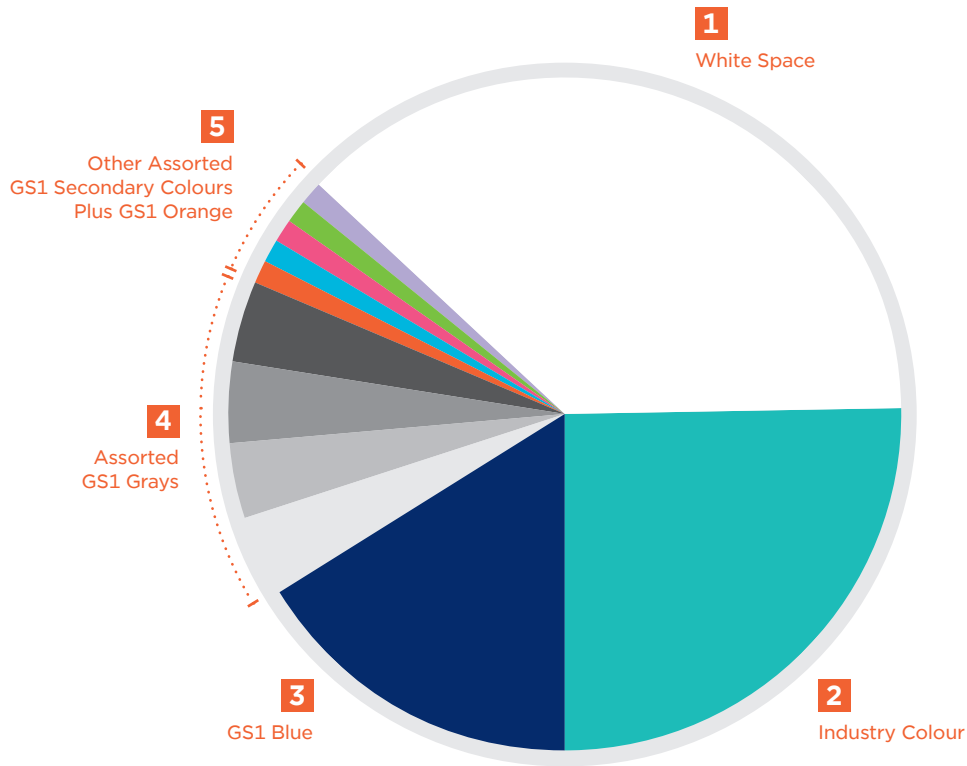
Use GS1 Blue as the main contrast colour for the other vibrant colours. Use for coloured blocks, bars and rules, as well as for type.

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.



The Global Language of Business

Delivering Value in Shipping and Receiving

Get Goods In and Out, Accurately and Quickly

Measurable Improvements in Speed and Accuracy

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

How?

Identify
Identify unique units (USCC), trade items (GTIN) and delivery locations (GLN)

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

Share
Share item and location master data in GS1's request for information (RFI) message and receiving advice via GS1 SML or GS1 EPCIS message, and real-time event data using GS1 EPCIS

Know About Shipments Before They Arrive

GS1 UK has been working with a variety of its member companies to automate their goods receiving process. The key is the Dispatch Advice, an electronic message that provides accurate information about the goods that are shipped by suppliers, before they arrive. This allows companies to plan their receiving activities, reduce physical intensive activities, and leverage their supplier relationships to reduce costs and capture better quality data.

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

UK retailer Tesco is in the process of implementing this standard. This meant it is able to be quicker to respond to customer demands, reduce physical intensive activities, and leverage their supplier relationships to reduce costs and capture better quality data.

For More Information
www.gs1.org/uk/news/DispatchAdviceImplementation

GS1 Visibility, Your Business Value

Shippers come in front of GS1's visibility system. They report toward their warehouses or directly to their stores, hospitals, retailers and other destinations. They need to be received, verified, logged, consolidated, stored, and their location sent down to the relevant destination. This delivery process is supported by GS1's visibility system. Tracking partners that have a shared and standardized way of identifying orders, items and communicating related requests and receipt information.

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

Furthermore, the increasing frequency of automated replenishment methods creates demands for improved error checking, more frequent deliveries and smaller drop sizes.

Efficient and accurate shipping and receiving processes for delivery locations, tracking partners that have a shared and standardized way of identifying orders, items and communicating related requests and receipt information.

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

About GS1 Usage

The visibility system is a GS1 standard and is not a GS1 product. It is a standard that can be used by any company that wants to improve their supply chain visibility. For more information, please contact your GS1 representative.

GS1 Usage
Address Line 1
Address Line 2
Address Line 3
T +49 30 2000 1000
F +49 30 2000 1000
E gs1@gs1.org
www.gs1.org

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.

Language	Font	Language	Font
Chinese	Song/Yahei	Korean	Nanum Gothic
Thai	Cordia New	Hebrew	Arial Unicode
Vietnamese	Tahoma/Verdana	Arabic	GE SS (Droid Arabic Kufi for web)
Cyrillic	Gotham Pro	Greek	Whitney
Japanese	Gothic/Ming		

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

Sample Heading with Title Case

Sample heading with sentence case

Sample Colour Coding

Sample Heading with Bold Emphasis

1 ~~ALL CAPS~~

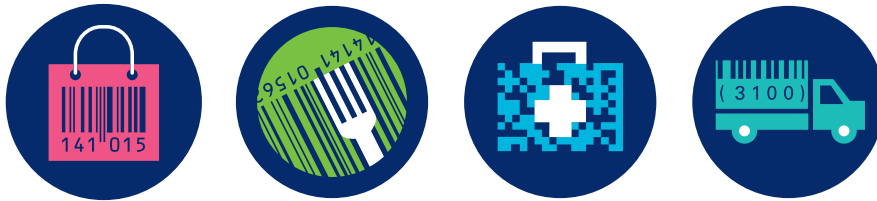
2 ~~E x p a n d e d~~

3 ~~Vertical~~

Icon Overview

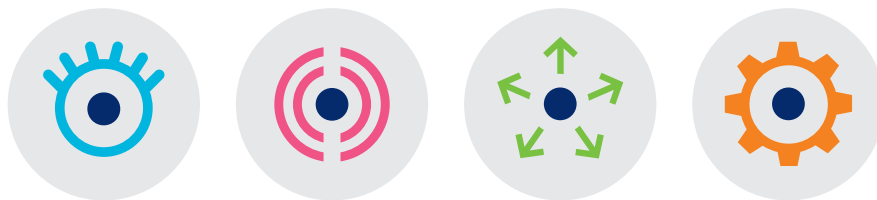
One powerful element of the brand system is the use of icons that have been developed specifically for our brand and help create a unique, ownable look and feel for our materials. Our icons help us to visually distinguish different types of important content, target relevant content to specific industry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

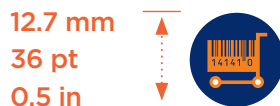
- Icons should always appear below the GS1 logo on a cover or primary display panel*
- Icons should typically be distinctly larger than the GS1 logo to function visually as a graphic element and not as a competing logo**
- In the case of limited space, an icon may be exactly the same size as the circle 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)



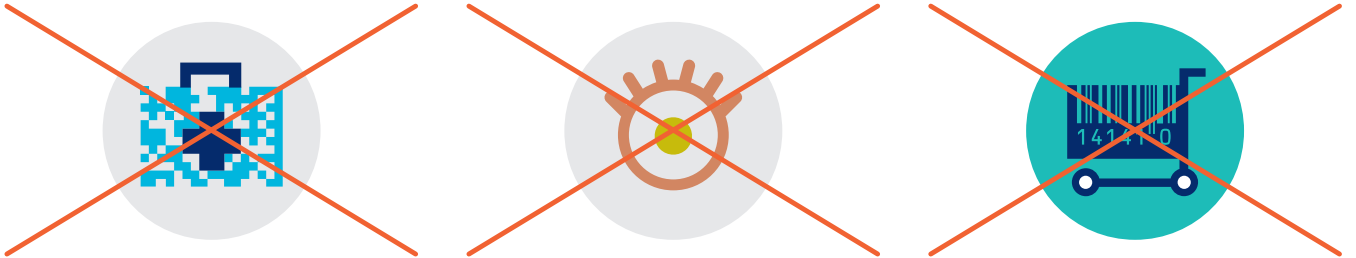
Notes

- *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.

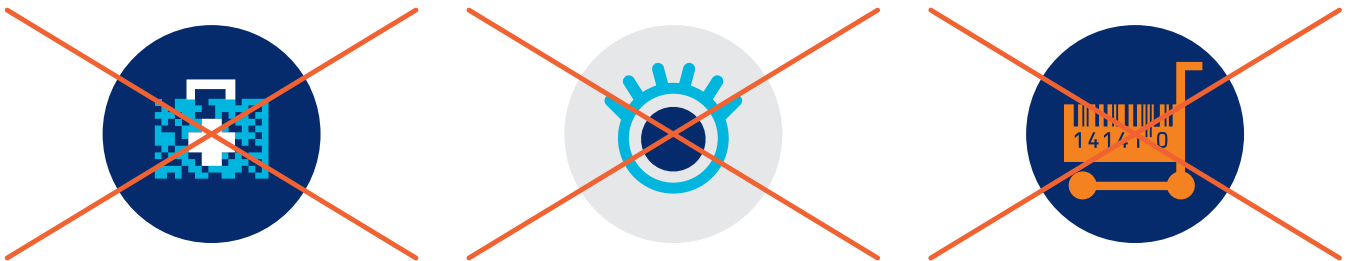
Incorrect Icon Usage

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.

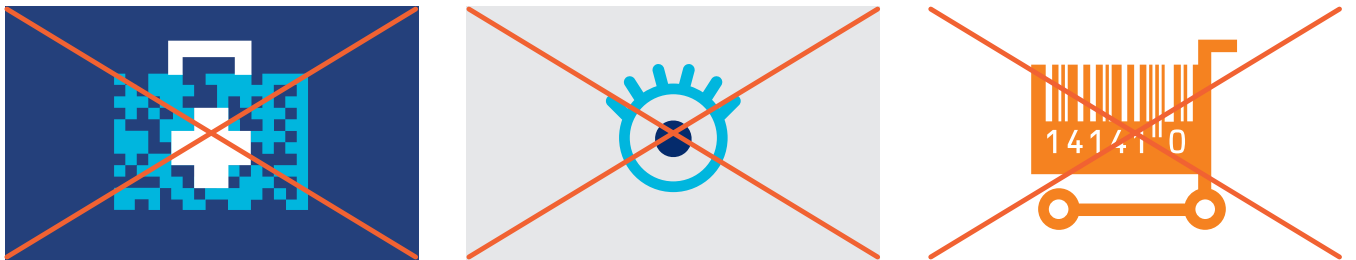
Do not change the colours



Do not alter the size or relationship of the elements in any way



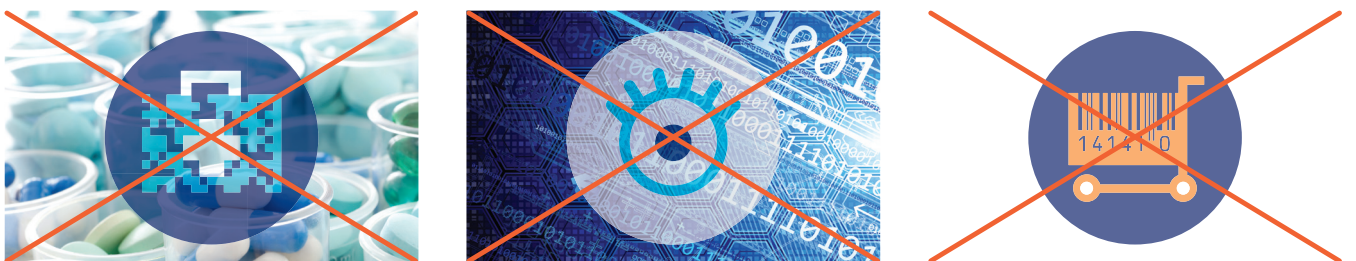
Do not use the inside elements of an icon without its circle



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



Do not make the icon transparent



Industry Icons

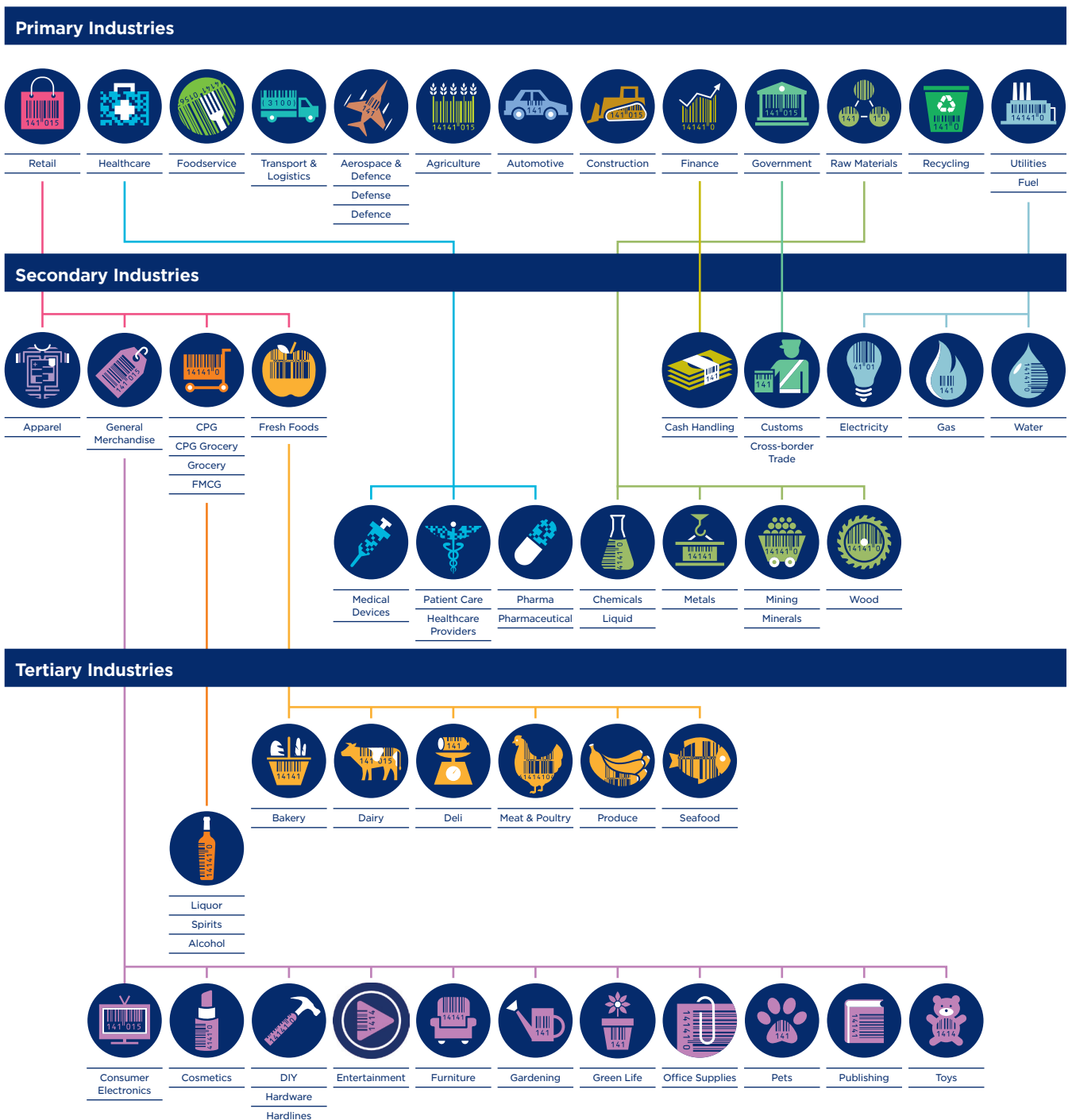
The GS1 industry icon system has been developed to help GS1 organisations target their communications to specific industries. The use of these icons makes it easier for GS1’s diverse audiences to find the content and resources that are relevant to their needs.

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



Industry Icons Continued

Retail

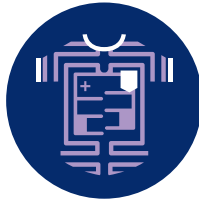


Retail

GS1 Raspberry

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

Under Retail



Apparel

GS1 Lavender

PMS 2073 C
CMYK C32 M42 Y0 K0
RGB R175 G150 B212
HEX AF96D4



General Merchandise

GS1 Purple

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



CPG (or FMCG)

GS1 Tangerine

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

CPG Grocery

Grocery



Fresh Foods

GS1 Peach

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

Under General Merchandise



Consumer Electronics



Cosmetics



DIY

Hardware

Hardlines



Entertainment



Furniture



Gardening



Green Life



Office Supplies



Pets



Publishing



Toys

GS1 Purple

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

Under CPG



Liquor

GS1 Tangerine

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

Under Fresh Foods



Bakery



Dairy



Deli



Meat & Poultry

GS1 Peach

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



Produce



Seafood

Industry Icons Continued

Healthcare



Healthcare

GS1 Sky

PMS 638 C

CMYK C83 M0 Y10 K0

RGB R0 G182 B222

HEX 00B6DE

Under Healthcare



Medical Devices



Patient Care

Healthcare Providers



Pharma

Pharmaceutical

Foodservice



Foodservice

GS1 Grass

PMS 368 C

CMYK C57 M0 Y100 K0

RGB R122 G193 B67

HEX 7AC143

Transport & Logistics



Transport & Logistics

GS1 Teal

PMS 3262 C

CMYK C71 M0 Y33 K0

RGB R34 G188 B185

HEX 22BCB9

Aerospace & Defence



Aerospace & Defence

Defense

GS1 Terracotta

PMS 7591 C

CMYK C17 M54 Y65 K0

RGB R211 G135 B95

HEX D3875F

Agriculture



Agriculture

GS1 Lime

PMS 382 C

CMYK C29 M0 Y100 K0

RGB R193 G216 B47

HEX C1D82F

Automotive



Automotive

GS1 Slate

PMS TBD

CMYK TBD

RGB TBD

HEX TBD

Construction



Construction

GS1 Honey

PMS 7556 C

CMYK C7 M35 Y99 K19

RGB R183 G139 B32

HEX B78B20

Finance



Finance

GS1 Gold

PMS 612 C

CMYK C7 M5 Y100 K20

RGB R196 G176 B0

HEX C4B000

Under Finance



Cash Handling

Government



Government

GS1 Mint

PMS 2248 C

CMYK C59 M0 Y53 K0

RGB R113 G183 B144

HEX 71B790

Under Government



Customs

Cross-border Trade

Industry Icons Continued

Raw Materials



Raw Materials

Under Raw Materials



Chemicals/Liquid



Metals



Mining
Minerals



Wood

GS1 Olive

PMS 2303 C

CMYK C43 M11 Y76 K0

RGB R157 G187 B104

HEX 9DBB68

Recycling



Recycling

GS1 Forest

PMS 7481 C

CMYK C82 M0 Y86 K0

RGB R0 G183 B79

HEX 00B74F

Utilities/Fuel



Utilities
Fuel

GS1 Mist

PMS 550 C

CMYK C42 M7 Y12 K1

RGB R141 G185 B202

HEX 8DB9CA

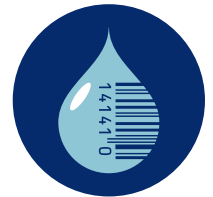
Under Utilities/Fuel



Electricity



Gas



Water

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

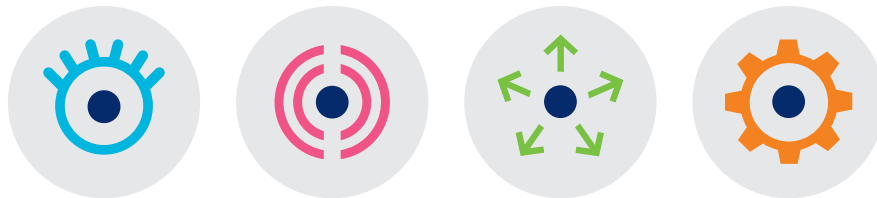
- These icons may only be used to represent the four categories of the GS1 system of standards
- These icons are available on a gray or white circle
- See page 45 for information on how to use these icons with other design elements

How Not to Use

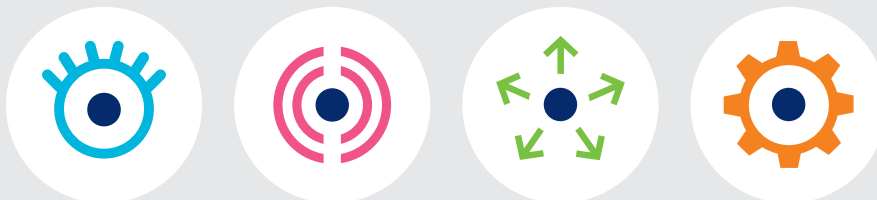
- Do not use any of these icons to represent anything other than what they are designated for
- Do not use as decoration (doesn't represent anything)
- See page 25 for more information on how not to use icons

Identify	Capture	Share	Use
GS1 Identification Keys	GS1 Data Carriers	GS1 Data Exchange	Business Processes

Option on Gray Circle



Option on White Circle



<p>GS1 Sky</p> <p>PMS 638 C</p> <p>CMYK C83 M0 Y10 K0</p> <p>RGB R0 G182 B222</p> <p>HEX 00B6DE</p>	<p>GS1 Raspberry</p> <p>PMS 213 C</p> <p>CMYK C0 M82 Y20 K0</p> <p>RGB R240 G85 B135</p> <p>HEX F05587</p>	<p>GS1 Grass</p> <p>PMS 368 C</p> <p>CMYK C57 M0 Y100 K0</p> <p>RGB R122 G193 B67</p> <p>HEX 7AC143</p>	<p>GS1 Tangerine</p> <p>PMS 151 C</p> <p>CMYK C0 M60 Y100 K0</p> <p>RGB R255 G130 B0</p> <p>HEX FF8200</p>
<p>GS1 Blue</p> <p>PMS 654 C</p> <p>CMYK C100 M80 Y0 K42</p> <p>RGB R0 G44 B108</p> <p>HEX 002C6C</p>	<p>GS1 Light Gray</p> <p>PMS Cool Gray 1 C</p> <p>CMYK C0 M0 Y0 K10</p> <p>RGB R244 G244 B244</p> <p>HEX F4F4F4</p>		

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)

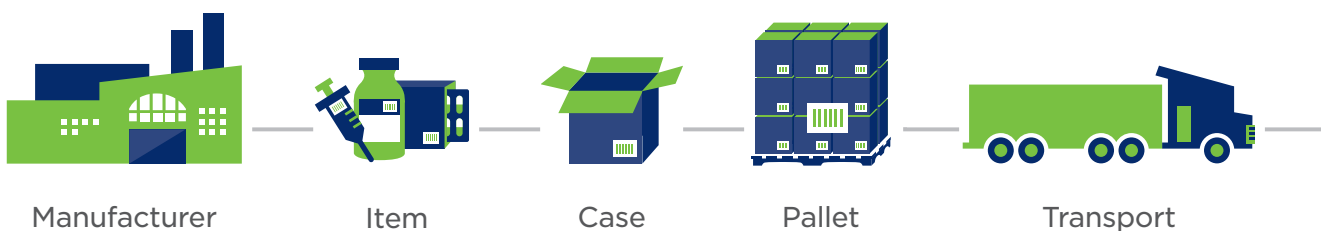


GS1 Dark Medium Gray

PMS Cool Gray 8 C
 CMYK C0 M0 Y0 K50
 RGB R136 G139 B141
 HEX 888B8D

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, Item

Basic Distributor

Distributor, Transport, Pallet

Basic Transportation (Supply Side)

Port or Harbour, Transport

Basic Distribution Centre

Distribution Centre, Logistic Service Provider Distribution Centre, Transport, Case, Pallet

Basic Transportation (Demand Side)

Customs, Port or Harbour, Container, Transport

Basic Retailer / Operator / Provider

Retailer, Healthcare Provider, Retailer Healthcare Provider Operator, Item, Item

Basic Wholesaler

Wholesaler, Pallet, Transport

Basic Consumer / Patient / Caregiver

Consumer, Patient Caregiver, Consumer Patient Caregiver

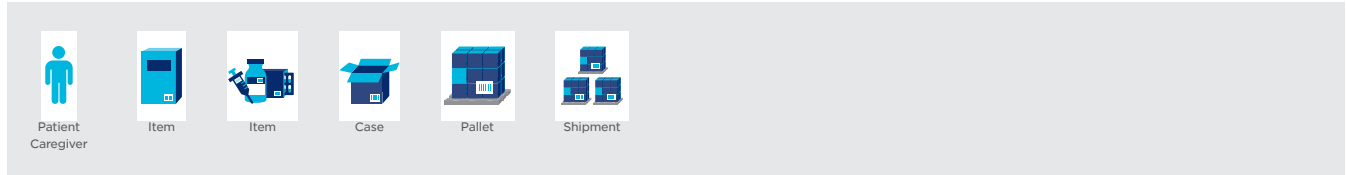
Notes

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

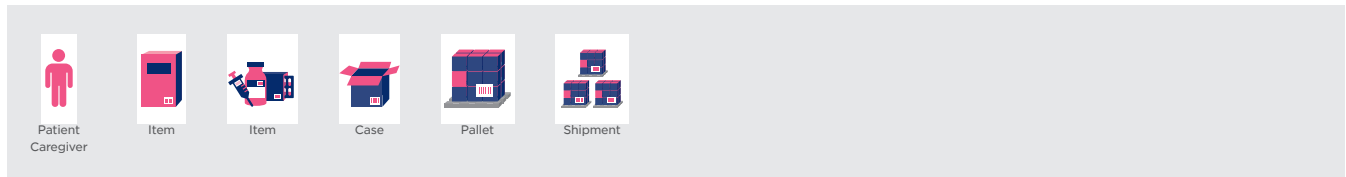
Infographic Component Library: Basic Continued

Basic Item, Case, Pallet, Shipment Components

Basic Identify

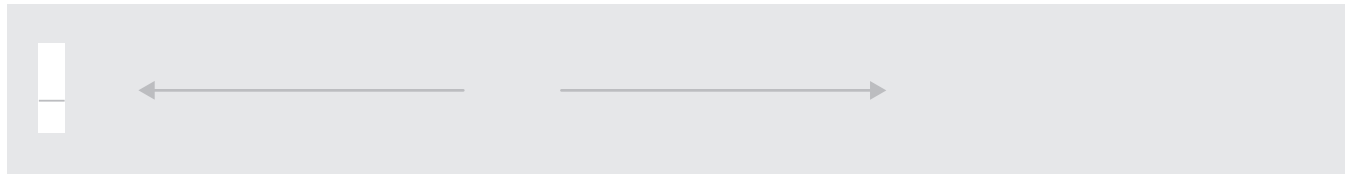


Basic Capture



Basic Connectors

























Basic Connectors










Infographic Component Library: Basic Continued

Basic Share Components

Basic Transactional Data

<div style="background-color: #76b82a; color: white; padding: 5px; margin-bottom: 5px;">Transport Status</div> <div style="background-color: #76b82a; color: white; padding: 5px; margin-bottom: 5px;">Invoice</div> <div style="width: 10px; height: 10px; background-color: #76b82a; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient	<div style="background-color: #76b82a; color: white; padding: 5px; margin-bottom: 5px;">Despatch Advice</div> <div style="background-color: #76b82a; color: white; padding: 5px; margin-bottom: 5px;">Invoice</div> <div style="width: 10px; height: 10px; background-color: #76b82a; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient
<div style="background-color: #00a68f; color: white; padding: 5px; margin-bottom: 5px;">Transport Status</div> <div style="background-color: #00a68f; color: white; padding: 5px; margin-bottom: 5px;">Invoice</div> <div style="width: 10px; height: 10px; background-color: #00a68f; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient	<div style="background-color: #00a68f; color: white; padding: 5px; margin-bottom: 5px;">Despatch Advice</div> <div style="background-color: #00a68f; color: white; padding: 5px; margin-bottom: 5px;">Invoice</div> <div style="width: 10px; height: 10px; background-color: #00a68f; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient
<div style="background-color: #e67e22; color: white; padding: 5px; margin-bottom: 5px;">Purchase Order</div> <div style="background-color: #e67e22; color: white; padding: 5px; margin-bottom: 5px;">Payment</div> <div style="width: 10px; height: 10px; background-color: #e67e22; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient	<div style="background-color: #e91e63; color: white; padding: 5px; margin-bottom: 5px;">Purchase Order</div> <div style="background-color: #e91e63; color: white; padding: 5px; margin-bottom: 5px;">Payment</div> <div style="width: 10px; height: 10px; background-color: #e91e63; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient
<div style="background-color: #9575cd; color: white; padding: 5px; margin-bottom: 5px;">Transport Instruction</div> <div style="background-color: #9575cd; color: white; padding: 5px; margin-bottom: 5px;">Payment</div> <div style="width: 10px; height: 10px; background-color: #9575cd; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient		
<div style="background-color: #00a68f; color: white; padding: 5px; margin-bottom: 5px;">Transport Instruction</div> <div style="background-color: #00a68f; color: white; padding: 5px; margin-bottom: 5px;">Payment</div> <div style="width: 10px; height: 10px; background-color: #00a68f; margin-left: 5px;"></div>	 Sender  Electronic Message  Recipient		

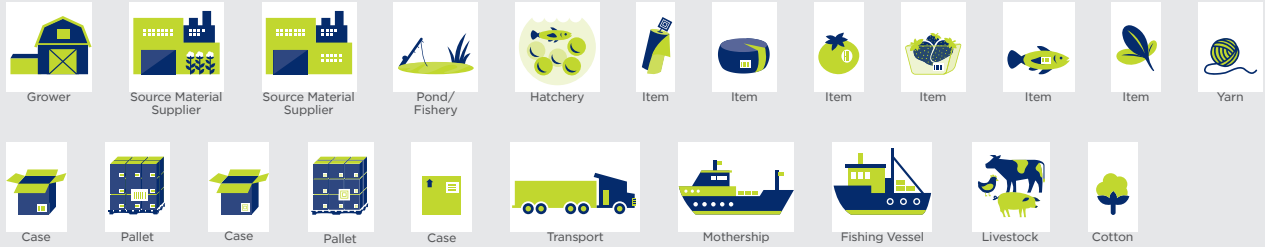
Basic Event Data

						
---	---	---	---	--	---	---

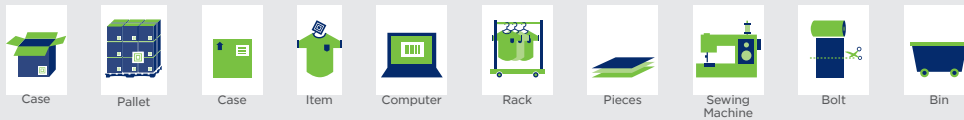
Infographic Component Library: Supplemental Continued

Supplemental Supply Chain Components

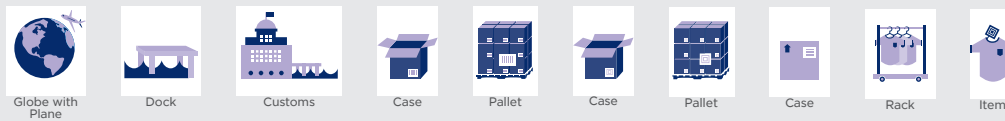
Supplemental Source



Supplemental Manufacturing



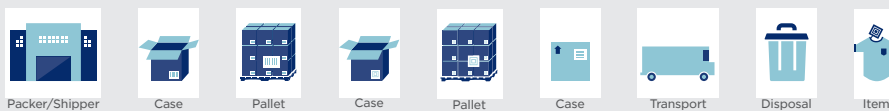
Supplemental Transportation (Supply Side)



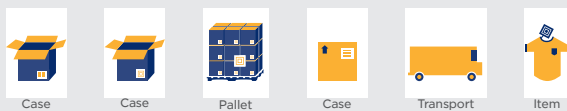
Supplemental Transportation (Demand Side)



Supplemental Processing



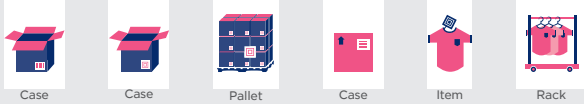
Supplemental Wholesaler



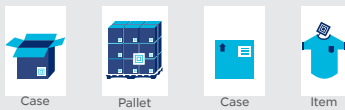
Infographic Component Library: Supplemental Continued

Supplemental Supply Chain Components Continued

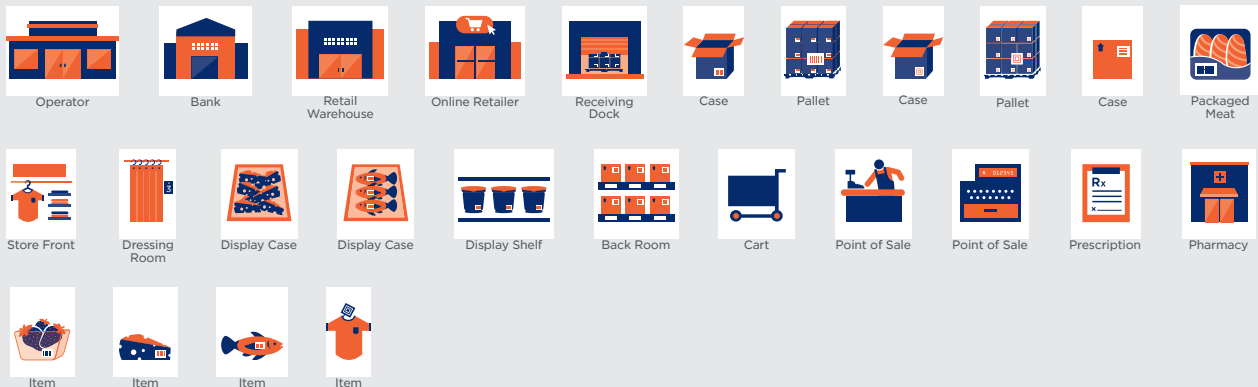
Supplemental Distributor



Supplemental Distribution Centre



Supplemental Retailer / Operator / Provider



Supplemental Consumer / Patient / Caregiver



Infographic Component Library: Supplemental Continued

Supplemental Item, Case, Pallet, Shipment Components

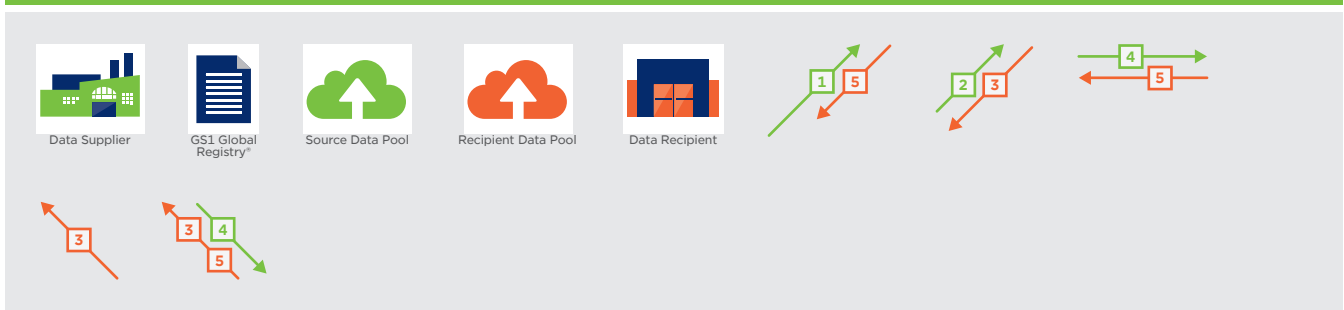
Supplemental Identify



Supplemental Capture



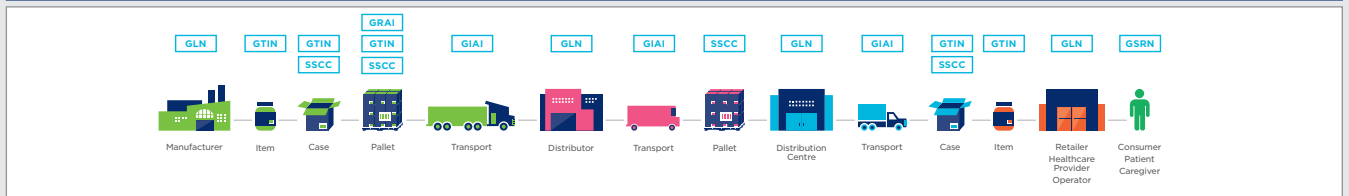
Supplemental Master Data



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.

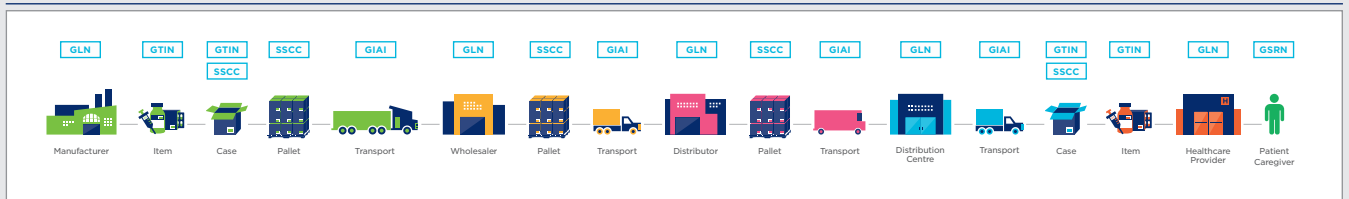
General Supply Chain



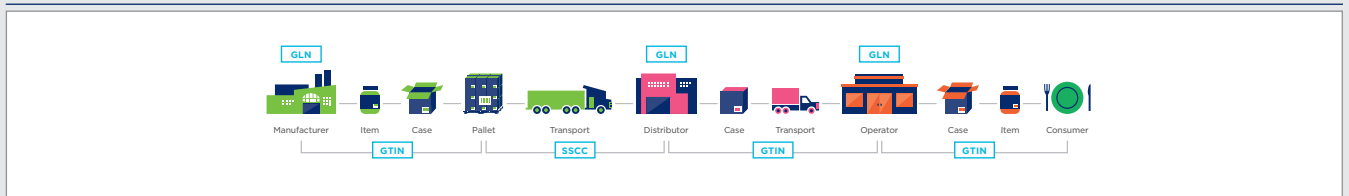
Retail Supply Chain



Healthcare Supply Chain



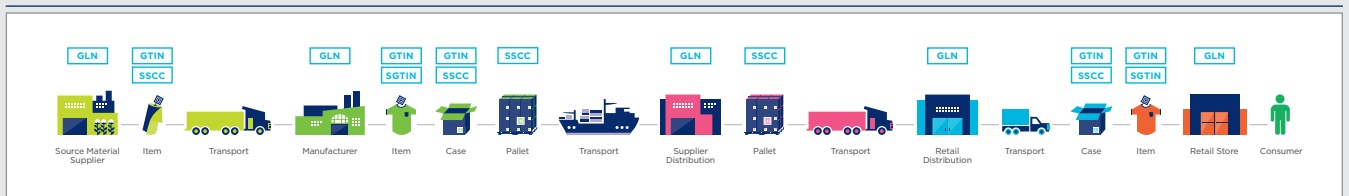
Foodservice Supply Chain



Transport & Logistics Supply Chain



Apparel Supply Chain



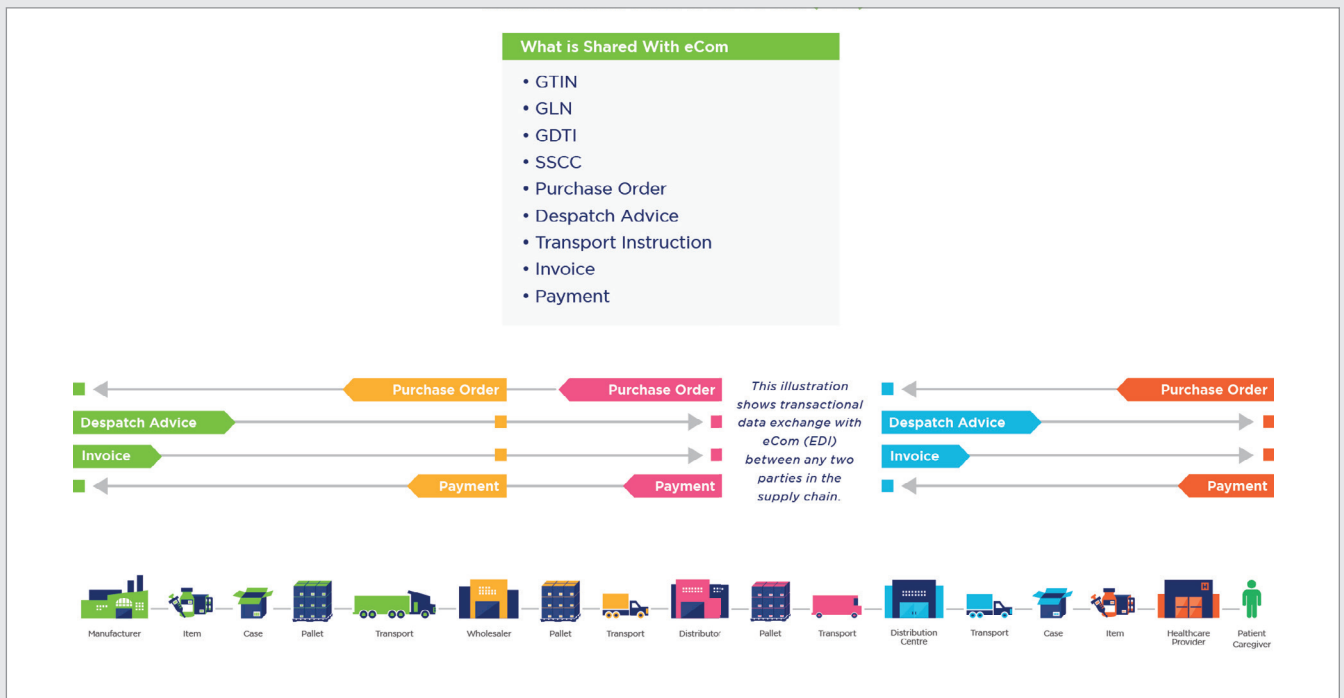
Fresh Foods Supply Chain



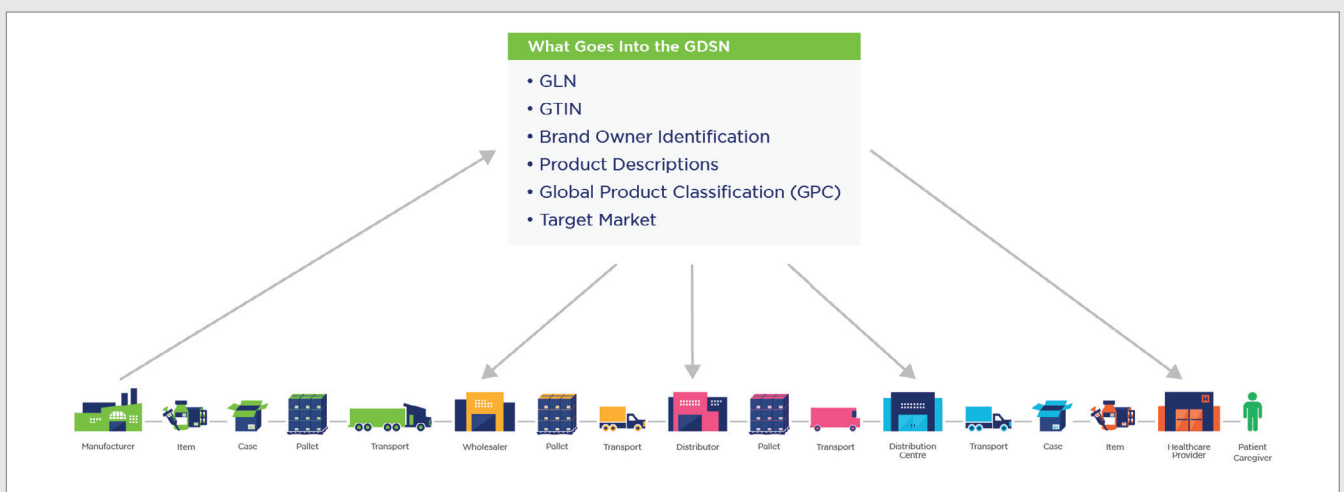
Infographic Examples Continued

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

Transactional Data with eCom (EDI)



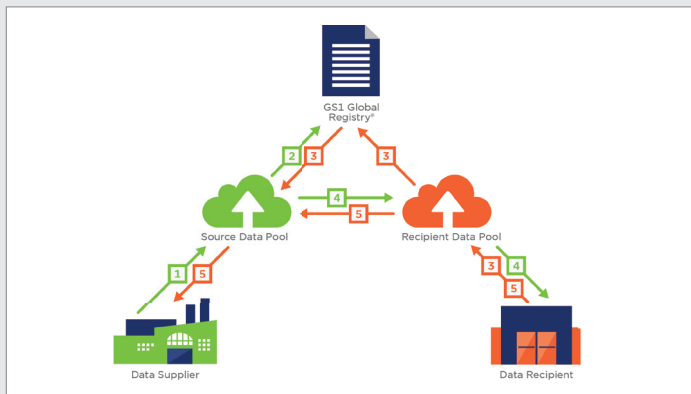
Master Data with GDSN



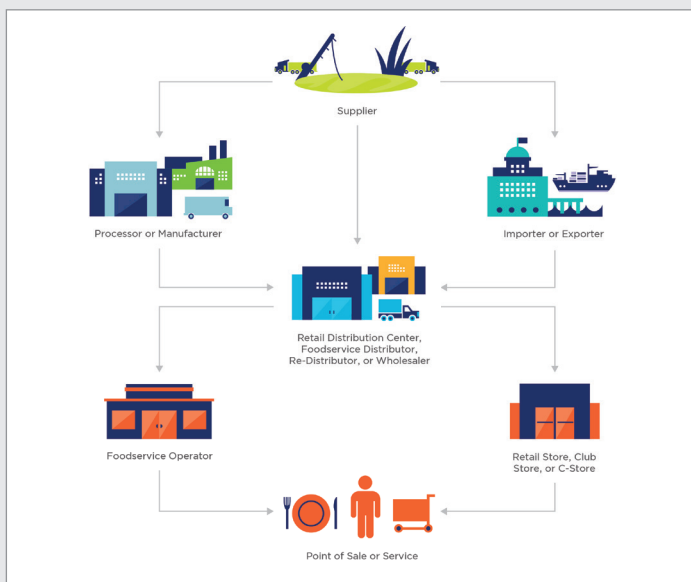
Infographic Examples Continued

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

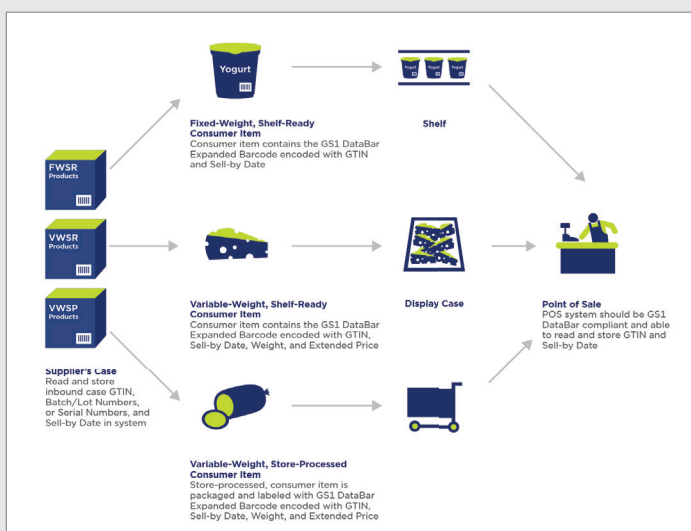
GDSN



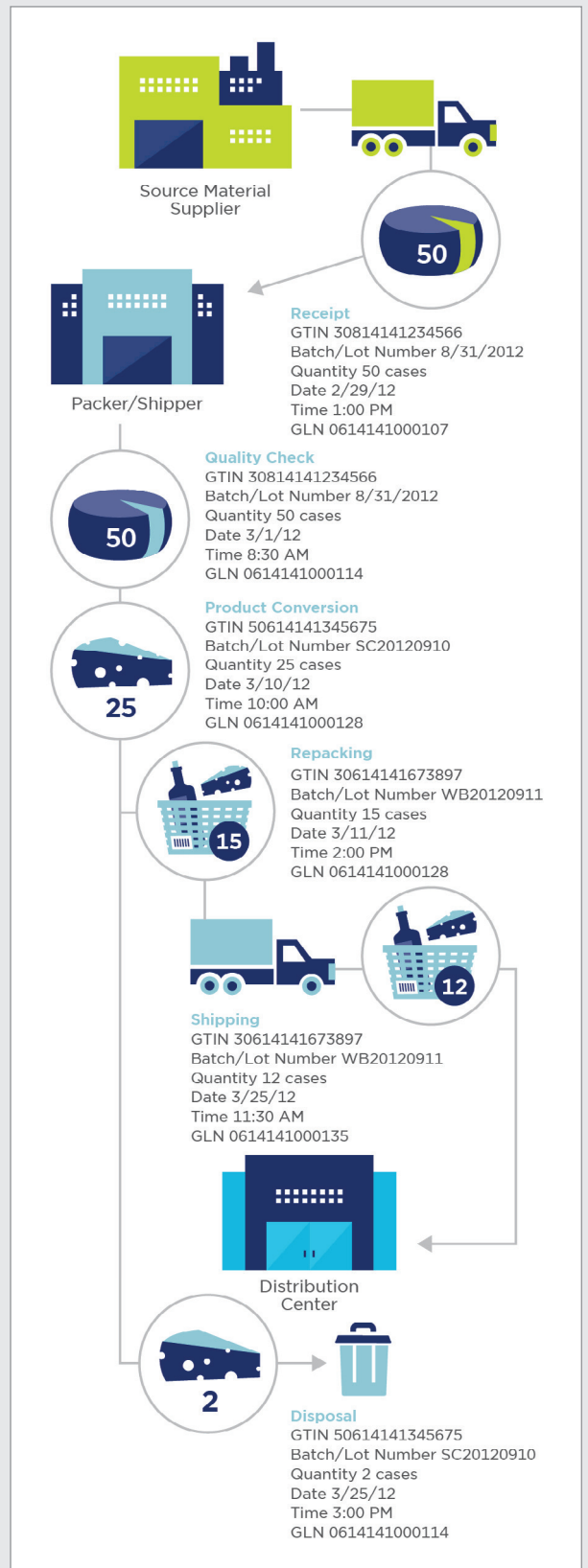
Seafood Traceability



Dairy, Deli, Bakery Traceability



Dairy, Deli, Bakery Traceability



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

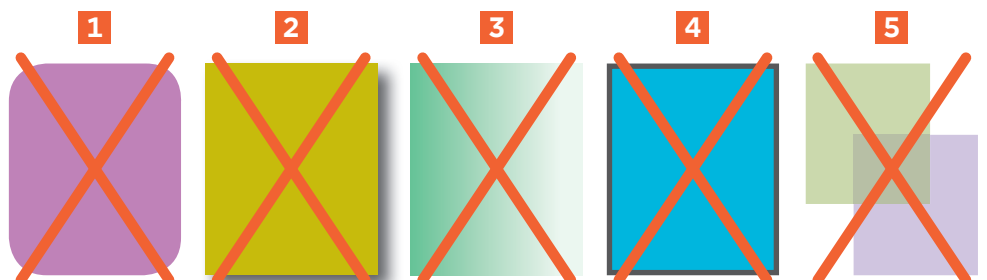
Coloured Rule with sample call out text below (heading optional above) for emphasizing quotes or other text.

Thin Rules

- A GS1 Dark Medium Gray, white or GS1 Blue rule (line)
- Always 0.5 pt thick on printed collateral
- Used as subtle separation between areas of content or as an underline to a subhead

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

1. Coloured Block Above Photo



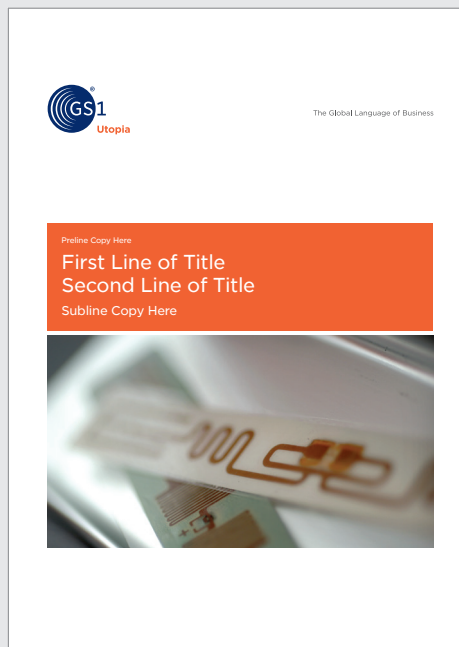
2. Coloured Block Left of Photo



3. Coloured Bar Above Photo



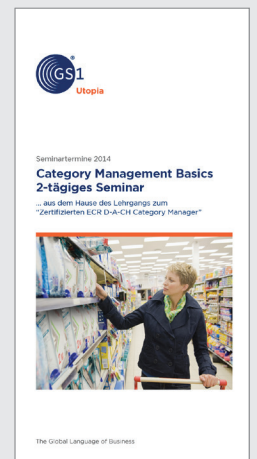
1



2



3



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

Meeting the Challenges of the Modern Transport and Logistics Sector

Nowadays, many different actors may take part in the transport of goods between a seller and a buyer. To optimize the management and reduce the costs of these complex and increasingly global supply chains, logistics service providers, freight intermediaries and their customers need to know exactly where their shipments are, at any moment. That's where GS1 can help.

The GS1 System of Standards enables real-time, end-to-end visibility into the entire supply chain. Companies can use exactly where things are at any point in time, where they've been before, and why. GS1 provides a distributed key to identify items and locations. To capture unique identification, chain movements, and to provide that information with authorized business partners.

Furthermore, the GS1 System of Standards is needed to ensure global harmonized data sources interoperability among all stakeholders.

GS1 Standards deliver value to all transport & logistics processes, including:

- Shipping & Receiving
- Warehouse Management
- Transport Management
- Order/Procurement Management (Customer)
- Asset Management

A Wide Range of Tangible Business Benefits

When companies and their logistics service providers collaborate to create knowledge about the flow of goods and transactions in their supply chains, they can realize numerous benefits for their business cases:

- More precise shipment tracking, with real-time updates
- More accurate planning, forecasting and optimization
- Optimized fuel consumption
- More effectively managed vehicles, containers and equipment
- More effective and cost-optimized traceability and recall programs
- Faster collaboration using common identification and transportation technologies
- Reduced, and in some cases even entirely eliminated, paperwork
- More secure import controls
- Reduced CO₂ emissions thanks to lower "empty miles"

Measurable Improvements in Speed and Accuracy

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

How?

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

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

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



Print Templates

Templates for key printed materials have been developed and are available in the global brand section of the MO Zone. Using these templates will not only help the brand achieve global coherence, it eliminates redundant effort across 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.

Brochures

See pages 47-86

Handouts

See pages 88-112

Stationery

See pages 113-122

CDs and DVDs

See pages 123 and 124

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.

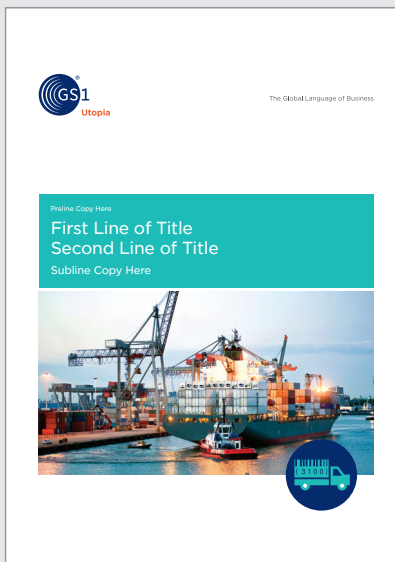
Brochure Sizes

Seven sizes of brochure templates are available.

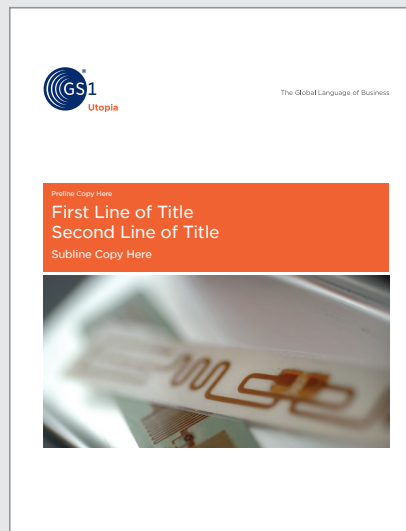
How to Use

- 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

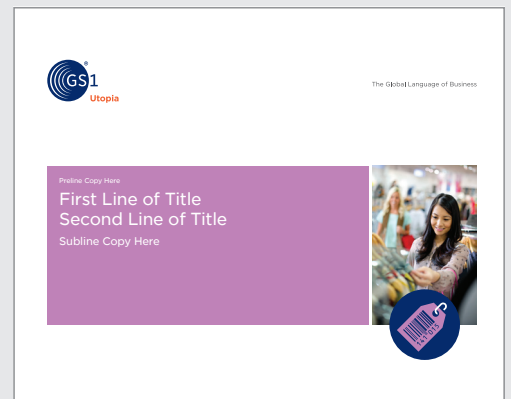
A4 Vertical
210 mm x 297 mm



Letter Vertical
8.5 in x 11 in



Horizontal
260 mm x 210 mm



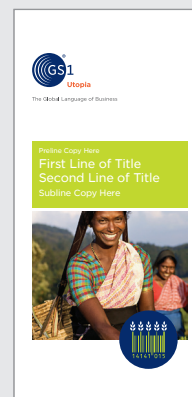
Square
210 mm x 210 mm



A5 Vertical
148 mm x 210 mm



DL Vertical
100 mm x 210 mm



A6 Vertical
105 mm x 148 mm



Brochure Front-Cover Options: Cross-Industry

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

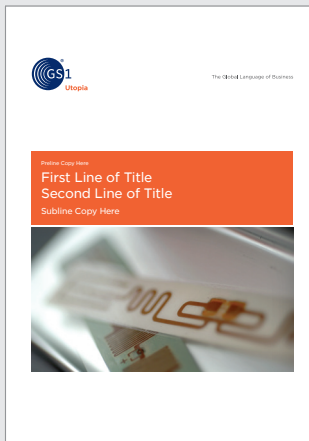
How to Use

- Each 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)

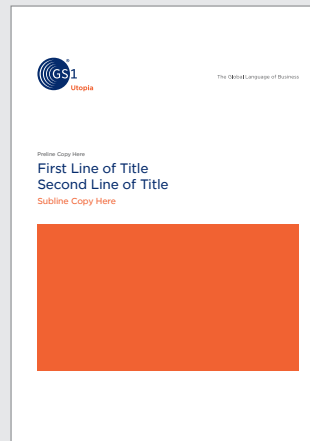
Coloured Block and Photo



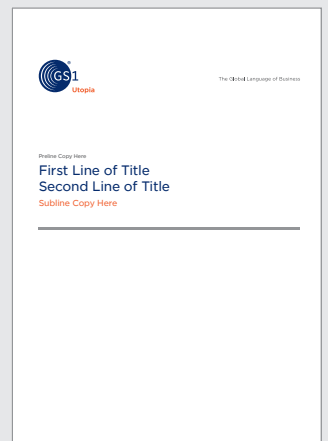
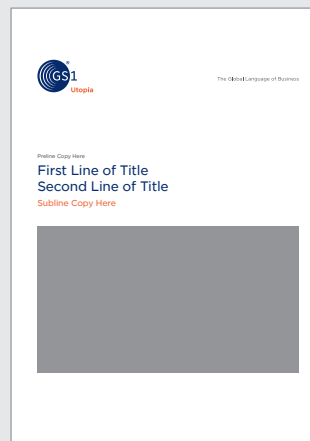
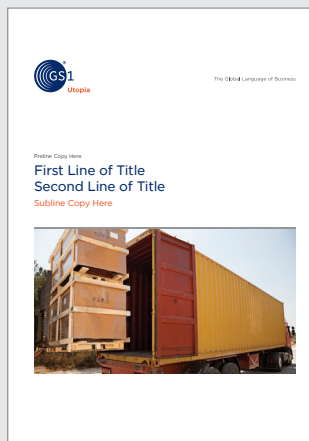
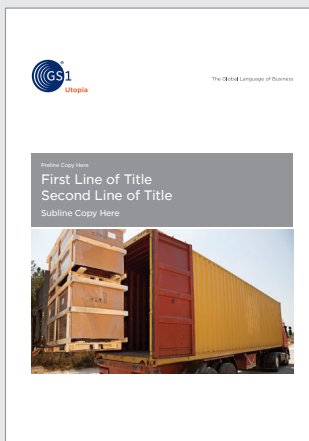
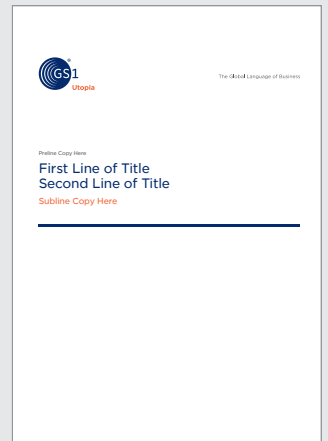
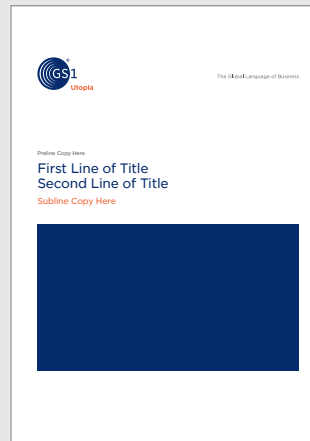
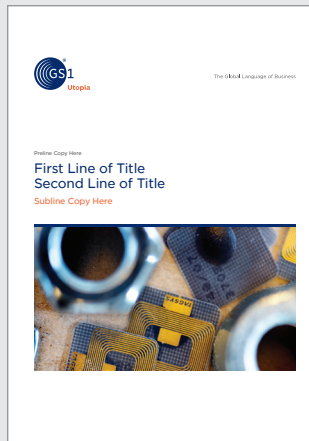
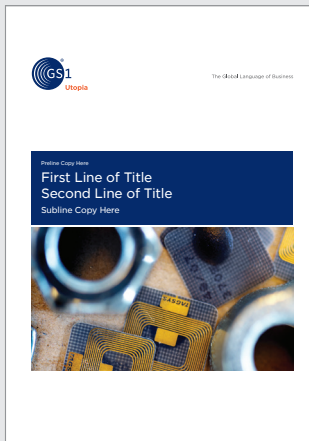
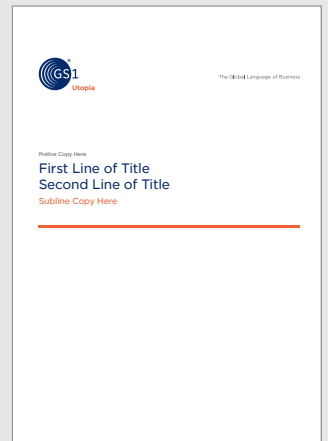
Coloured Bar and Photo



Coloured Block



Coloured Bar



Brochure Front-Cover Options: Industry

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

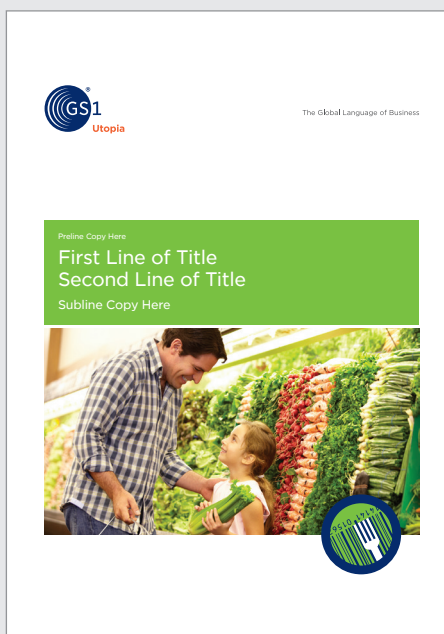
How to Use

- 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

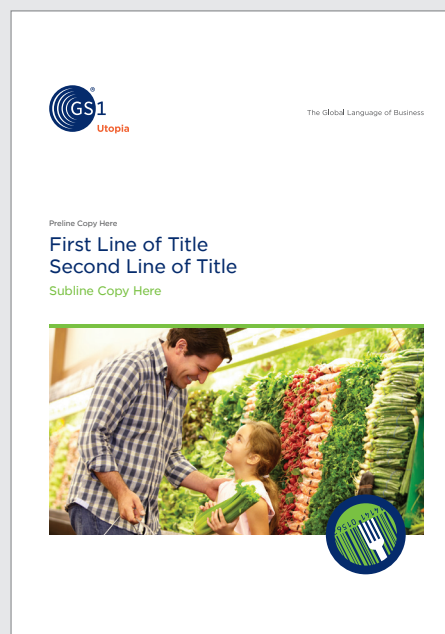
How Not to Use

- 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)

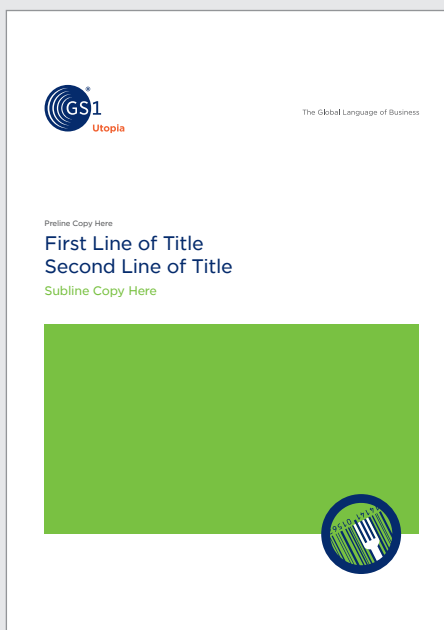
Coloured Block and Photo



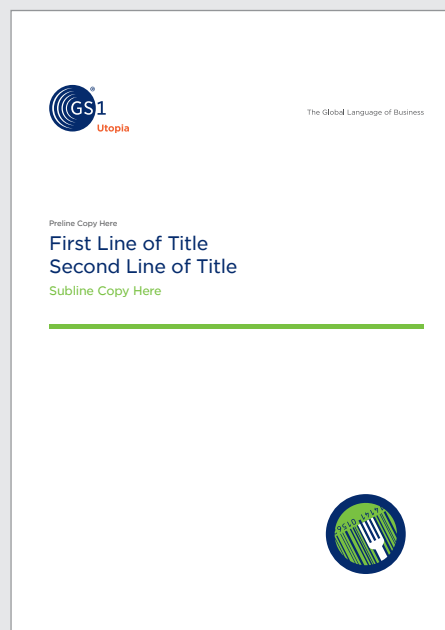
Coloured Bar and Photo



Coloured Block



Coloured Bar



Brochure Front-Cover Elements: Vertical Layouts

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

1. Identity Zone

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

2. Title Block

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

3. Gap or Coloured Bar

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

4. Image Area

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

5. Bottom Area

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

6. Industry Icon

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



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

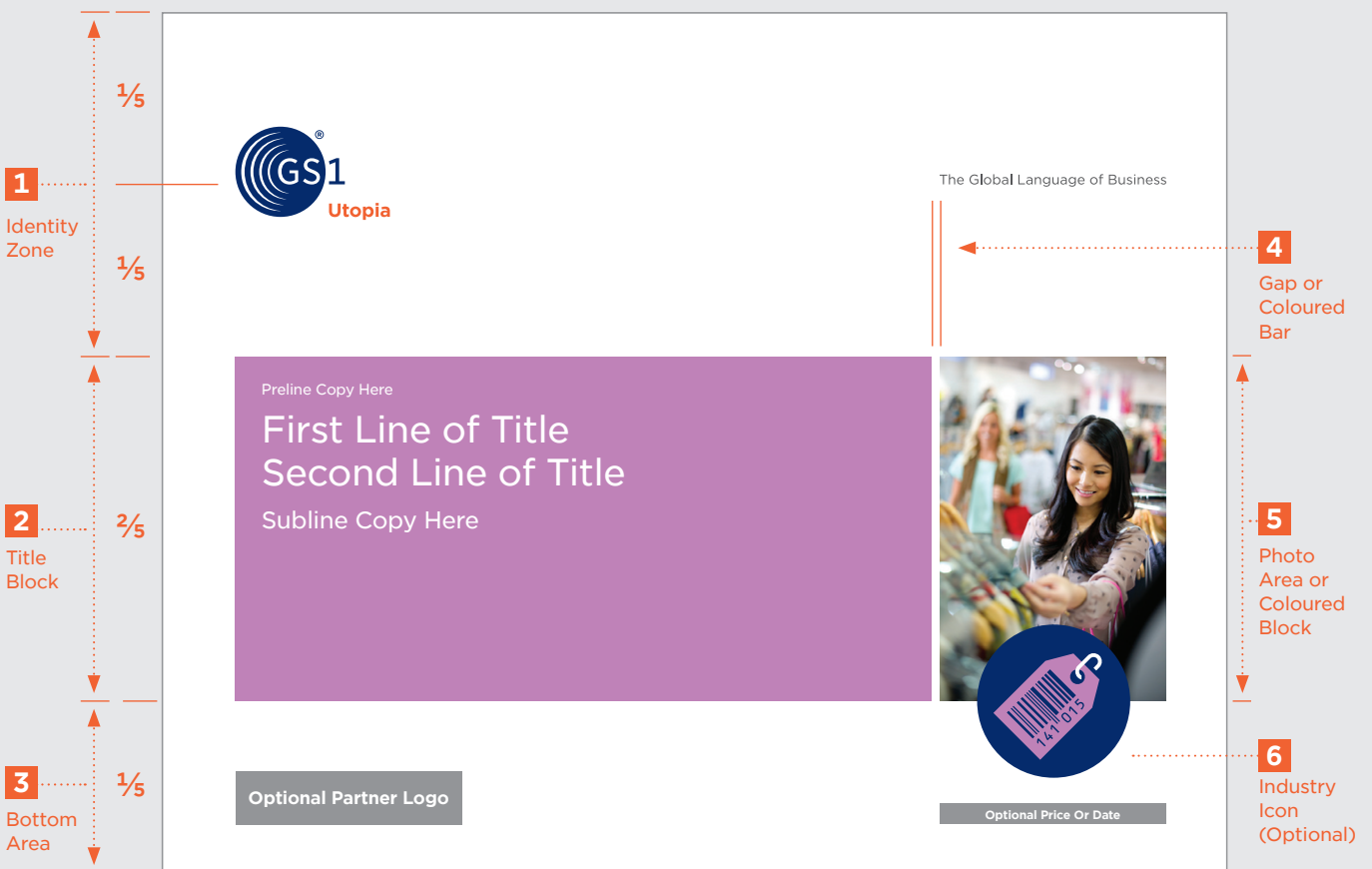
- 6 mm break between title block and photo area
- Gap is white if title area is coloured
- Gap is coloured if title area is white

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

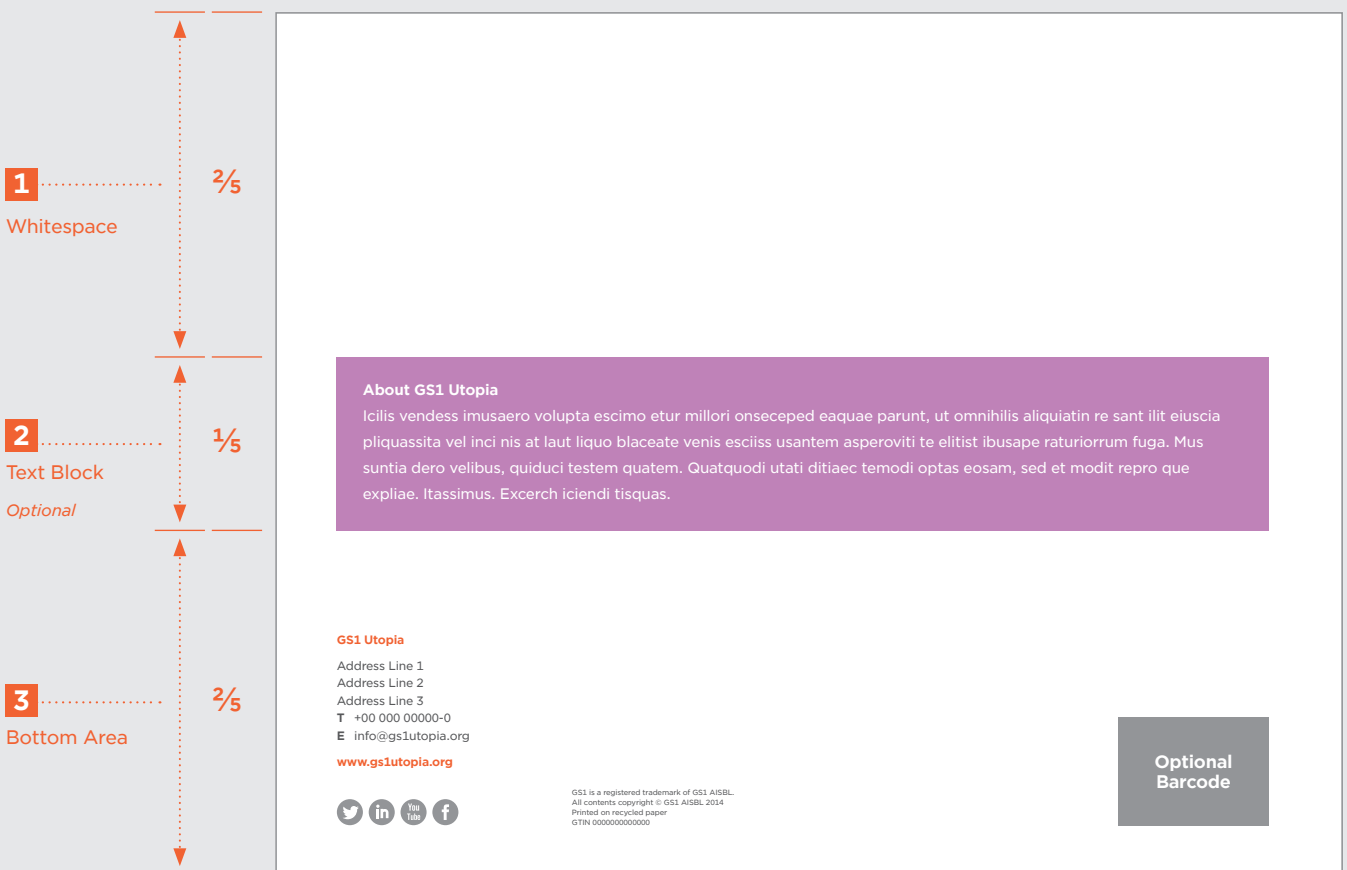
- Two-fifths of cover

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

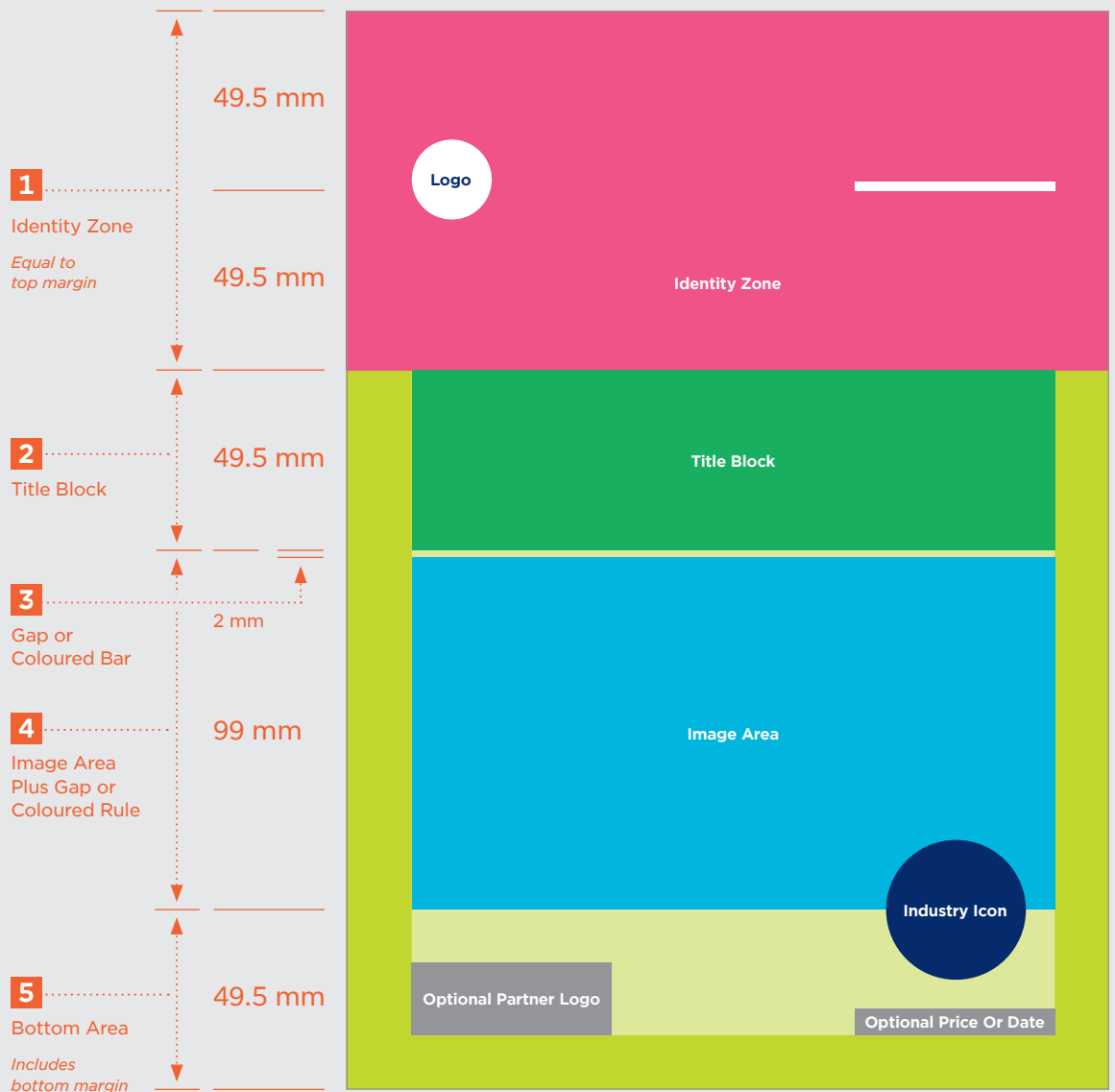
- *Social media icons are included within the template as vector art and are coloured GS1 Dark Medium Gray. If you want to include URLs with the social media icons, stack the icons vertically and place the URLs next to them.

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

Page Width	210 mm	Top Margin	99 mm	Inside Margin	18 mm	Logo	22 mm
Page Height	297 mm	Bottom Margin	15 mm	Outside Margin	15 mm	Industry Icon	38.5 mm

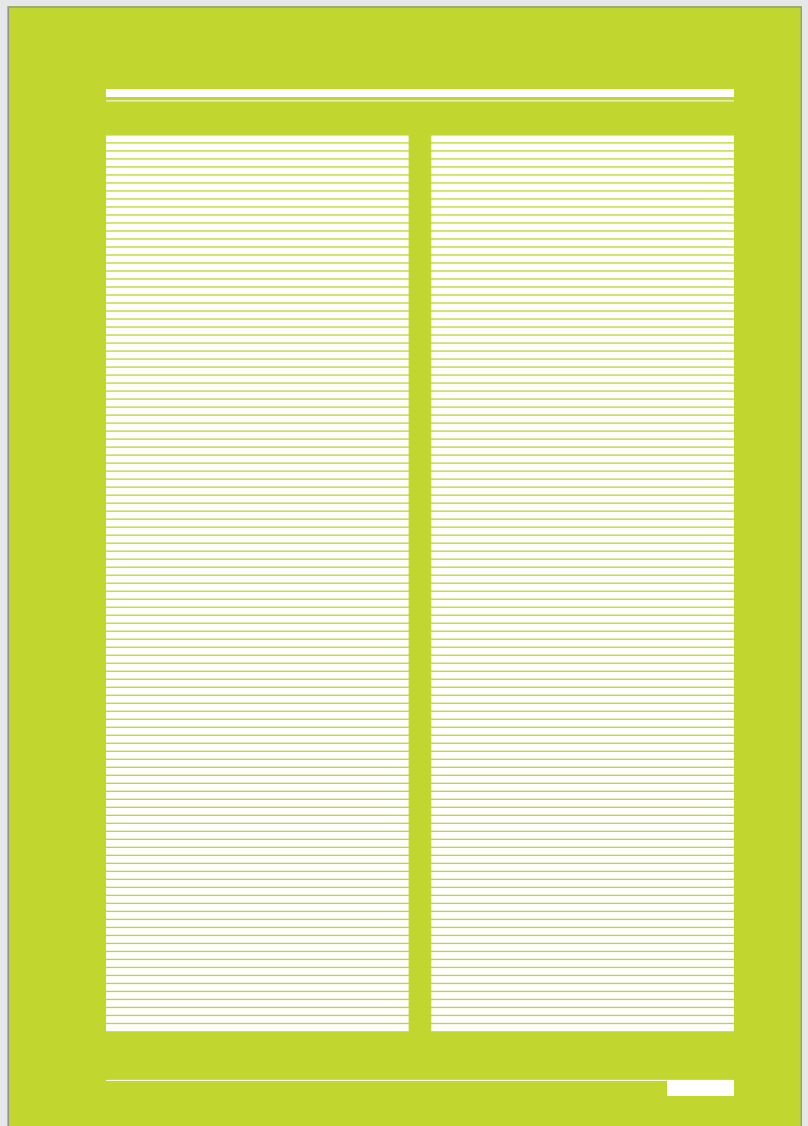
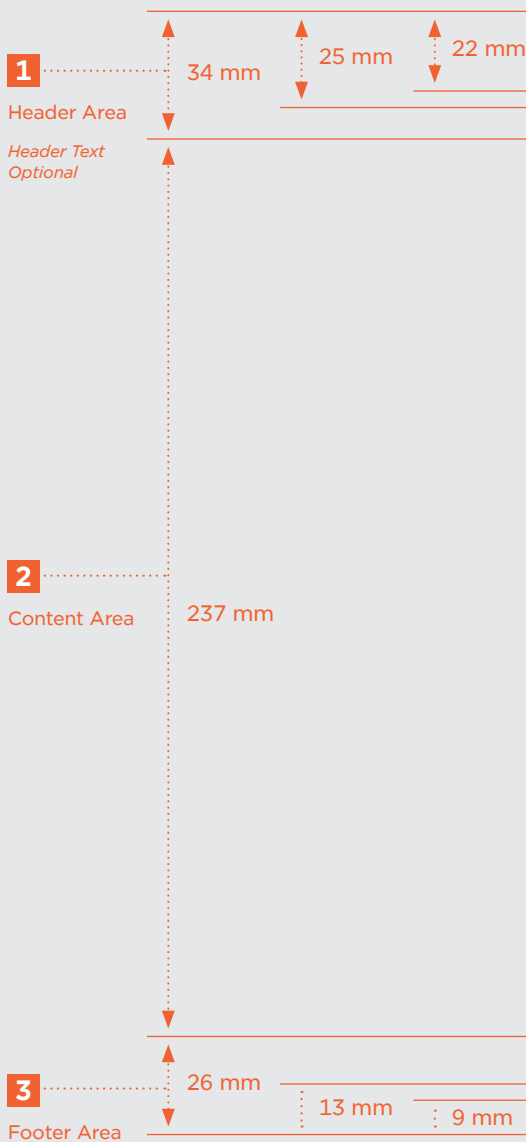


Brochure Measurements: A4 Continued

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 timesteps are set to align to the 6 pt baseline grid.

2-Column Page (Right Page Shown)

Page Width	210 mm	Top Margin	34 mm	Inside Margin	26 mm	Columns	2
Page Height	297 mm	Bottom Margin	26 mm	Outside Margin	18 mm	Gutter	6 mm

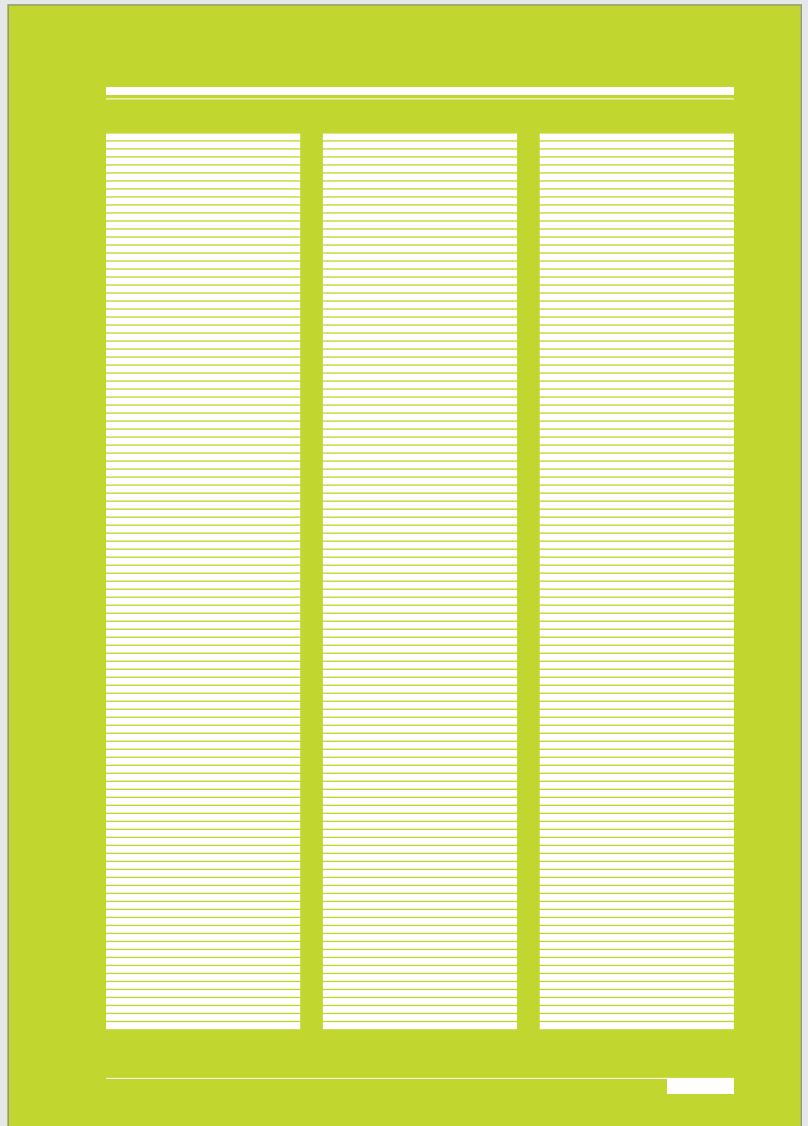
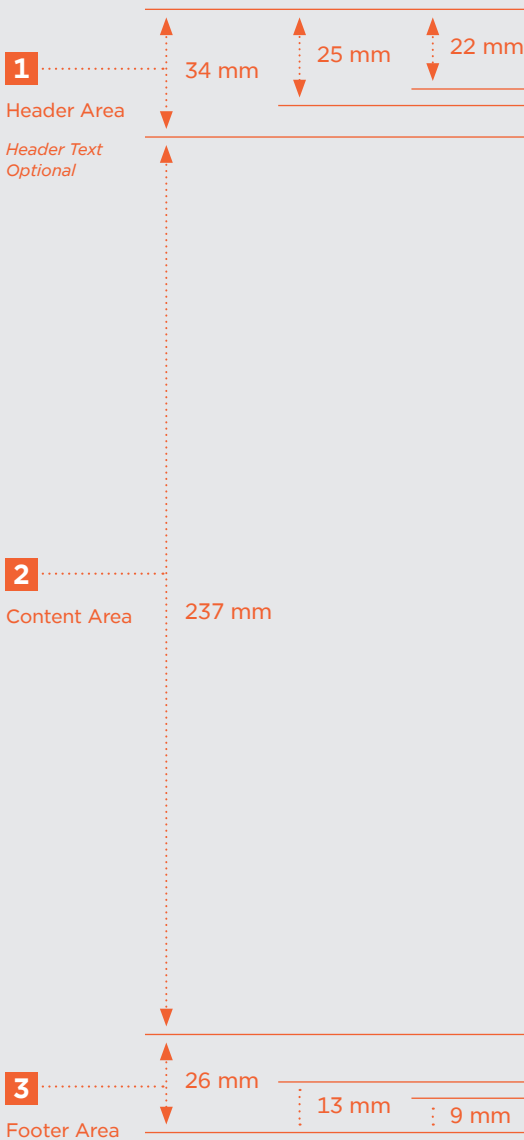


Brochure Measurements: A4 Continued

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 timesteps are set to align to the 6 pt baseline grid.

3-Column Page (Right Page Shown)

Page Width	210 mm	Top Margin	34 mm	Inside Margin	26 mm	Columns	3
Page Height	297 mm	Bottom Margin	26 mm	Outside Margin	18 mm	Gutter	6 mm

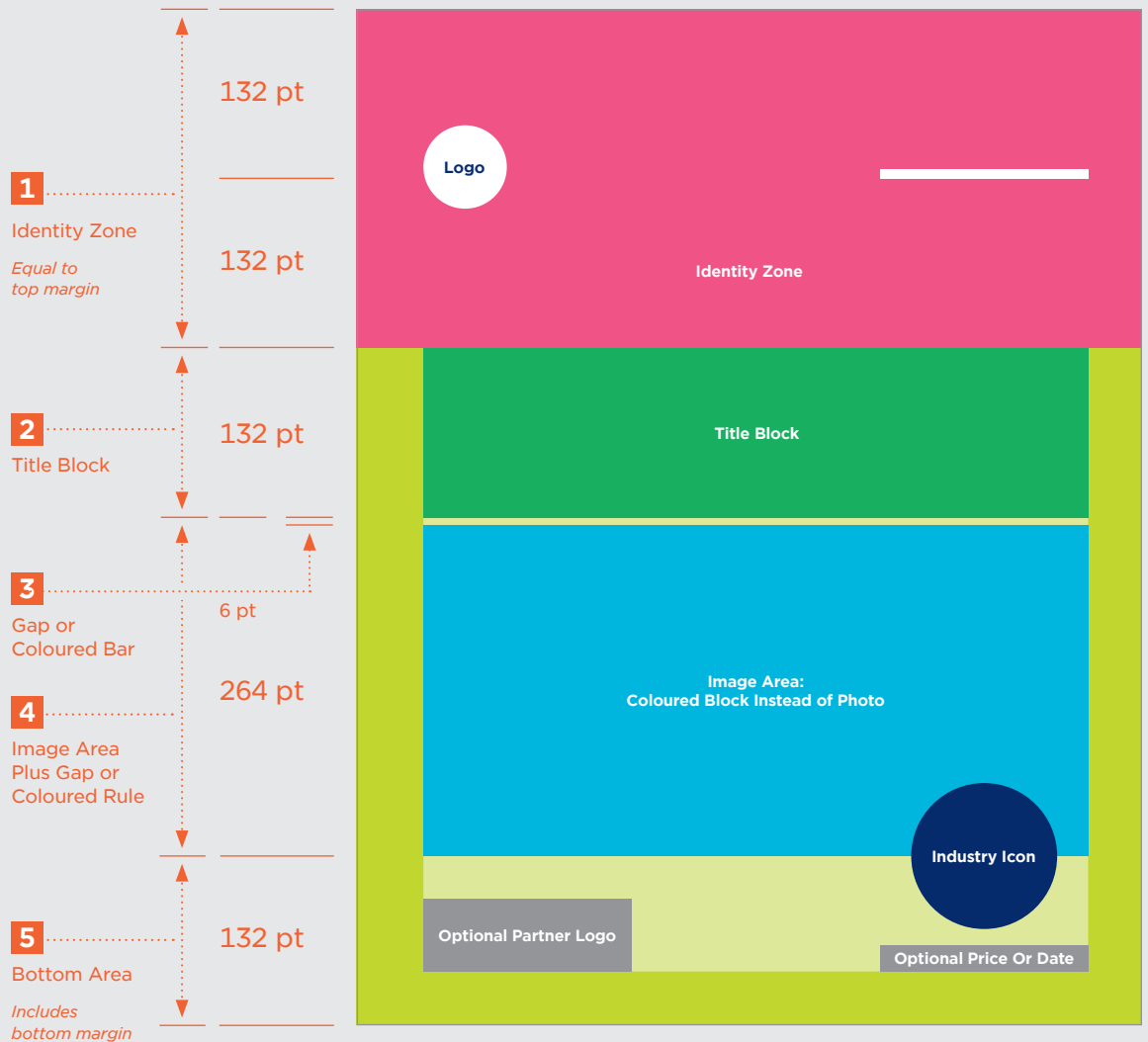


Brochure Measurements: Letter

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

Page Width	8.5 in (612 pt)	Top Margin	264 pt	Inside Margin	52 pt	Logo	65 pt
Page Height	11 in (792 pt)	Bottom Margin	42 pt	Outside Margin	42 pt	Industry Icon	113.75 pt

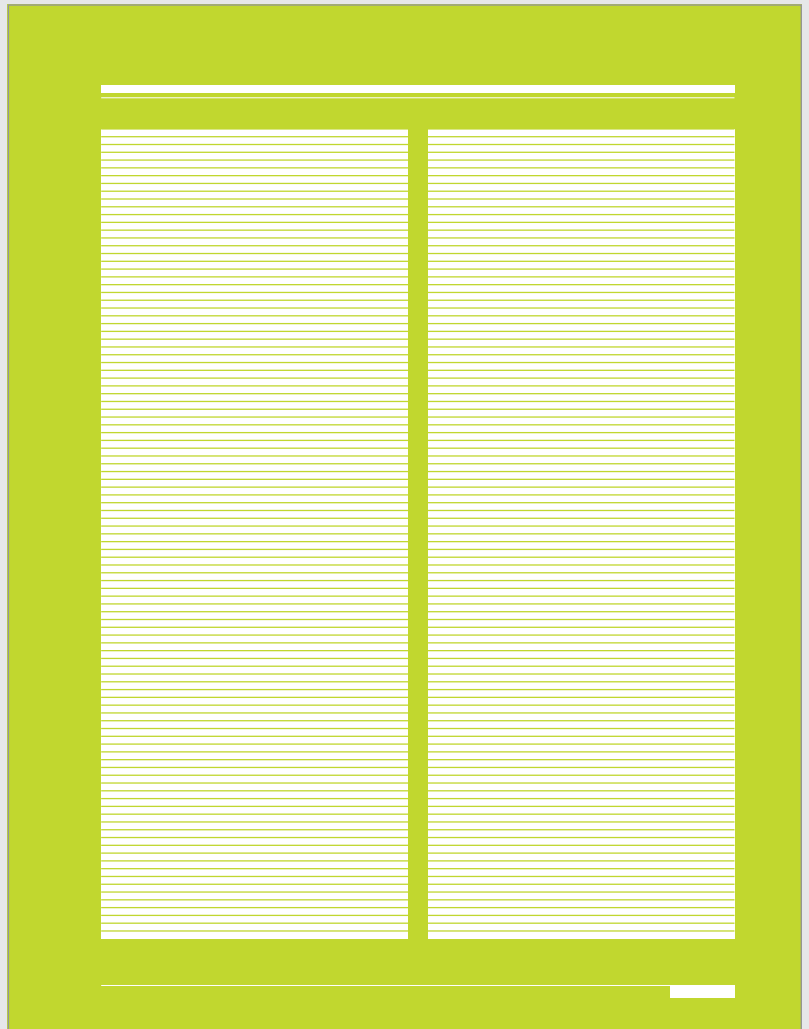
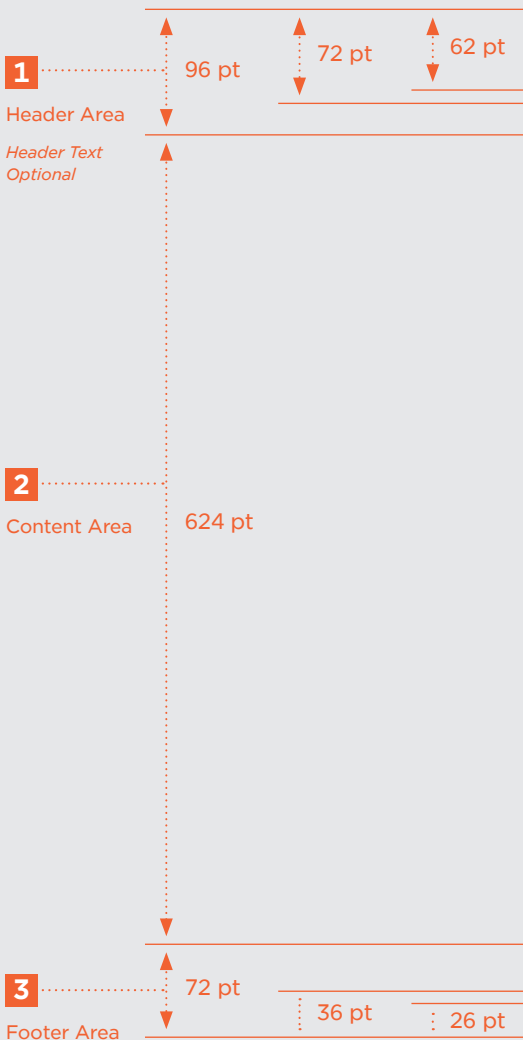


Brochure Measurements: Letter Continued

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

2-Column Page (Right Page Shown)

Page Width	8.5 in (612 pt)	Top Margin	96 pt	Inside Margin	72 pt	Columns	2
Page Height	11 in (792 pt)	Bottom Margin	72 pt	Outside Margin	52 pt	Gutter	16 pt

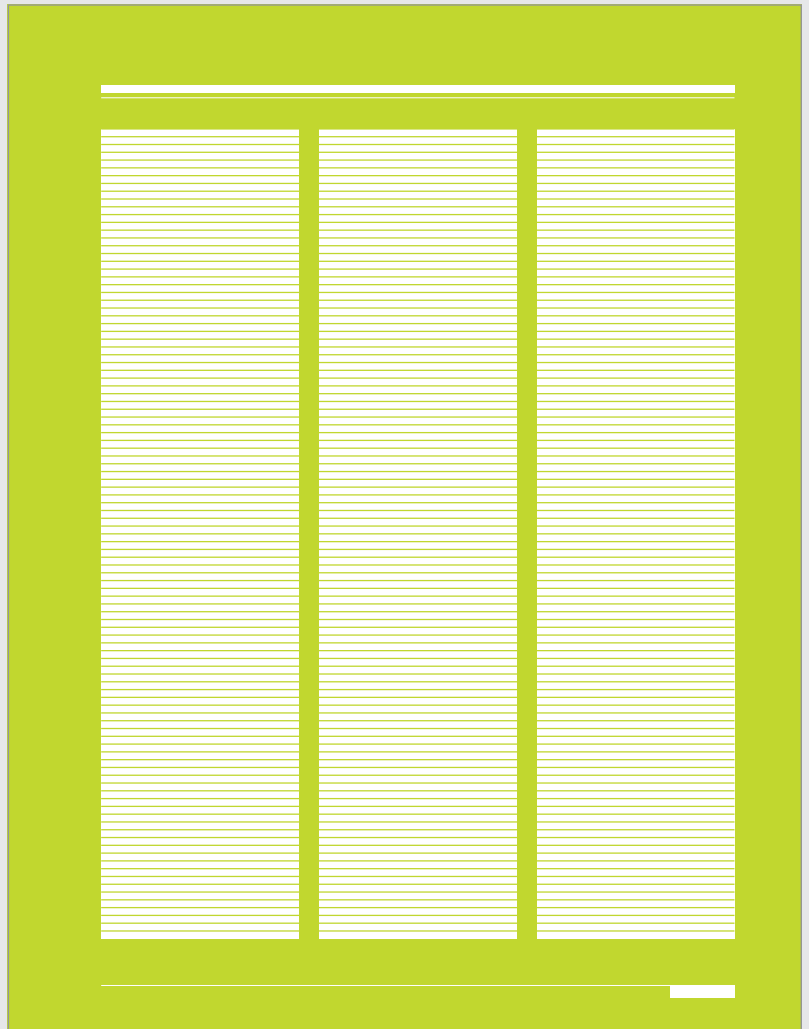


Brochure Measurements: Letter Continued

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

3-Column Page (Right Page Shown)

Page Width	8.5 in (612 pt)	Top Margin	96 pt	Inside Margin	72 pt	Columns	3
Page Height	11 in (792 pt)	Bottom Margin	72 pt	Outside Margin	52 pt	Gutter	16 pt

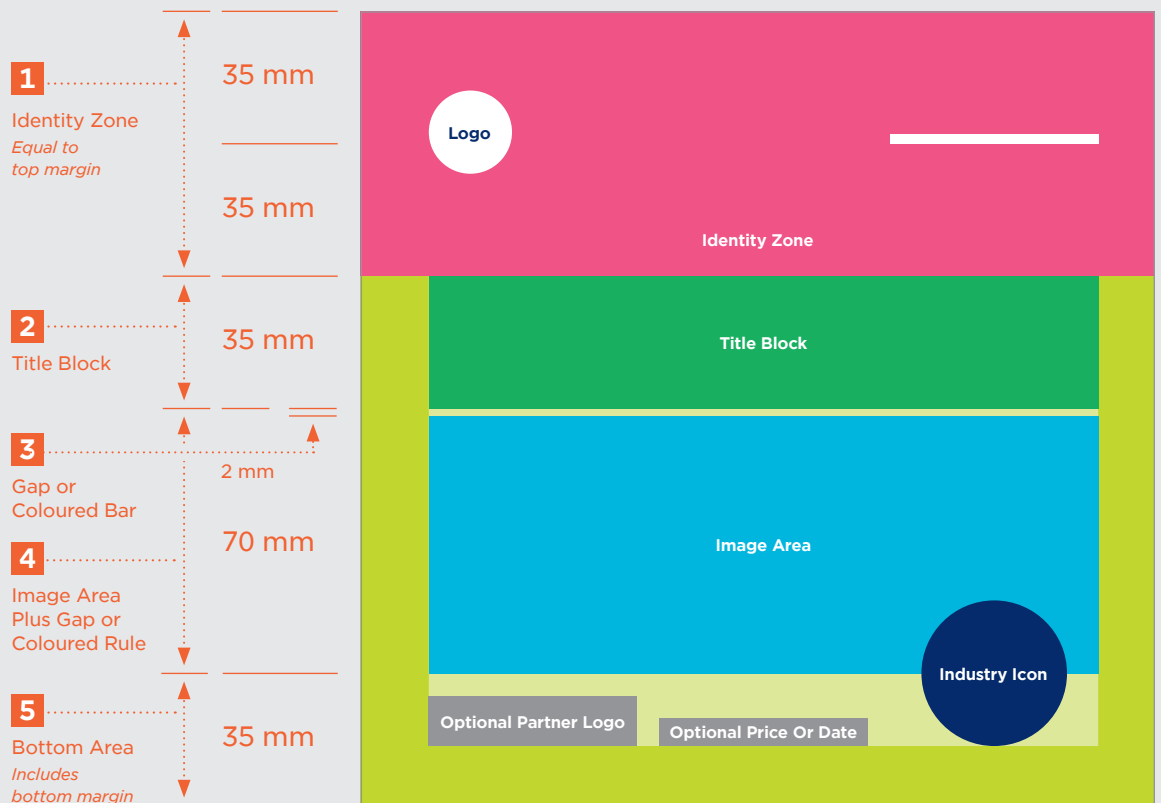


Brochure Measurements: Square

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.

Cover

Page Width	210 mm	Top Margin	70 mm	Inside Margin	18 mm	Logo	22 mm
Page Height	210 mm	Bottom Margin	15.75 mm	Outside Margin	15 mm	Industry Icon	38.5 mm

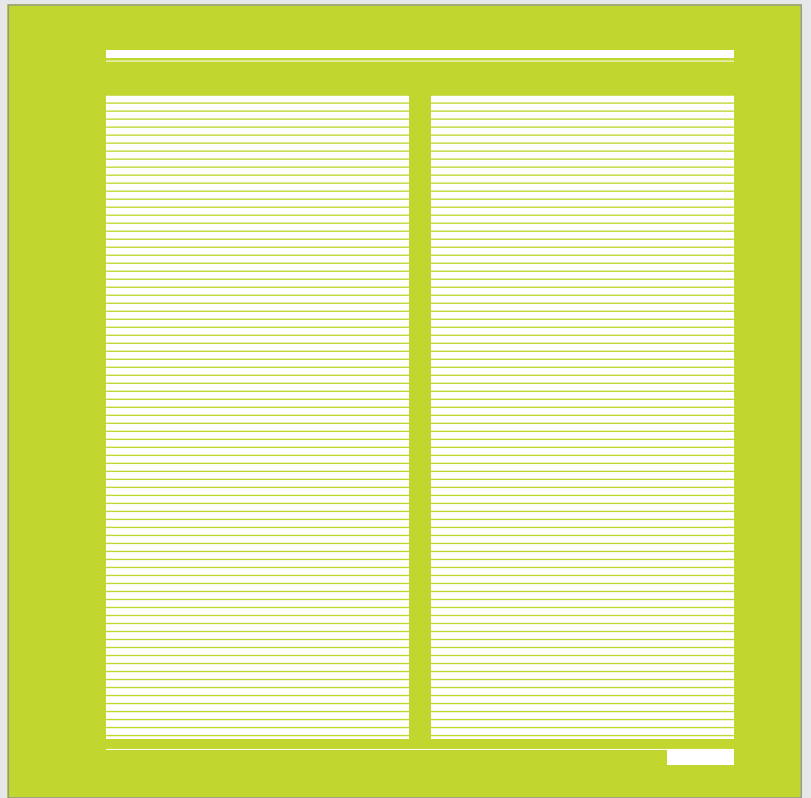


Brochure Measurements: Square Continued

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

2-Column Page (Right Page Shown)

Page Width	210 mm	Top Margin	24 mm	Inside Margin	26 mm	Columns	2
Page Height	210 mm	Bottom Margin	15.75 mm	Outside Margin	18 mm	Gutter	6 mm

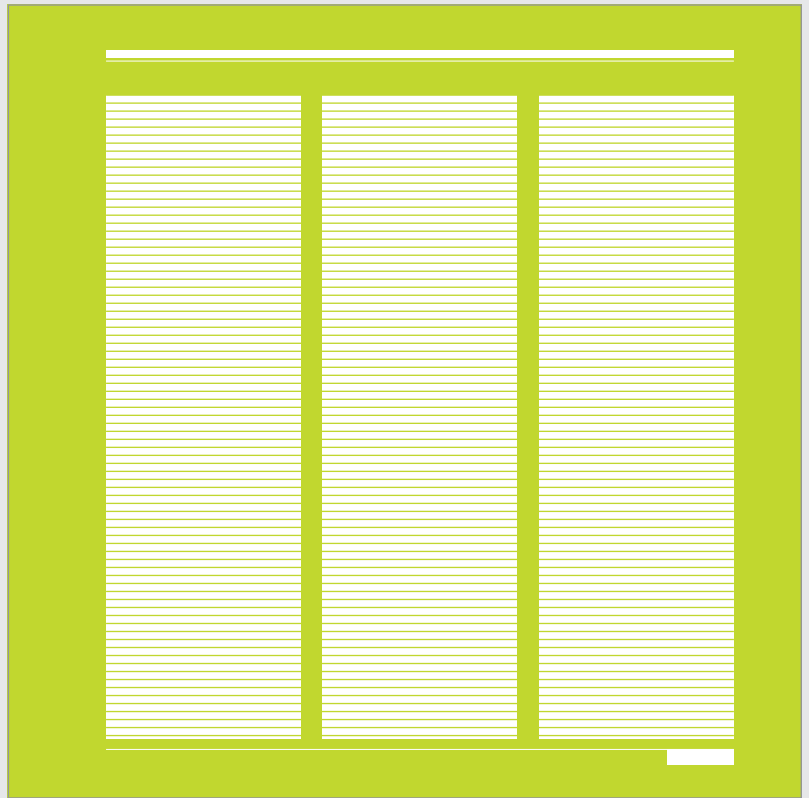
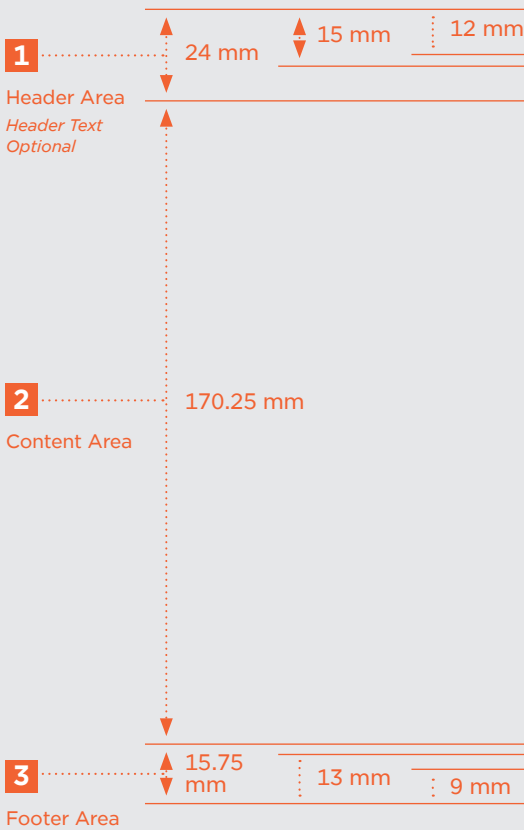


Brochure Measurements: Square Continued

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

3-Column Page (Right Page Shown)

Page Width	210 mm	Top Margin	24 mm	Inside Margin	26 mm	Columns	3
Page Height	210 mm	Bottom Margin	15.75 mm	Outside Margin	18 mm	Gutter	6 mm

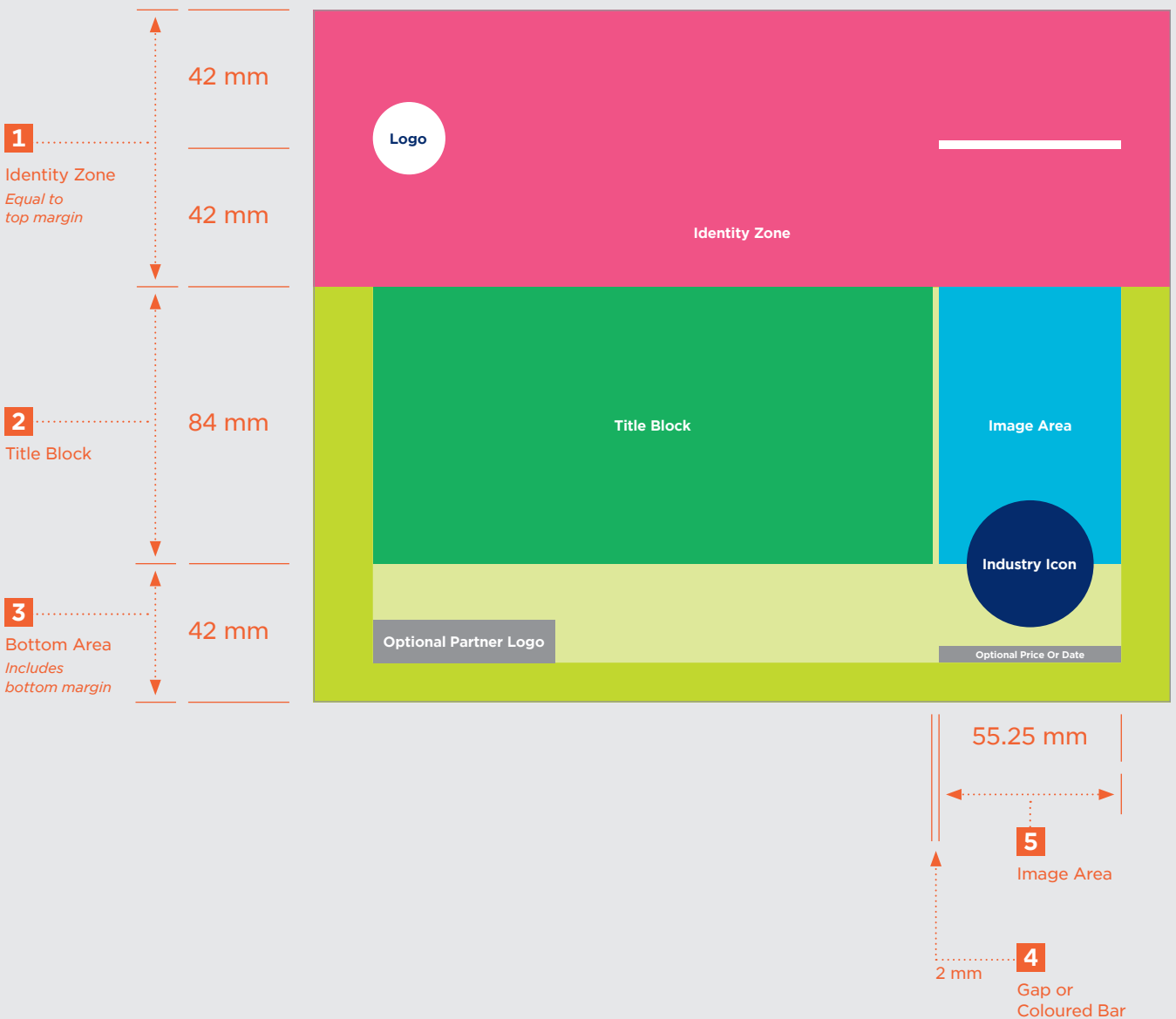


Brochure Measurements: Horizontal

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

Page Width	260 mm	Top Margin	84 mm	Inside Margin	18 mm	Logo	22 mm
Page Height	210 mm	Bottom Margin	12 mm	Outside Margin	15 mm	Industry Icon	38.5 mm

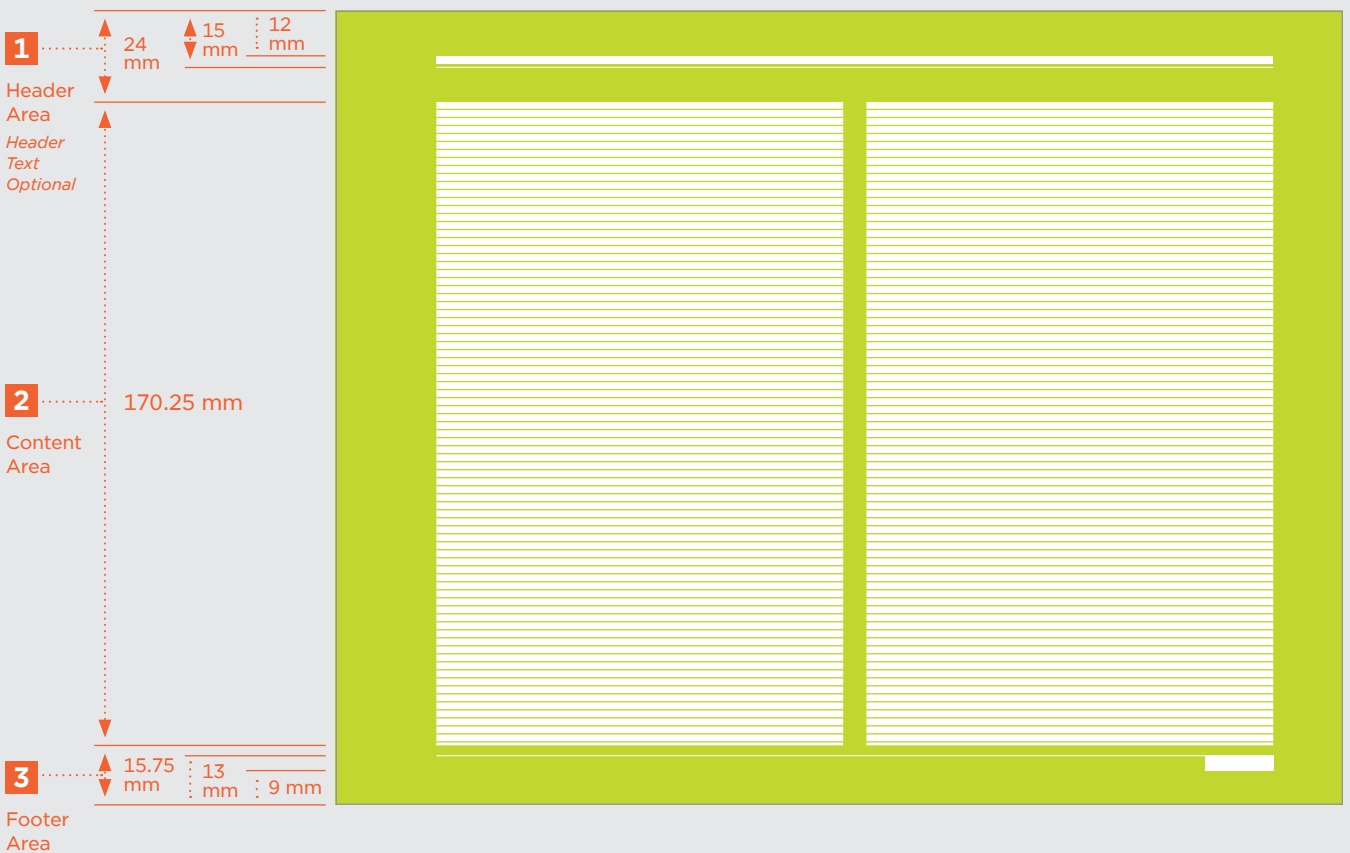


Brochure Measurements: Horizontal Continued

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 typetypes are set to align to the 6 pt baseline grid.

2-Column Page (Right Page Shown)

Page Width	260 mm	Top Margin	24 mm	Inside Margin	26 mm	Columns	2
Page Height	210 mm	Bottom Margin	15.75 mm	Outside Margin	18 mm	Gutter	6 mm

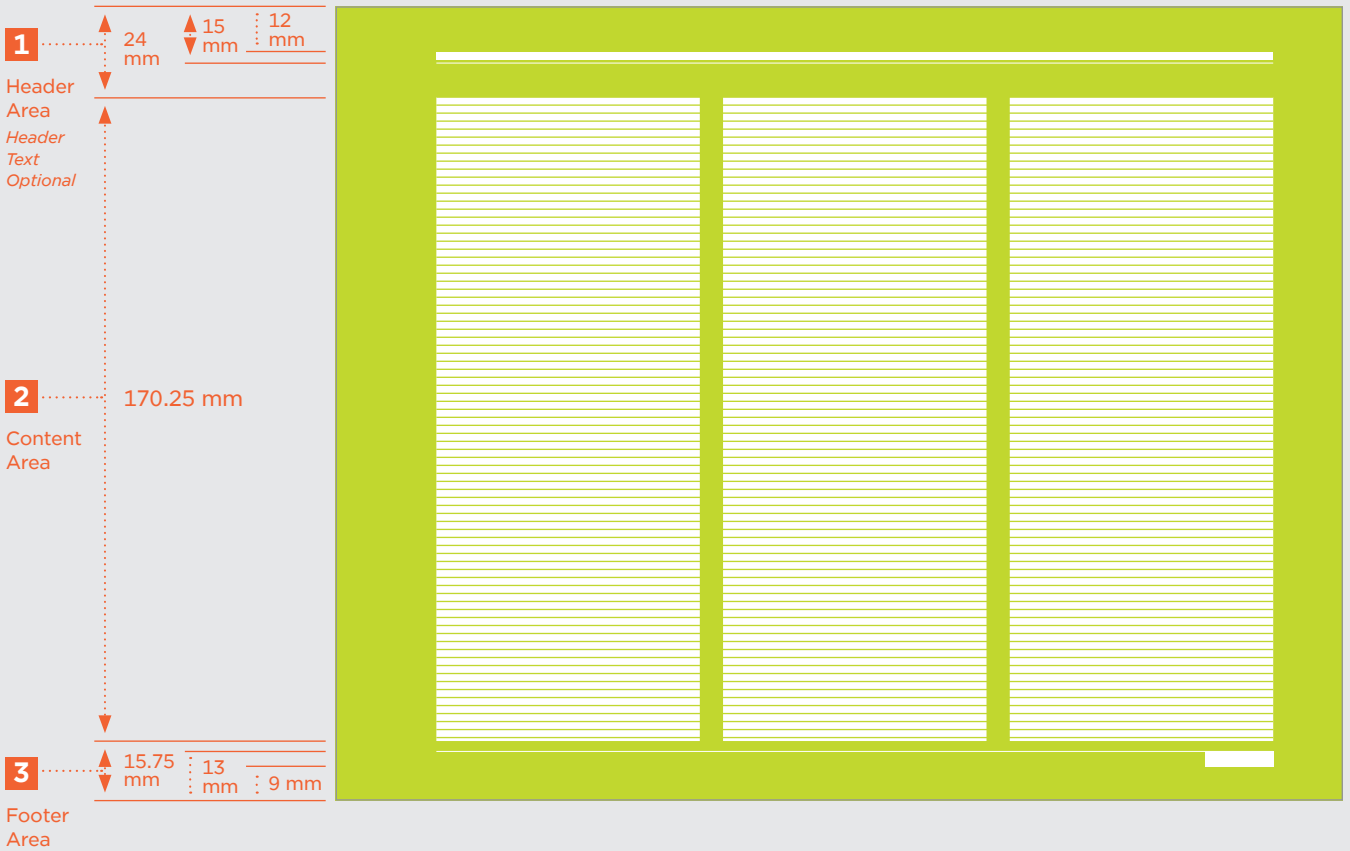


Brochure Measurements: Horizontal Continued

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

3-Column Page (Right Page Shown)

Page Width	260 mm	Top Margin	24 mm	Inside Margin	26 mm	Columns	3
Page Height	210 mm	Bottom Margin	15.75 mm	Outside Margin	18 mm	Gutter	6 mm

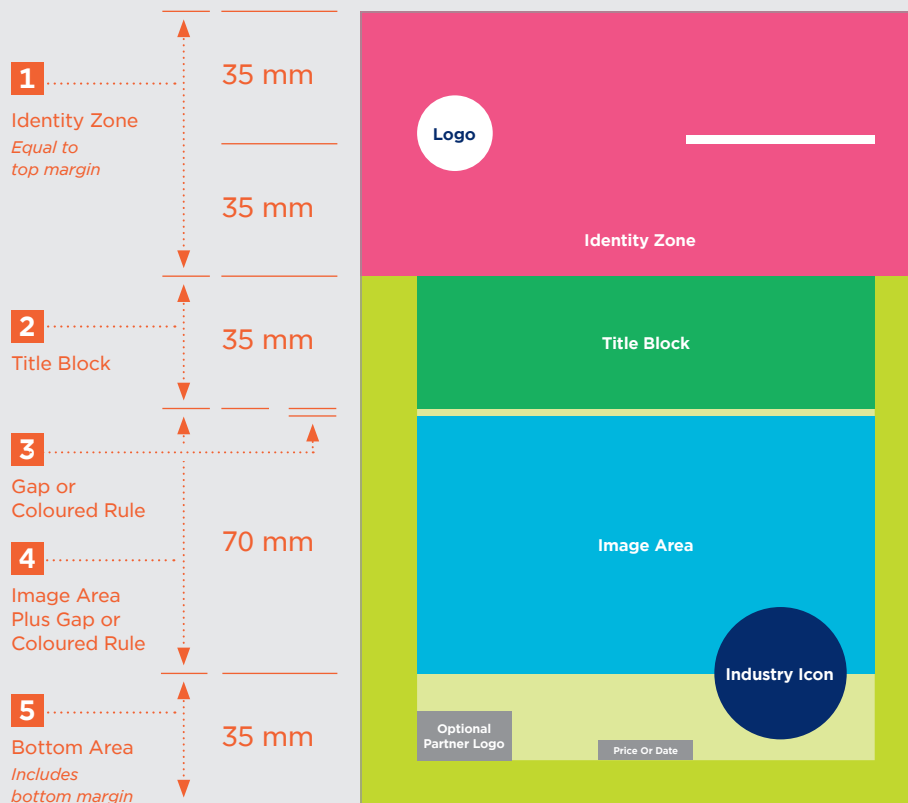


Brochure Measurements: A5

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.

Cover

Page Width	148 mm	Top Margin	70 mm	Inside Margin	15 mm	Logo	20 mm
Page Height	210 mm	Bottom Margin	12 mm	Outside Margin	12 mm	Industry Icon	35 mm

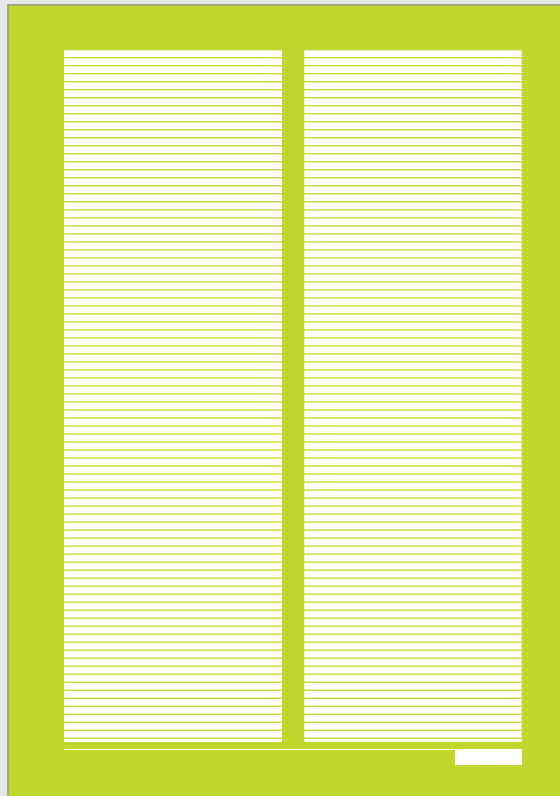


Brochure Measurements: A5 Continued

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

Booklet (Right Page Shown)

Page Width	148 mm	Top Margin	12 mm	Inside Margin	15 mm	Columns	2
Page Height	210 mm	Bottom Margin	15 mm	Outside Margin	12 mm	Gutter	6 mm

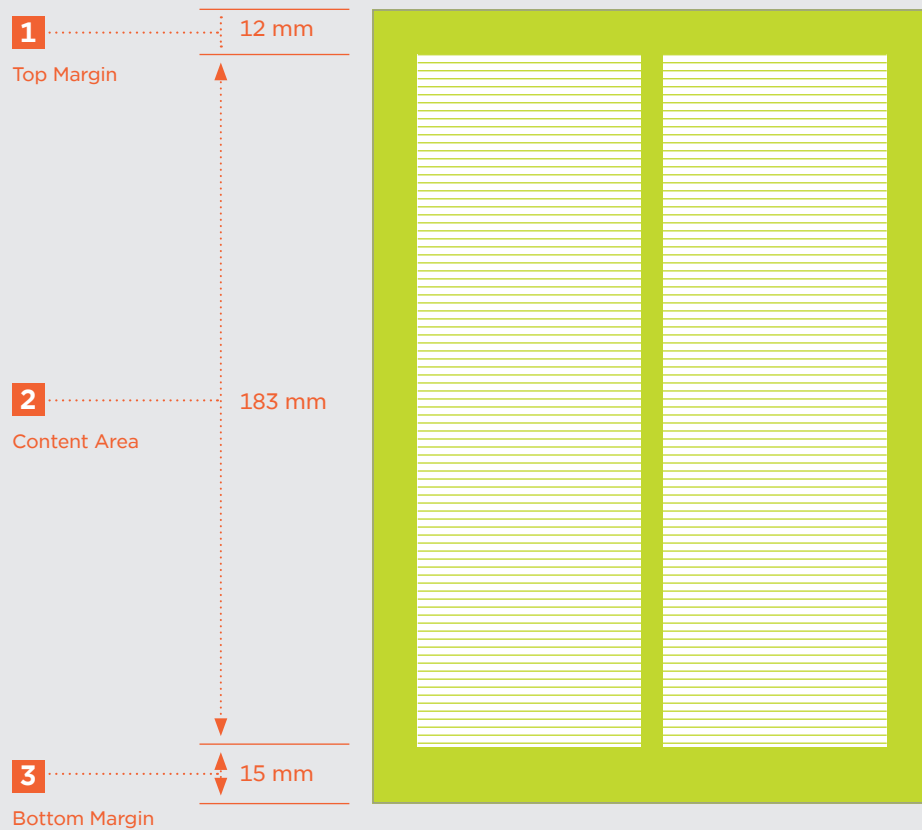


Brochure Measurements: A5 Continued

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 tpestyles are set to align to the 6 pt baseline grid.

Trifold (All Pages the Same)

Page Width	148 mm	Top Margin	12 mm	Left Margin	12 mm	Columns	2
Page Height	210 mm	Bottom Margin	15 mm	Right Margin	12 mm	Gutter	6 mm

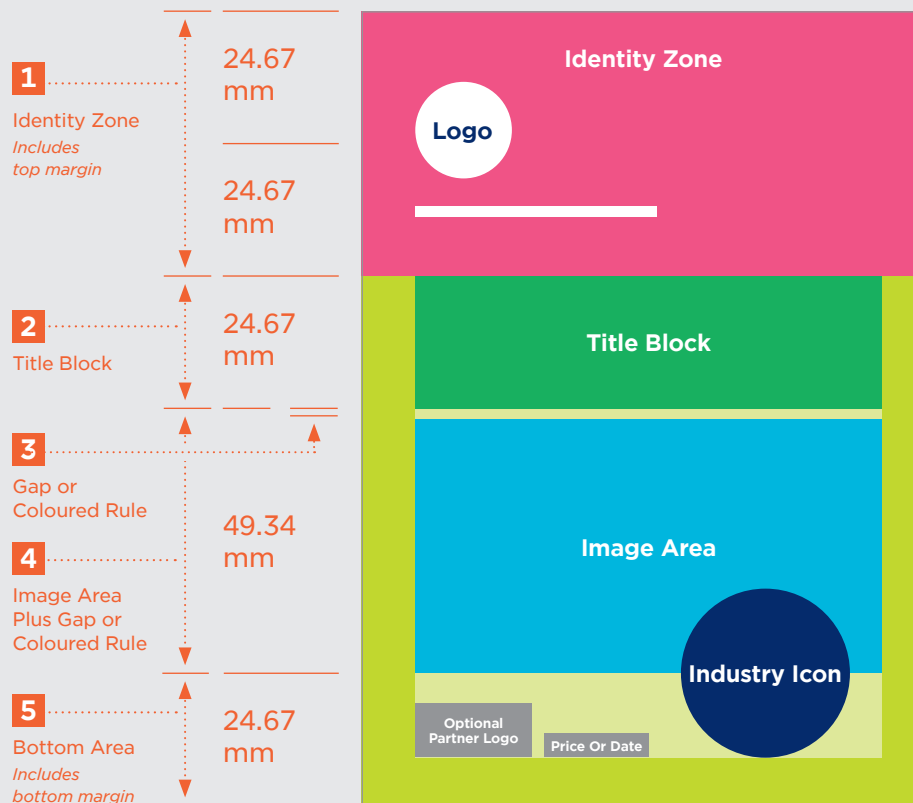


Brochure Measurements: A6

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

Page Width	105 mm	Top Margin	49.34 mm	Inside Margin	10 mm	Logo	18 mm
Page Height	148 mm	Bottom Margin	10 mm	Outside Margin	8 mm	Industry Icon	31.5 mm

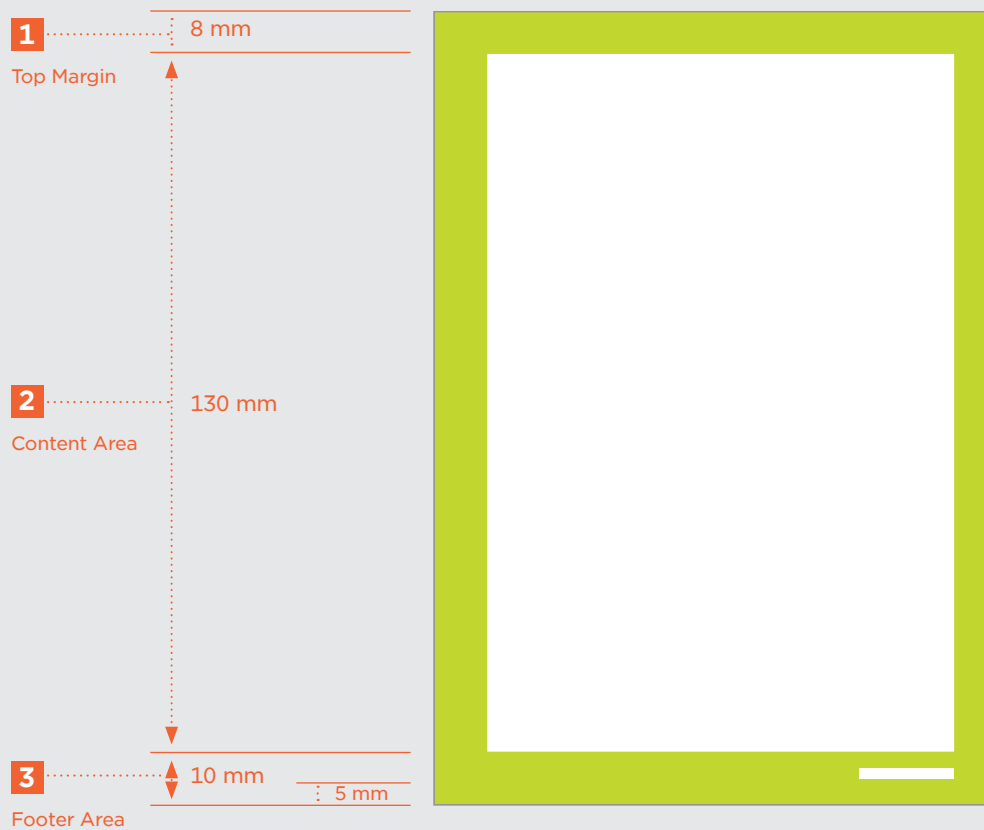


Brochure Measurements: A6 Continued

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

Booklet (Right Page Shown)

Page Width	105 mm	Top Margin	8 mm	Inside Margin	10 mm	Columns	1
Page Height	148 mm	Bottom Margin	10 mm	Outside Margin	8 mm	Gutter	None

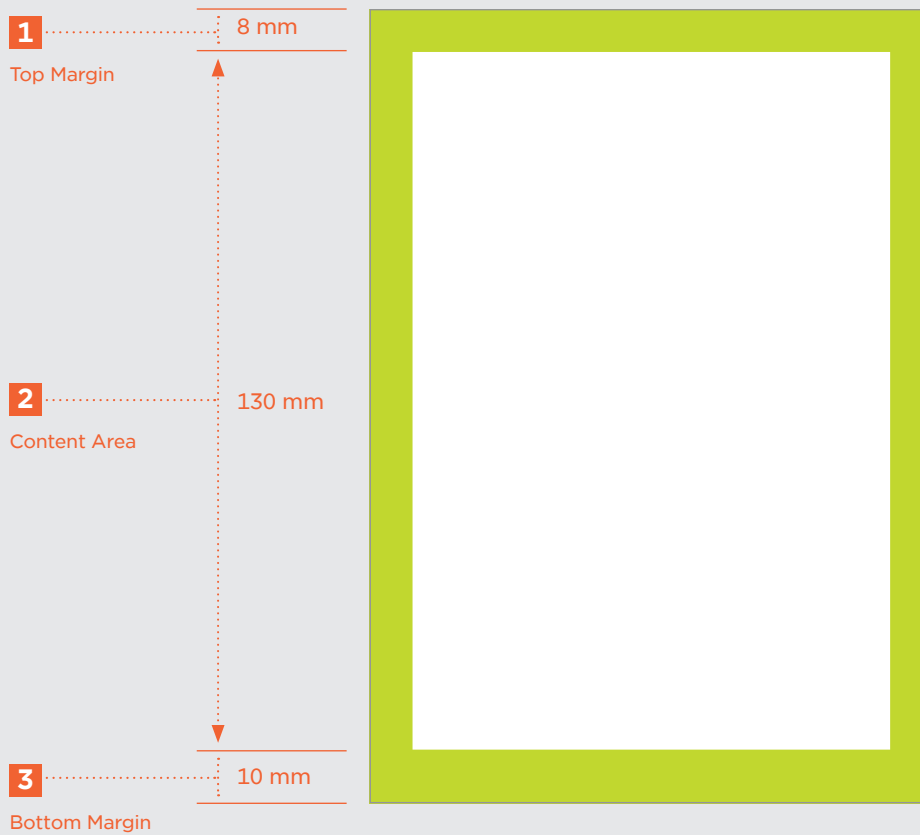


Brochure Measurements: A6 Continued

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

Trifold (All Pages the Same)

Page Width	105 mm	Top Margin	8 mm	Inside Margin	8 mm	Columns	1
Page Height	148 mm	Bottom Margin	10 mm	Outside Margin	8 mm	Gutter	None



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

Page Width	100 mm	Top Margin	70 mm	Inside Margin	10 mm	Logo	18 mm
Page Height	210 mm	Bottom Margin	10 mm	Outside Margin	8 mm	Industry Icon	31.5 mm

Cover Option 1: Tagline Top

Cover Option 2: Tagline Bottom

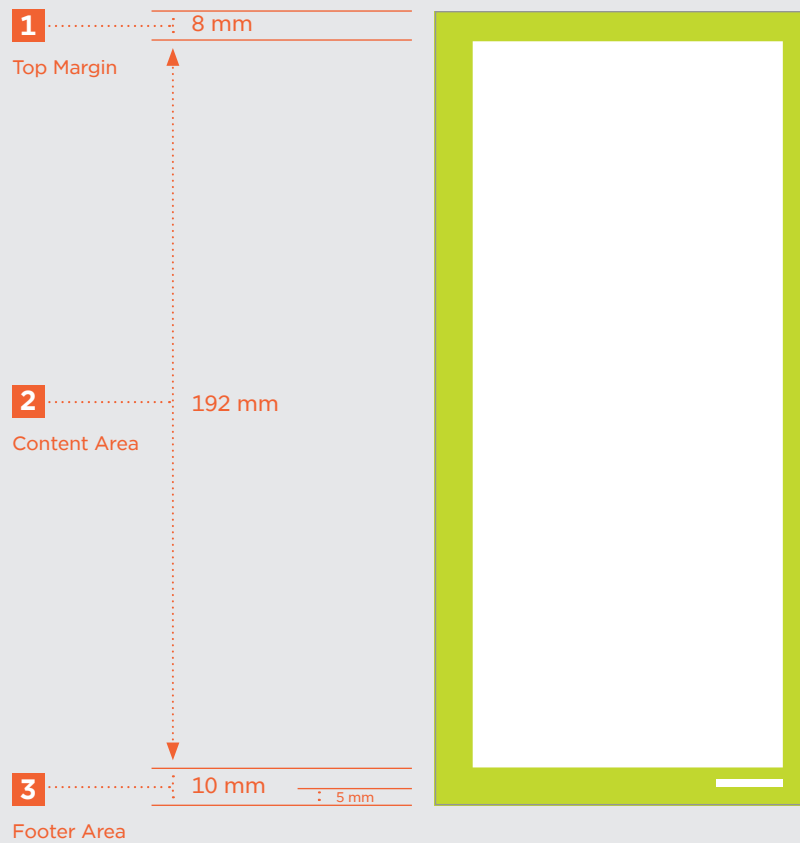


Brochure Measurements: DL Continued

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

Booklet (Right Page Shown)

Page Width	105 mm	Top Margin	8 mm	Inside Margin	10 mm	Columns	1
Page Height	210 mm	Bottom Margin	10 mm	Outside Margin	8 mm	Gutter	None

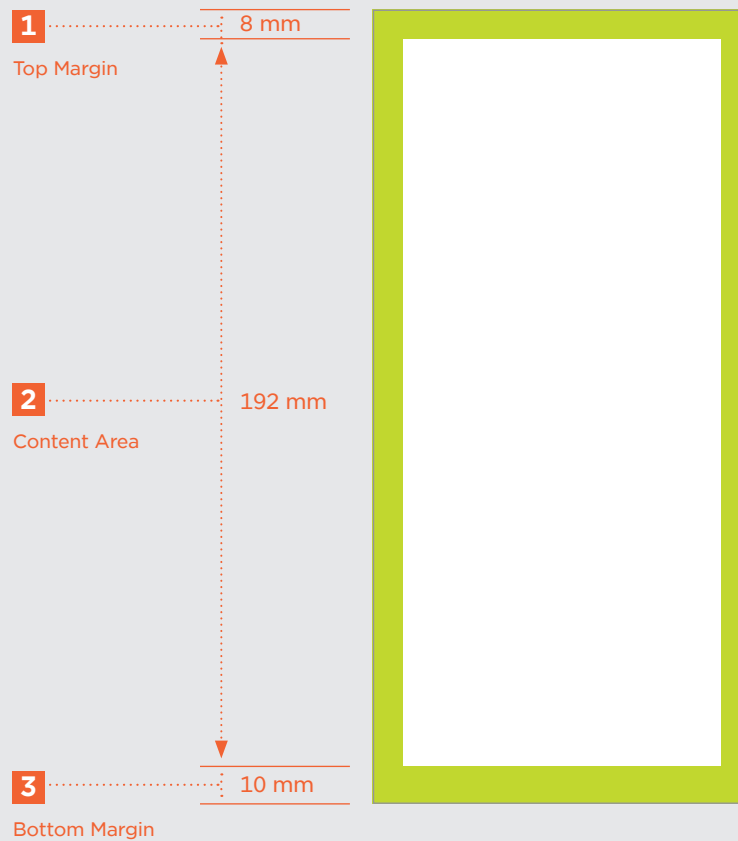


Brochure Measurements: DL Continued

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

Trifold (All Pages the Same)

Page Width	105 mm	Top Margin	8 mm	Inside Margin	8 mm	Columns	1
Page Height	210 mm	Bottom Margin	10 mm	Outside Margin	8 mm	Gutter	None



Brochure Typestyles

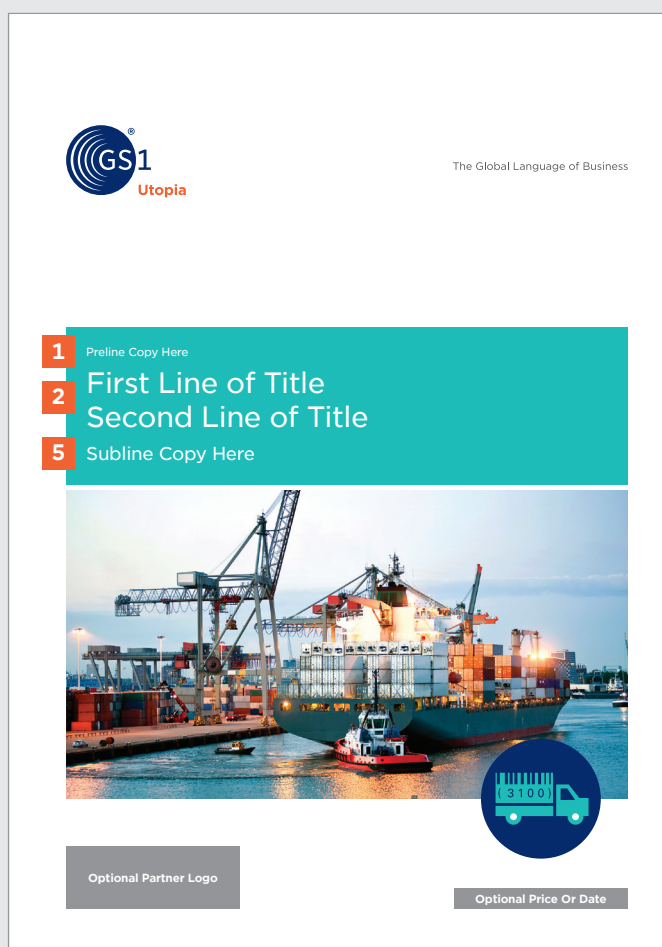
Brochure templates include basic paragraph and character styles described here.

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



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

Notes

- *All font styles are styles of Gotham Office
- ** Not shown on this example

Brochure Typestyles Continued

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

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

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

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

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

12 Intro Text, Gotham Office Regular, Size 10 pt, Leading 18 pt, Tracking -20, Space Before 0 pt, Space After 12 pt, Align to Baseline Grid, Keep First Two Lines and Last Two Lines Together

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

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

14 Subhead One With Rule

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

23 Page # Left

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

8 Header Right

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

22 Caption, Size 7 pt, Leading 9 pt, Tracking -20, Space Before 0 pt, Space After 3 pt — Tempore dulgim muccit valuit, et, quauridit eai acum tempore colligit.

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

24 Page # Right

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

Notes

- * All font styles are styles of Gotham Office
- ** These typesets are not baseline aligned on single column layouts (A6 and DL brochures and handouts)
- ***Not shown on this example

Brochure Typestyles Continued

7 GS1 Standards in Action



10 GS1 Standards in Government

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13 Icilis Vendess Imusaero Volupta Escimo

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GS1 Standards in Action **8**

16 Icilis Vendess Imusaero Volupta Escimo

74% dorit, nim quae volupta tiumquiatem

38% dorit, nim quae volupta tiumquiatem

35% dorit, nim quae volupta tiumquiatem

26% dorit, nim quae volupta tiumquiatem

74% dorit, nim quae volupta tiumquiatem

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18 Subline Gotham Office Regular
13 pt, Leading +5 pt

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

24



23

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

Notes

- *All font styles are styles of Gotham Office
- ** These typestyles are not baseline aligned on single column layouts (A6 and DL brochures and handouts)
- ***Not shown on this example

Brochure Typestyles Continued

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

Character Styles

Font Styles

Italic

Bold

Bold Italic

White / Font Styles

White

White Italic

White Bold

White Bold Italic

GS1 Primary Colours / Font Styles

GS1 Blue

GS1 Blue Italic

GS1 Blue Bold

GS1 Blue Bold Italic

GS1 Dark Gray

GS1 Dark Gray Italic

GS1 Dark Gray Bold

GS1 Dark Gray Bold Italic

GS1 Orange

GS1 Orange Italic

GS1 Orange Bold

GS1 Orange Bold Italic

GS1 Secondary Colours / Font Styles

GS1 Forest

GS1 Forest Italic

GS1 Forest Bold

GS1 Forest Bold Italic

GS1 Gold

GS1 Gold Italic

GS1 Gold Bold

GS1 Gold Bold Italic

GS1 Grass

GS1 Grass Italic

GS1 Grass Bold

GS1 Grass Bold Italic

GS1 Honey

GS1 Honey Italic

GS1 Honey Bold

GS1 Honey Bold Italic

GS1 Lavender

GS1 Lavender Italic

GS1 Lavender Bold

GS1 Lavender Bold Italic

GS1 Lime

GS1 Lime Italic

GS1 Lime Bold

GS1 Lime Bold Italic

GS1 Link

GS1 Link Italic

GS1 Link Bold

GS1 Link Bold Italic

GS1 Mint

GS1 Mint Italic

GS1 Mint Bold

GS1 Mint Bold Italic

GS1 Mist

GS1 Mist Italic

GS1 Mist Bold

GS1 Mist Bold Italic

GS1 Olive

GS1 Olive Italic

GS1 Olive Bold

GS1 Olive Bold Italic

GS1 Peach

GS1 Peach Italic

GS1 Peach Bold

GS1 Peach Bold Italic

GS1 Purple

GS1 Purple Italic

GS1 Purple Bold

GS1 Purple Bold Italic

GS1 Raspberry

GS1 Raspberry Italic

GS1 Raspberry Bold

GS1 Raspberry Bold Italic

GS1 Slate

GS1 Slate Italic

GS1 Slate Bold

GS1 Slate Bold Italic

GS1 Sky

GS1 Sky Italic

GS1 Sky Bold

GS1 Sky Bold Italic

GS1 Tangerine

GS1 Tangerine Italic

GS1 Tangerine Bold

GS1 Tangerine Bold Italic

GS1 Teal

GS1 Teal Italic

GS1 Teal Bold

GS1 Teal Bold Italic

GS1 Terracotta

GS1 Terracotta Italic

GS1 Terracotta Bold

GS1 Terracotta Bold Italic

Brochure Examples: A4 for Industry

Design Notes

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



The Global Language of Business

Transport & Logistics

Achieving Visibility in Transport and Logistics

Do You Know Where Your Shipments Are?



Co-Branded Logo



Shippers and Logistic Service Providers need to be able to determine exactly where their shipments are at any given time so they can make good business decisions and take appropriate action based on accurate up-to-date information.

Many different actors can take part in the transport of goods between a seller and a buyer. That's why end-to-end supply chain visibility is so important.

78% of Chief Supply Chain Officers recently surveyed by Aberdeen say that improving supply chain visibility is a top priority.



Meeting the Challenges of Modern Transport and Log

Nowadays, many different actors may take part in the transport a buyer. To optimize the management and reduce the costs of the global supply chains, logistics service providers, freight transport to know exactly where their shipments are, at any moment. That

The GS1 System of Standards enables real-time, end-to-end visibility over the entire supply chain. Companies can know exactly where things are at any point in time, where they have been before, and why. GS1 provides a standardised way to identify items and locations, to capture details about supply chain movements, and to share that information with authorized business partners.

Furthermore, the GS1 System of Standards is a neutral global framework that ensures interoperability among all stakeholders.

A Wide Range of Business Benefits

When companies have access to real products and can make decisions

- More precise, real-time updates
- More accurate and repeatable
- Customised fleet management
- More efficiently managed vehicles, containers and warehouses
- More effective and cost-optimized traceability and recall programs
- Easier collaboration using common identification and information sharing mechanisms
- Reduced, and in some cases even entirely eliminated, paperwork
- More secure import controls
- Reduced CO₂ emissions (thanks to fewer 'empty' miles)

GS1 Standards deliver value to all transport & logistics processes, including:

- Shipping & Receiving
- Warehouse Management
- Transport Management
- Border Procedure Management (Customs)
- Asset Management



Transport & Logistics

Delivering Value in Shipping and Receiving

Get Goods In and Out, Accurately and Quickly

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

Get the best of GS1 Standards in Shipping and Receiving for improved visibility of incoming shipments.




More information: www.gs1.org/transportlogistics

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


Topic or Chapter

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

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

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

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

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

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

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Subhead One With Rule

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

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Subhead Two

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Subhead One With Rule

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11

Brochure Examples: A5 Trifold for Industry

Design Notes

- This brochure is colour coded with the industry's designated colour
- Other secondary colours are only used to colour code Identify, Capture, Share 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?

Identify

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

Capture

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

Share

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

Know About Shipments Before They Arrive

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

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

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

For More Information

www.gs1.org/transportlogistics/implementation

GS1 Visibility, Your Business Value

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

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

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

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

About GS1 Utopia

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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

GS1 Utopia

Global Standards for E-Commerce

Drive Sales, Brand Value and Efficiency in the Digital World

The Global Language of Business

Visible

in mobile apps?

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

Available

when customers search?

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

Ready

for EU 116

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

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.

Global Standards for E-Commerce

Drive Sales, Brand Value and Efficiency in the Digital World

The Global Language of Business

Want to Know More?

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

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 E info@gs1utopia.org
www.gs1utopia.org

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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



Seminartermine 2014
Category Management Basics
2-tägiges Seminar
 ... aus dem Hause des Lehrgangs zum
 "Zertifizierten ECR D-A-CH Category Manager"



The Global Language of Business

Category Management: Gemeinsam mehr erreichen

Bessere Ergebnisse durch erhöhten Kundennutzen: Das ist, kurz gesagt, das Ziel von Category Management. Eine Studie von GS1 Germany zeigt: Durch kundenorientierte Strategien und kooperative CM-Prozesse erreichen Industrie und Handel Umsatzsteigerungen von bis zu 30 Prozent.

Inhalte des Seminars

- Einführung in das Thema Efficient Consumer Response und Category Management nach ECR D-A-CH
- Strukturierter Überblick über die Inhalte und die Arbeitsmethodik der acht Schritte des ECR D-A-CH Category Management Prozesses
- Vertiefung der Kategorie-Definition, Sortimentsoptimierung und Platzierungsoptimierung
- Fallbeispiele aus der Praxis
- Praxiswissen durch Vorträge aus Handel und Industrie
- Gruppenübungen anhand von Fallbeispielen

Das Seminar richtet sich nach den im deutschsprachigen Raum genutzten Standards des ECR D-A-CH Category Management Prozesses.

Zielgruppe

Diese Funktionsbereiche sprechen wir an: ECR, Category Management, Key Account Management, Trade Marketing, Außendienst, Einkauf, marktforschung, Shopper Marketing, Unternehmensorganisation.

Ihr Vorteil: Exzellente Ausbildung für erstklassige Ergebnisse

Kompakt und praxisorientiert
 In zwei Tagen lernen Sie mit Praxisübungen und Expertenvorträgen den Nutzen von Category management kennen und erschaffen sich einen umfangreichen Überblick über die Arbeitsmethodik.

Zusammenarbeit auf Augenhöhe
 Eine gemeinsame Sprache – die Voraussetzung für wirksame unternehmensübergreifende Prozesse: Die Standards des ECR D-A-CH Category Managements ermöglichen allen Partnern im CM-Prozess eine klare Verständigung und reibungslose Projektsteuerung.

Blick über den Tellerrand
 Im Seminar tauschen sich Mitarbeiter aus Handel, Industrie und Dienstleistung aus und lernen die jeweils andere Perspektive kennen.



Teilnehmer-Stimmen

"Am besten gefällt mir die enge Verzahnung zwischen Theorie und Praxis. Die Seminarinhalte lassen sich gewinnbringend in meine Projekte bei der coop integrieren. Es ist immer wieder spannend unterschiedliche Kollegen aus den verschiedensten Branchen kennenzulernen und sich über Category management austauschen zu können."
Anja Rochau, Category Management, Einkauf Service, coop eG

"Die Vorträge und praktischen Übungen waren sehr gut. Ich fand beide Tage sehr interessant und spannend und konnte einiges mitnehmen, das ich jetzt umsetzen und ausprobieren werde."
Chantal Rihm, Marktforschung, Vileda GmbH

Ihr anerkannter CM-Partner GS1 Germany

Mehr als 2.500 Teilnehmer haben in der unsere Seminare und Lehrgänge zum T. besucht. Damit sind wir Marktführer im Unsere erfahrenen Trainer erfüllen hoh und verfügen über langjährige Erfahrung

Unser neutrales Netzwerk bietet Ihnen Kontakte zu knüpfen und Erfahrungen in Arbeitsgruppen, über die ECR-Categ oder bei regelmäßigen Konferenzen.

Veranstaltungsort

GS1 Germany Knowledge Center – Lernen live!
 Ab Mai 2014 erwarten Sie in unserem Knowledge Center neben modernen, flexibel nutzbaren Konferenzräumen zusätzlich innovative Live-Komponente:

Im Bereich Point of Sale live! Erwarten praxisnahe Lernerfahrungen direkt am Regal. Dafür bildet die Live-Komponente des Handels einen realen Supermarkt mit Food – und Nonfood-Produkten ab. Erleben Sie innovative Tools zum Anfasen – vom Self Checkout bis zum virtuellen Supermarktrгал –, er fahren Sie mehr über Themen wie "Ableitung von Frequenzzonen" oder "Produktzugriffsraten" und verschaffen Sie sich einen Überblick über die aktuellen Möglich-keiten den Käuferverhaltensforschung.

Sie werden sehen: Unsere Category Management-Schulungen gehen weit über Begriffe wie Sortiments- und Platzierungsoptimierung hinaus.

Individuelle Angebote

Inhouse Schulungen

Das Seminar "Category Management Basics" kann auch in Ihren Räumlichkeiten stattfinden. Die Seminarunterlagen werden auf Ihre Bedürfnisse zugeschnitten und nach Ihren Anforderungen angepasst. So bilden Sie Ihr Team zum Thema Category Management gezielt und direkt weiter.

Category Management Consultant

Bei Bedarf können Sie unsere Category Management Experten

Category Management 8-Schritte-Prozess



Anmeldung

Category Management Basics | 2-tägiges Seminar
 Bitte ausfüllen und faxen an: GS1 Germany GmbH | F +49 221 94714-7541
 Oder online anmelden unter: www.gs1-germany.de/gsl-academy/trainings

- Seminartermine zur Auswahl (bitte ankreuzen)
18. und 19. Februar 2014 26. und 27. August 2014
 29. und 30. April 2014 und 5. November 2014
 1. und 2. Juli 2014 16. und 17. Dezember 2014
- Ich interessiere mich für das Seminar Category Management Basics als Inhouse Schulung.

Name | Vorname _____
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 Länderkennzeichnung | PLZ | Ort _____
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Sponsoren



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Seminartermine 2014
Category Management Basics
2-tägiges Seminar
 ... aus dem Hause des Lehrgangs zum
 "Zertifizierten ECR D-A-CH Category Manager"



The Global Language of Business

Brochure Examples: Square Cross-Industry Event Program

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

GS1 Utopia
The Global Language of Business

Praxistag Elektronische Rechnung

20. November 2014 | GS1 Germany Knowledge Center

Kooperationspartner:
FeRD Forum elektronische Rechnung Deutschland

Praxistag Elektronische Rechnung

Elektronische Rechnungsstellung – Jetzt profitieren!

Welche Erfahrungen gibt es mit den Erleichterungen durch das neue Umsatzsteuergesetz? Welche Anforderungen werden heute an die Rechnungsarchivierung gestellt? Wo können Anwender technische und rechtliche Neuerungen zügig und gewinnbringend umsetzen? Antworten erhalten interessierte Teilnehmer auf dem 16. Praxistag Elektronische Rechnung. Die Veranstaltung bietet einen Überblick über aktuelle Trends bei elektronischen Rechnungen und vermittelt Tipps zur praktischen Anwendung. Wie bereits in den vergangenen Jahren organisiert GS1 Germany den Fachkongress gemeinsam mit dem Forum elektronische Rechnung Deutschland (FeRD).

Das Forum elektronische Rechnung Deutschland (FeRD) ist die nationale Plattform von Verbänden, Ministern und Unternehmen zur Förderung der elektronischen Rechnung in Deutschland. Das Forum soll geeignete Maßnahmen zum raschen und einfachen Einsatz elektronischer Rechnungen vorbereiten, koordinieren und umsetzen. Das Forum ist als Projektgruppe bei der AWV (Arbeitsgemeinschaft für wirtschaftliche Verwaltung e.V.) angegliedert.

Ihr Veranstalter

GS1 Germany unterstützt Unternehmen aller Branchen dabei, moderne Kommunikations- und Prozess-Standards in der Praxis anzuwenden und damit die Effizienz ihrer Geschäftsabläufe zu verbessern. Unter anderem ist das Unternehmen in Deutschland für das weltweit überschneidungsfähige GS1 Artikelmengensystem zuständig – die Grundlage des Barcodes. Darüber hinaus fördert GS1 Germany die Anwendung neuer Technologien zur vollautomatischen Identifikation von Objekten (EPC/RFID) und zur standardisierten elektronischen Kommunikation (EDI). Im Fokus stehen außerdem Lösungen für mehr Kundenorientierung (ECR – Efficient Consumer Response) und die Berücksichtigung von Trends wie Mobile Commerce, Multichanneling sowie Nachhaltigkeit. Zur Umsetzung und Verheilung der beschriebenen Services bietet GS1 Germany als Veranstalter zahlreiche branchenspezifische und -übergreifende Konferenzen und Trainings an.

Das GS1 Germany Knowledge Center
Mit Einführung im Mai 2009 hat sich das GS1 Germany Knowledge Center als Plattform für die Zusammenarbeit und den Austausch von Unternehmen aus Handel und Industrie etabliert. Seit Juli 2012 haben auf zusätzlichem 1.500 Quadratmetern noch modernere Konferenzräume und ein Creative Lab für Konferenzen, Seminare oder Meetings zur Verfügung. Branchenspezifische Live-Installationen vermitteln zudem die konkreten Einsatzmöglichkeiten und den Nutzen der GS1 Standards.

Praxistag Elektronische Rechnung

Programm

09:00
Begrüßung und Einführung in die Veranstaltung
Klaus Förderer
Senior Manager eBusiness/GSDN
GS1 Germany GmbH

09:15
ZUGFeRD goes Europe!
Stefan Engel-Fleischig
Rechtsanwalt und Leiter FeRD

09:45
Das ZUGFeRD wird erwachsen
Andreas Pelebas
Senior-Manager eBusiness/GSDN
GS1 Germany GmbH

10:15
ZUGFeRD und PDF/A-3: Die Verpackung macht's!
Dr. Bernd Wied
Geschäftsführer
Intaray consulting GmbH

10:45
Kaffeepause und Marktplatz

Mit der Richtlinie 2014/55 über die elektronische Rechnungsstellung bei öffentlichen Aufträgen ist der Startschuss für die europäische Standardisierung der Rechnungsstellung gefallen. Das von FeRD spezifizierte Datenmodell ZUGFeRD basiert auf dem durch das europäische Standardisierungsprogramm CEN entwickelten Standard Cross Industry Invoice (CII) und Message User Guidelines (MUG). Das bedeutet, das alte Grundschema für die Erzeugung von ZUGFeRD als einheitliches europäisches Format bereits gelegt ist. ZUGFeRD wird als Standardisierung im Normungsauftrag der EU-Kommission als Referenz erwähnt, ebenso ist der kombinierte Ansatz von PDF/A3 und XML ausdrücklich im Normungsauftrag auf genommen worden. Wie sich ZUGFeRD nach den ersten Diskussionen auf europäischer Ebene positioniert und wie es in Europa weitergeht, wird im Vortrag erläutert.

Ein Jahr nach der Vorstellung des ZUGFeRD Standards durch BWH, BSI und BfWV wird die Version 1.0 veröffentlicht. Damit wird das auf internationalen Standards basierende Rechnungsaustauschformat vervollständigt. Der branchenübergreifende Austausch von Rechnungen ohne vorherige Absprache und unabhängig von der Unternehmensgröße ermöglicht es nun, sowohl einfache als auch komplexe Anforderungen der öffentlichen Verwaltung und von Unternehmen abzubilden. Im Vortrag wird auf den Aufbau und die Umsetzung von ZUGFeRD eingegangen und die Neuerungen der Version 1.0 dargestellt.

PDF/A-3 ist der zugrundeliegende Dokumentenstandard für ZUGFeRD-konforme Rechnungen. Die Fähigkeit, sowohl eine visuelle Darstellung der Rechnung als auch einen Behälter für die XML-Rechnungsdaten in einer ISO-standardisierten Dateizusammenzubringen, geben den Ausschlag für FeRD, PDF/A-3 als Grundlage für das Rechnungsdokument einzusetzen. Hierin einigen Grundlagen zu PDF und PDF/A werden auch Möglichkeiten der Erzeugung und Integration von PDF/A-3 beleuchtet.

Praxistag Elektronische Rechnung

Sponsor

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Comarch ist ein weltweit tätiger Anbieter von IT-Lösungen und in Deutschland, Österreich und der Schweiz mit rund 300 Mitarbeitern an 14 Standorten präsent. Unser Angebotsspektrum umfasst Business Software (ERP, CRM, SCM, BI, etc.), E-Procurement & Marketing, IT-Services für mittelständische Unternehmen und die Branchen Telekommunikation, Medien & Entertainment, Handel & Dienstleistungen | info@comarch.de | www.comarch.de

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FeRD Management & Consulting GmbH
FeRD Management & Consulting GmbH ist ein international agierendes Beratungsunternehmen, das insbesondere kleine und mittlere Unternehmen, Organisationen und Behörden dabei unterstützt, ihre Rechnungen im ZUGFeRD Format konformität und rechtlicher umzusetzen – angefangen von der Rechnungsstellung über die elektronische Verarbeitung bis hin zur rechtskonformen Archivierung. | info@ferd.com | www.ferd.com

Kooperationspartner

eBUSINESSLOTSE, Comarch, Elektronische Rechnungsstellung, STANDARDS, BH, DSV, GESINE, HDE, PROZEUS, DM

Praxistag Elektronische Rechnung

Anmeldung per Fax

Datum: 20. November 2014

Veranstaltungsort
GS1 Germany Knowledge Center
Stolberger Straße 109 | 50833 Köln
Telefonnummer:
505 - 676 221, der gesetzl. MwSt. Nr. 505 676 221

Ermöglichte Teilnahmegebühr
5€ - Euro zzgl. der gesetzl. MwSt. Bei Buchung bis zum 9. Oktober 2014. In der Teilnahmegebühr sind Tagungsunterlagen, Mittagessen und Pausengetränke enthalten.

Hotel
Zur Buchung eines Hotelzimmers wenden Sie sich bitte an:
HULT, Hotelvermietung- und Tagungsmanagement GmbH
Juliane Henschel | T +49 221 29209 30 | F +49 221 29209 95

Teilnahmebedingungen
Die Teilnahmezahl ist begrenzt. Anmeldungen werden in der Reihenfolge der Eingangsreife berücksichtigt. Nach Eingang Ihrer Anmeldung erhalten Sie eine Bestätigung und die Rechnung. Die Teilnahmegebühr ist nach Erhalt der Rechnung fällig. Eine kostenfreie Stornierung ist bis 25. Oktober 2014 möglich; sie muss schriftlich erfolgen. Bei Abgang nach dem 25. Oktober 2014 wird die gesamte Teilnahmegebühr fällig. Ein Ersatzteilnehmer kann elektronisch bestätigt werden. Programmänderungen aus dringlichem Anlass behält sich vor. Veranstalter vor.

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Praxistag Elektronische Rechnung
GS1 Germany GmbH | Fax +49 221 9474-565

Branchen:
 Beratigungsunternehmen Handel
 Industrie IT-Dienstleister
 Logistikdienstleister Prozess
 Zulieferer

Spezifizierung der Branche (One to fill in)

GLN (falls vorhanden)

Name | Vorname

Position | Abteilung

Firma | Institution

Strasse | Nr.

PLZ | Ort

Telefon

Fax

E-Mail

Ich melde mich unter Anerkennung der Teilnahmebedingungen verbindlich an.

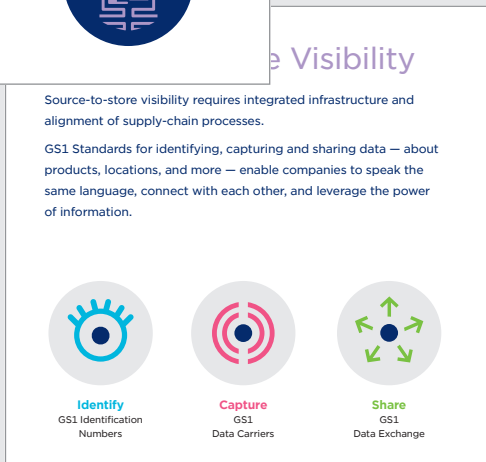
Datum | Stempel / Unterschrift

Brochure Examples: Square for Industry



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

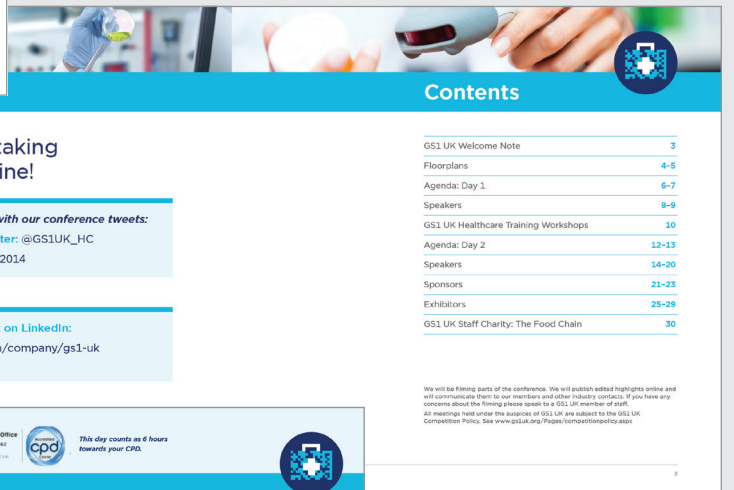


Brochure Examples: Square Event Program



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 of them due to their small size



This year GS1 UK is taking the conversation online!

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

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

Agenda: Day 1

Tuesday 25 June

10:00 am - 10:30 am	Registration
10:30 am - 10:40 am	Opening Introduction Chris Doyle, Healthcare Marketing Manager, GS1 UK
10:40 am - 11:00 am	Education and Training Keynote Kathy Farnson, Head of Health Information Standards and Information Governance, NHS England An introduction to the importance of standards in healthcare—how they enable better operational clinical outputs, reduce costs and save time better which could be better spent on care delivery.
11:00 am - 12:00 pm	GS1 System in UK Healthcare Ben Clarke, Training Manager, GS1 UK An overview of the GS1 system in healthcare, focusing on the NHS, and a review of the benefits of the GS1 system in terms of cost saving and patient safety. GS1 Standards deliver this by allowing organisations to identify, capture and share information in a consistent and efficient way. With the NHS mandating the use of GS1 Standards, it is now critical that these are correctly implemented throughout the healthcare supply chain.
12:00 pm - 1:00 pm	Lunch and Exhibition Visit the exhibition and meet GS1 UK healthcare partners who will demonstrate how their GS1 enabled solutions provide both improved patient safety and cost savings for the healthcare sector.

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

1:00 pm - 4:00 pm	Training Workshops A program of workshops run in parallel and delivered by GS1 UK healthcare experts providing a more in-depth understanding of three key areas where GS1 Standards are enabling improvements to the everyday running of the healthcare service. 1. Care delivery at the bedside 2. Procurement efficiency: The use of GS1 Standards in procurement and inventory management. The session will cover product identification (GTIN), barcode scanning and demand driven automated order management using Electronic Data Interchange (EDI). 3. Traceability and authentication: Product identification and serialisation, master data management, Unique Device Identification, Falsified Medicines Directive. The GS1 NHS database and the Clinical Practice Research Datalink. Each workshop will be 50 minute duration with 10 minute coffee/comfort break.	NHS eProcurement Strategy—major technology system providers engagement meeting This meeting will take place in the West Hotel Reception. This meeting is by invitation only.
4:00 pm - 4:30 pm	Wrap-up Chris Doyle, Healthcare Marketing Manager, GS1 UK An opportunity to raise particular questions in plenary feedback.	
4:30 pm - 4:30 pm	Networking or Optional Exam An optional written examination will be available for achieve foundation level accreditation in the GS1 Sy. For those not wishing to sit the examination there will be an opportunity in the exhibition area.	

GS1 UK Healthcare Training Get it Right the First Time

Uniquely identify patients and surgical instruments for complete traceability

Use bar codes correctly to drive out falsification of medicines

Implement GTINs for efficient procurement in the healthcare supply chain



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

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

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

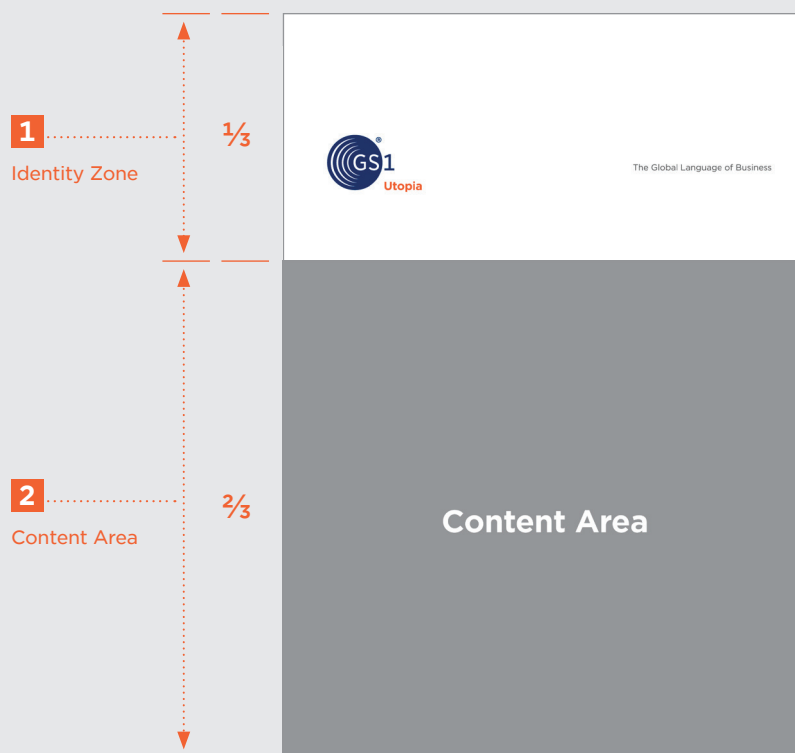
Delivered at GS1 UK's offices, online or at your premises. Contact BenClarke on ben.clarke@gs1uk.org or visit the GS1 UK stand today for further information.

Annual Report / Overview Covers

Annual Report or Annual Overview covers do not have to use the brochure template 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 typestyles, brand colours, brand icons)



Formal Handout Sizes

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

A4 Vertical 210 mm x 297 mm



The Global Language of Business

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Letter Vertical 8.5 in x 11 in




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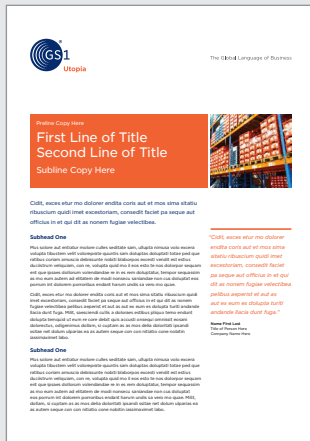
Formal Handout First-Page Options: Cross-Industry

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

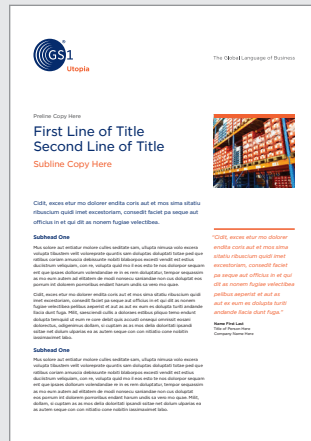
How to Use

- 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

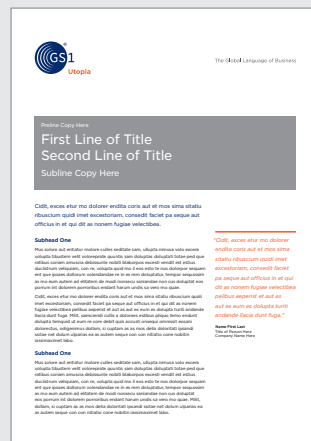
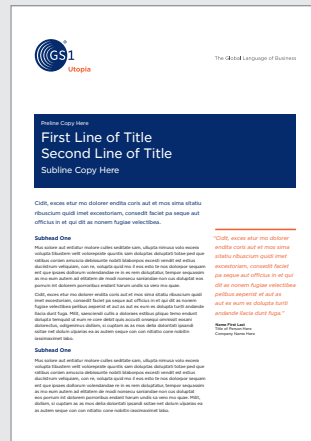
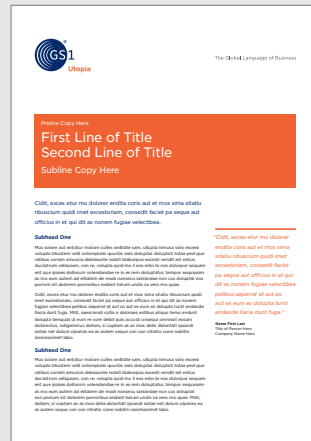
Coloured Block and Photo



Coloured Bar and Photo



Coloured Block



Formal Handout First-Page Options: Industry

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

How to Use

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

Industry Colour-Coded Block and Photo



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Formal Handout First-Page Elements

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

1. Identity Zone

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

2. Title Block

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

3. Gap or Coloured Rule

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

4. Photo Area or Coloured Block

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

5. Industry Icon (Optional)

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

6. Content Area

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



Formal Handout Last-Page Elements

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

1. Sign-off Area with Barcode

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

2. Sign-off Area without Barcode

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

1. Sign-off Area With Barcode



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

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GS1 Utopia
 Address Line 1, Address Line 2, Address Line 3
 T +00 000 00000-0 | F +00 000 00000-0 | E info@gs1utopia.org
www.gs1utopia.org

Connect With Us


Optional Barcode

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2. Sign-off Area Without Barcode



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GS1 Utopia
 Address Line 1, Address Line 2, Address Line 3
 T +00 000 00000-0 | F +00 000 00000-0 | E info@gs1utopia.org
www.gs1utopia.org

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10

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.

First Page

Page Width	210 mm	Top Margin	15 mm	Logo	22 mm	Columns	3
Page Height	297 mm	Bottom Margin	18 mm	Industry Icon	38.5 mm	Gutter	6 mm
		Inside Margin	16.5 mm				
		Outside Margin	16.5 mm				

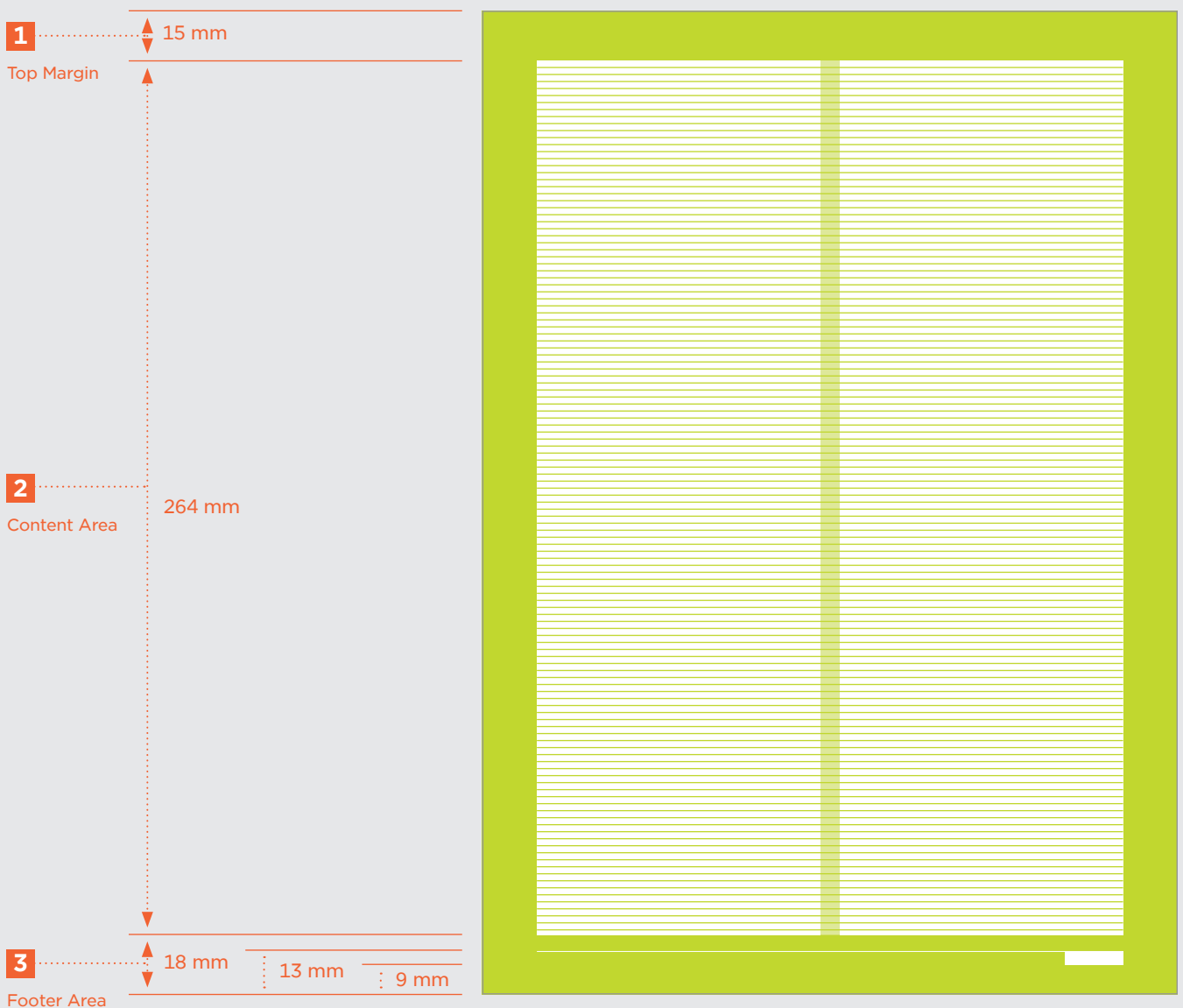


Formal Handout Measurements: A4 Continued

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

Inside Pages

Page Width	210 mm	Top Margin	15 mm	Left Margin	16.5 mm	Columns	2
Page Height	297 mm	Bottom Margin	18 mm	Right Margin	16.5 mm	Gutter	6 mm

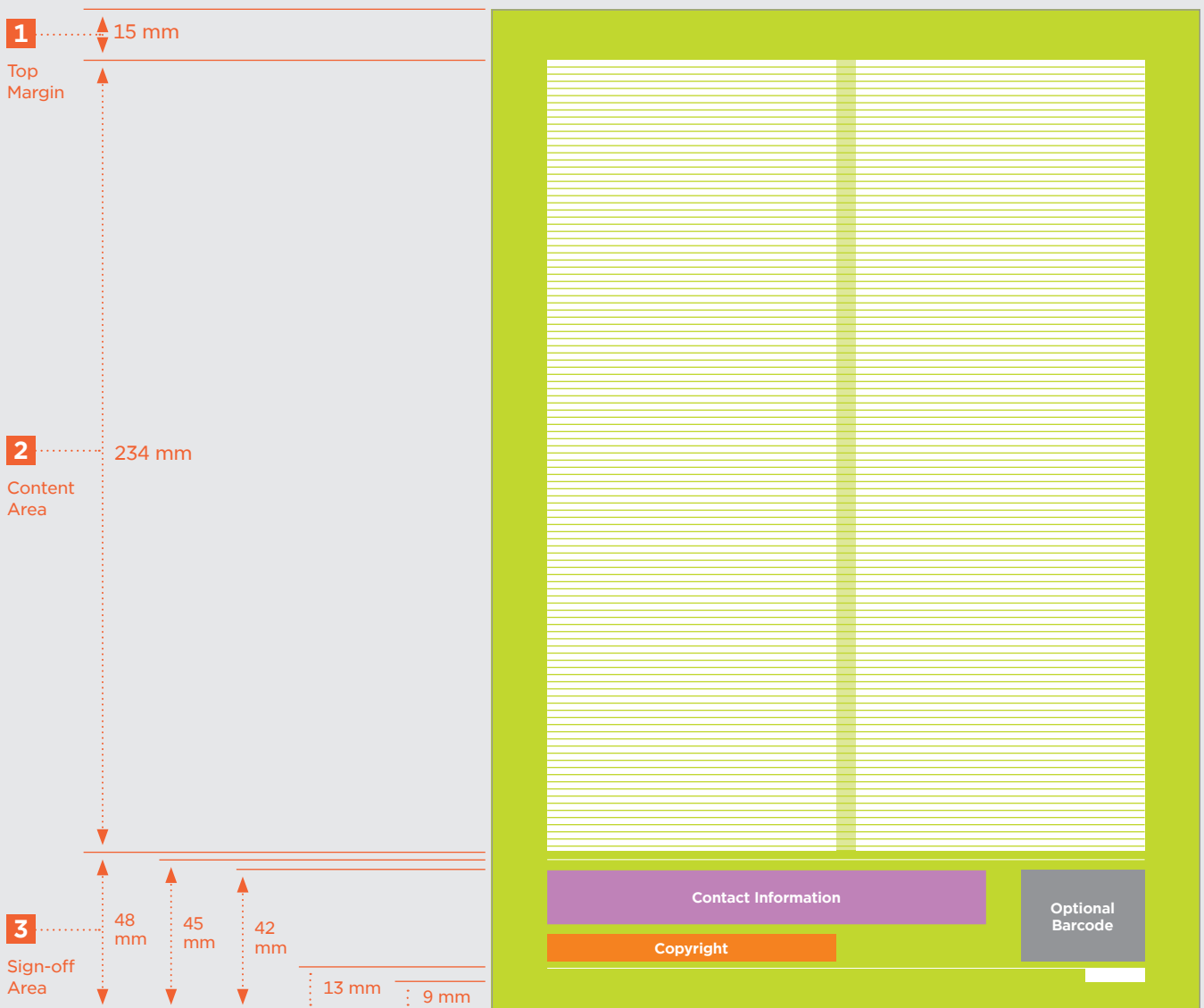


Formal Handout Measurements: A4 Continued

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

Last Page With Barcode

Page Width	210 mm	Top Margin	15 mm	Left Margin	16.5 mm	Columns	2
Page Height	297 mm	Bottom Margin	48 mm	Right Margin	16.5 mm	Gutter	6 mm

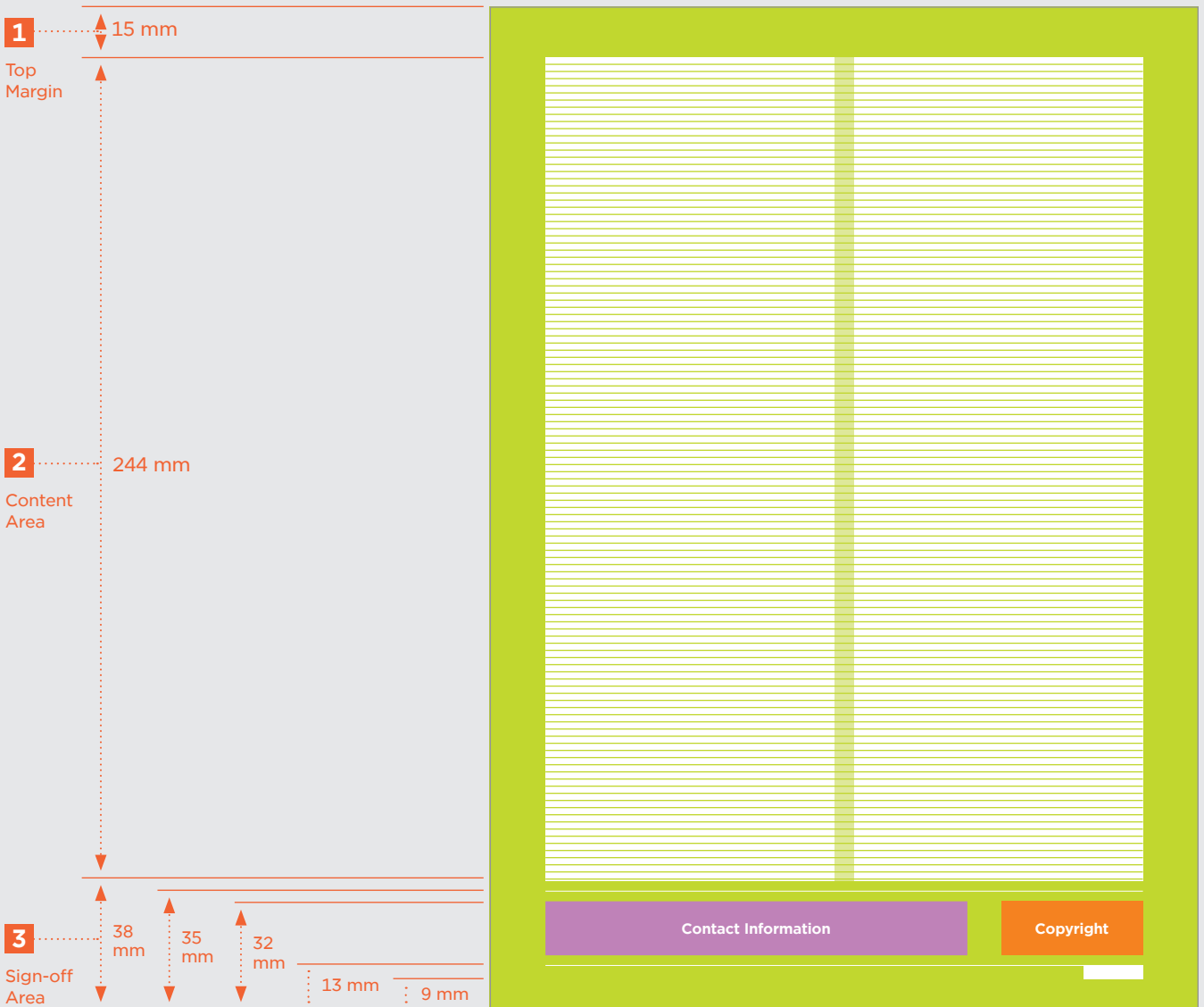


Formal Handout Measurements: A4 Continued

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

Last Page Without Barcode

Page Width	210 mm	Top Margin	15 mm	Left Margin	16.5 mm	Columns	2
Page Height	297 mm	Bottom Margin	38 mm	Right Margin	16.5 mm	Gutter	6 mm

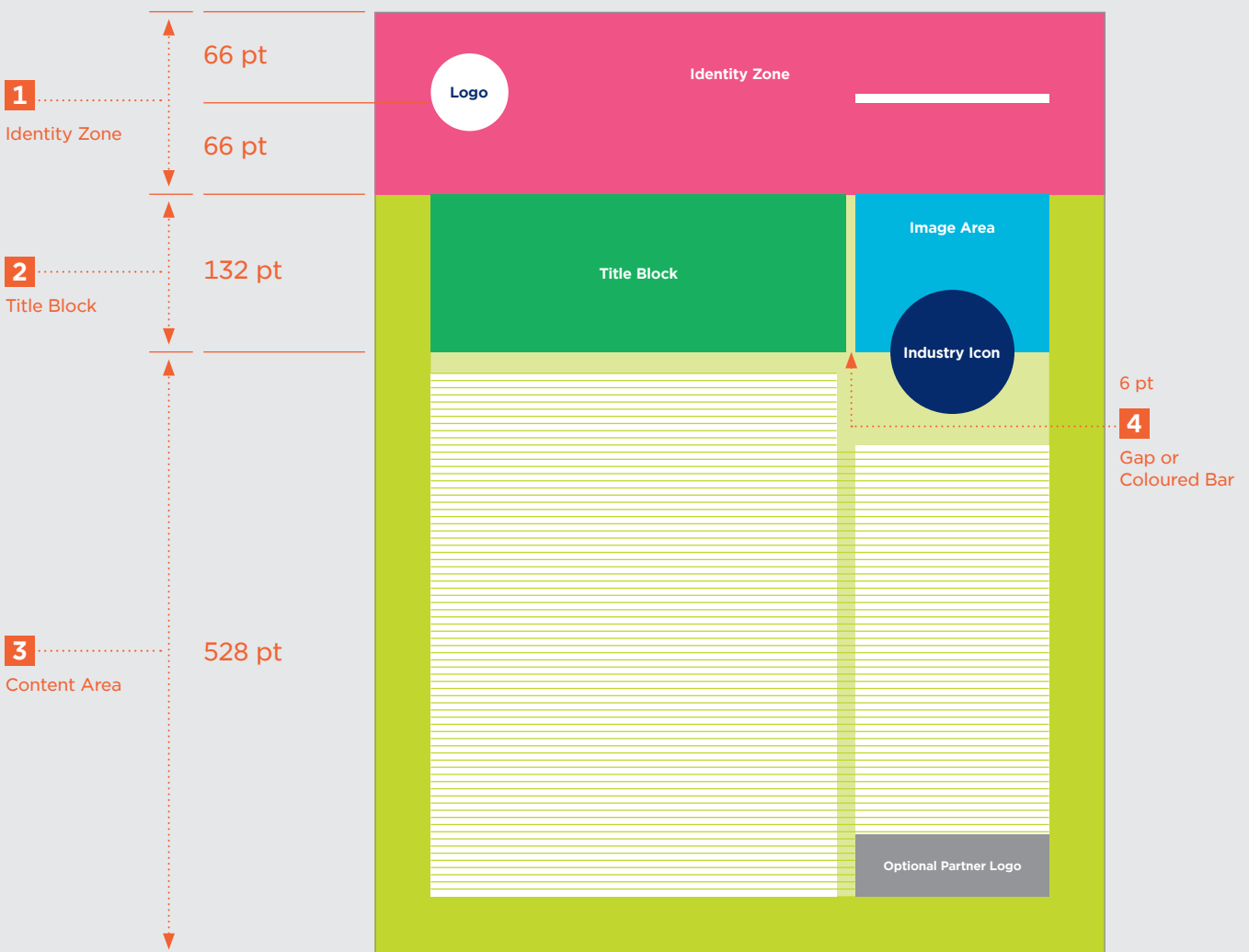


Formal Handout Measurements: Letter

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

First Page

Page Width	8.5 in (612 pt)	Top Margin	132 pt	Logo	65 pt	Columns	3
Page Height	11 in (792 pt)	Bottom Margin	51 pt	Industry Icon	104 pt	Gutter	16 pt
		Left Margin	47 pt				
		Right Margin	47 pt				

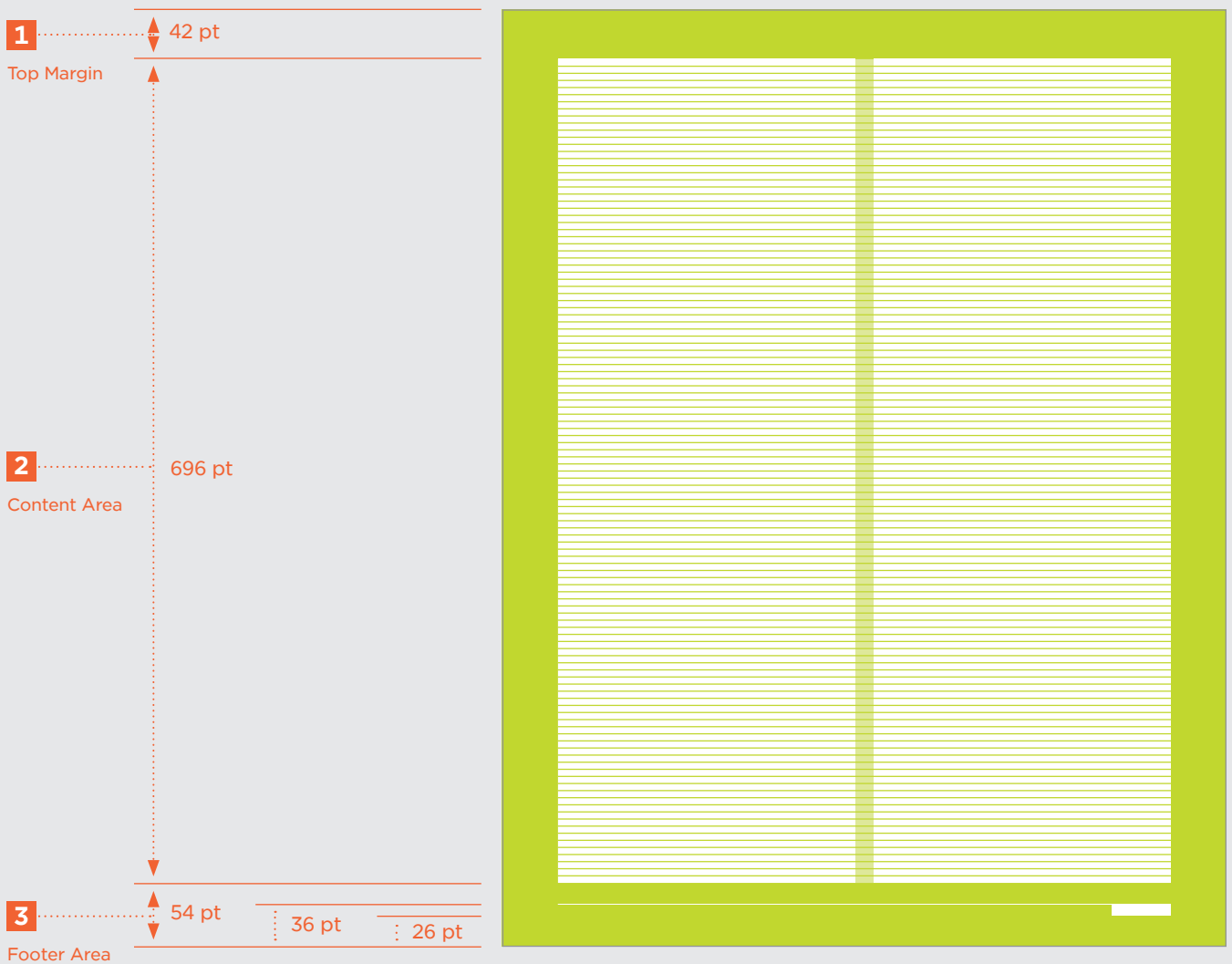


Formal Handout Measurements: Letter Continued

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

Inside Pages

Page Width	8.5 in (612 pt)	Top Margin	42 pt	Left Margin	47 pt	Columns	2
Page Height	11 in (792 pt)	Bottom Margin	54 pt	Right Margin	47 pt	Gutter	16 pt

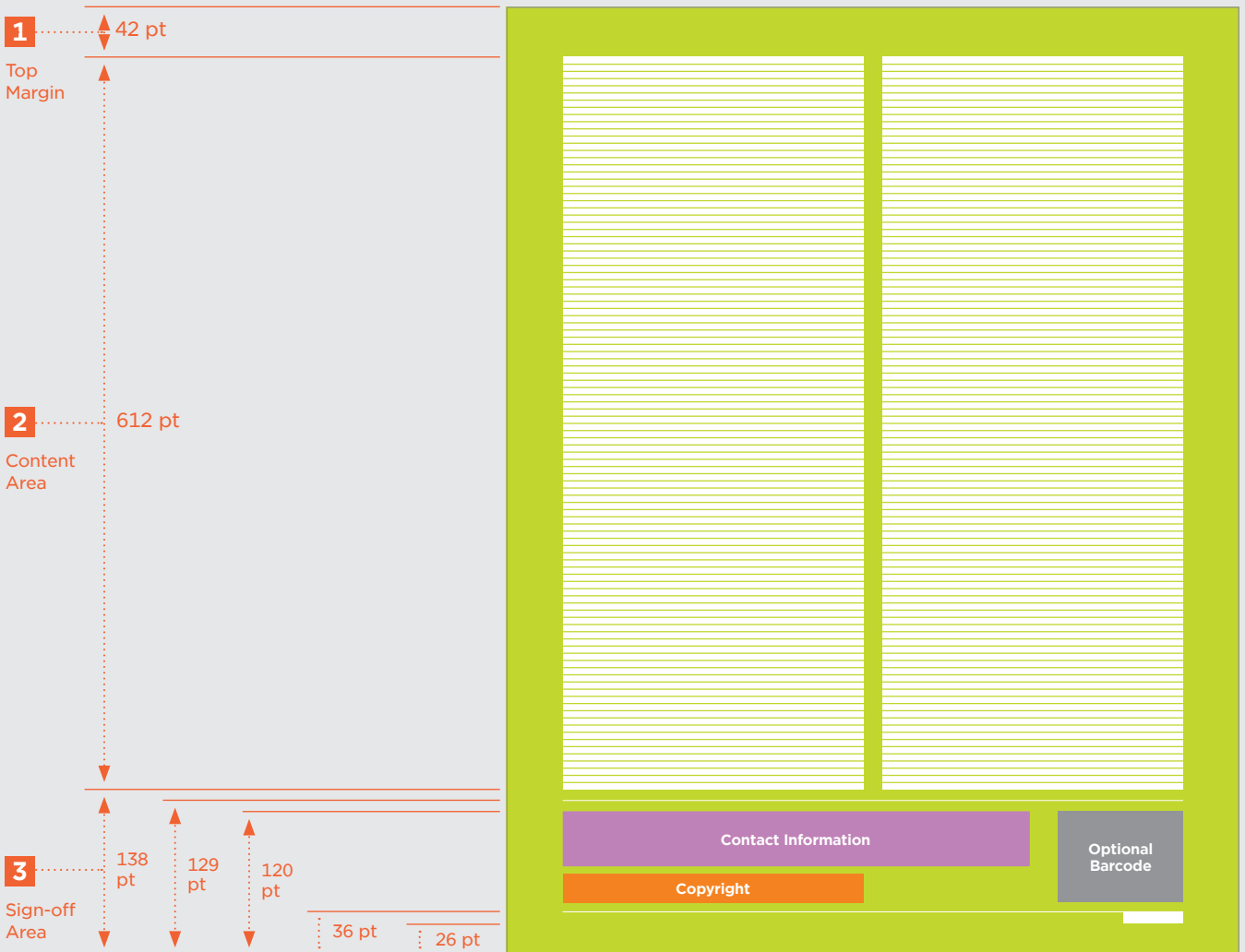


Formal Handout Measurements: Letter Continued

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

Last Page With Barcode

Page Width	8.5 in (612 pt)	Top Margin	42 pt	Left Margin	47 pt	Columns	2
Page Height	11 in (792 pt)	Bottom Margin	138 pt	Right Margin	47 pt	Gutter	16 pt

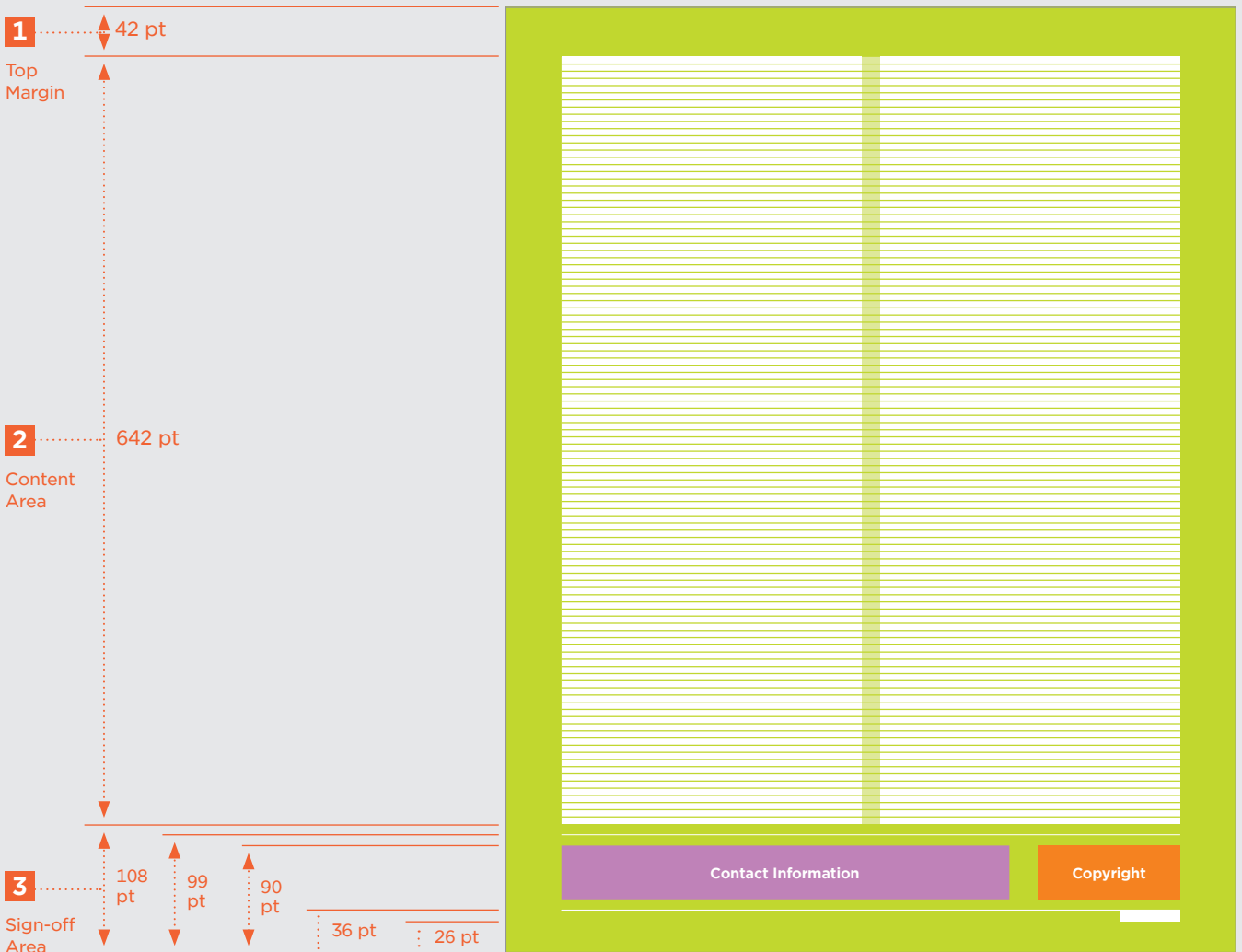


Formal Handout Measurements: Letter Continued

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 the 6 pt baseline grid.

Last Page Without Barcode

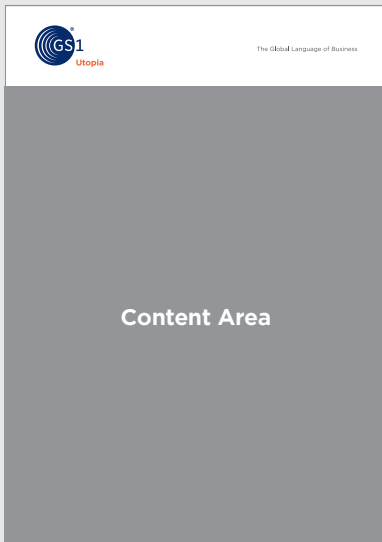
Page Width	8.5 in (612 pt)	Top Margin	42 pt	Left Margin	47 pt	Columns	2
Page Height	11 in (792 pt)	Bottom Margin	108 pt	Right Margin	47 pt	Gutter	16 pt



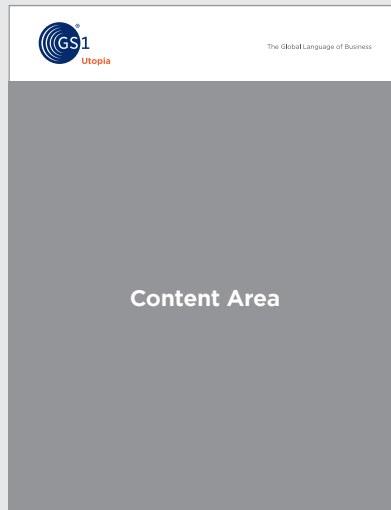
Basic Handout Sizes and Formats

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.

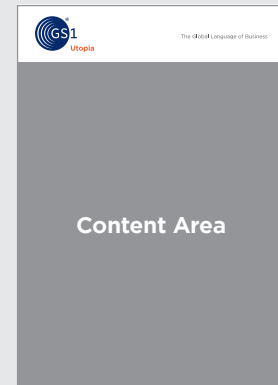
A4 Vertical
210 mm x 297 mm



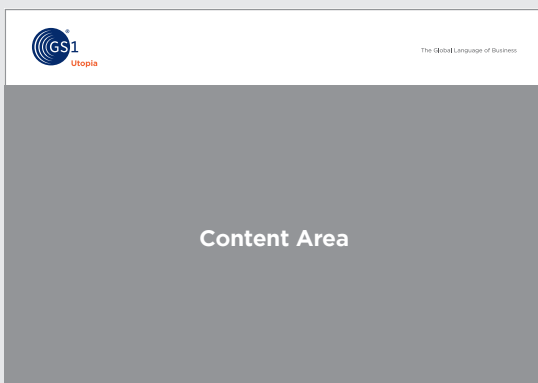
Letter Vertical
8.5 in x 11 in



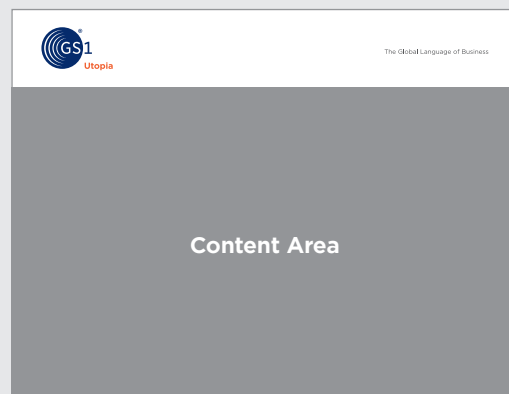
A5 Vertical
148 mm x 210 mm



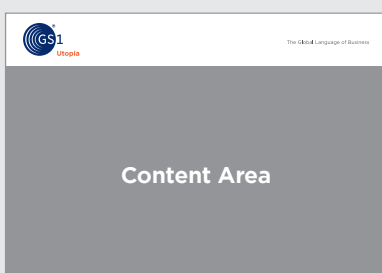
A4 Horizontal
297 mm x 210 mm



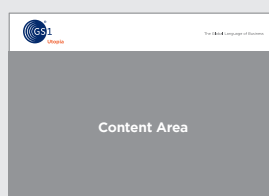
Letter Horizontal
11 in x 8.5 in



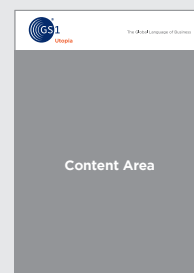
A5 Horizontal
210 mm x 148 mm



A6 Horizontal
148 mm x 105 mm



A6 Vertical
105 mm x 148 mm



Basic Handout Measurements: A4 Vertical

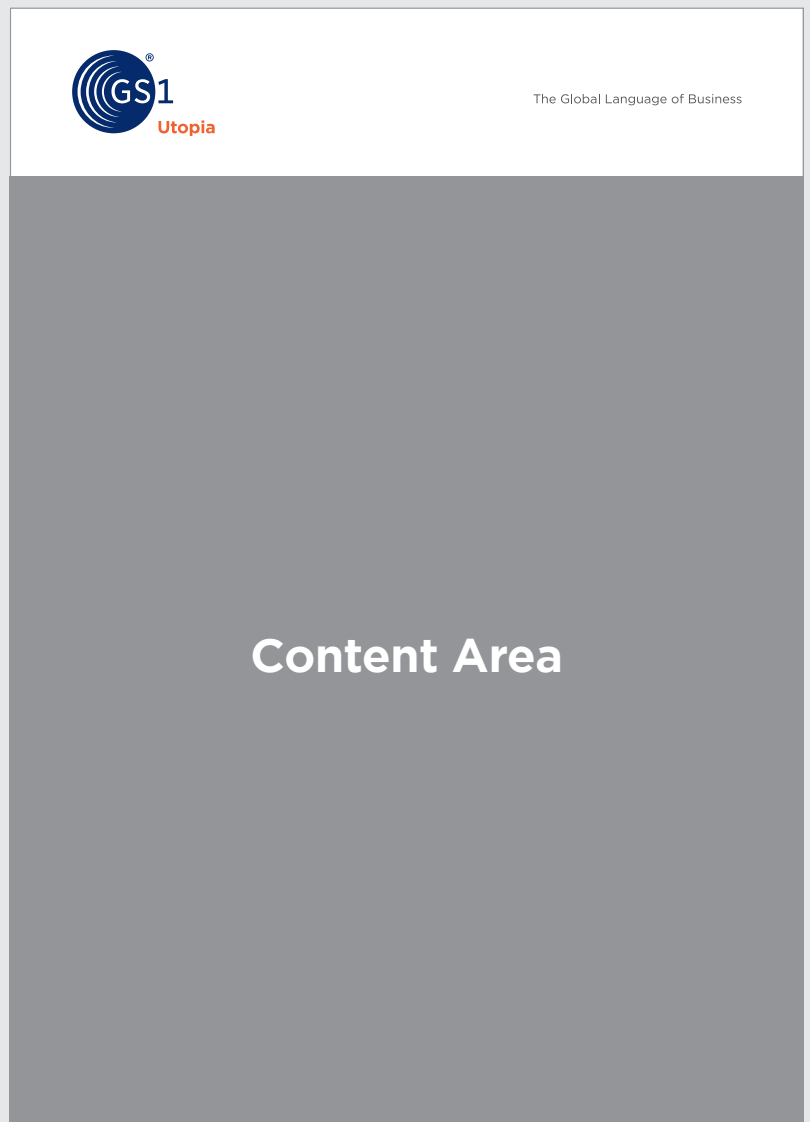
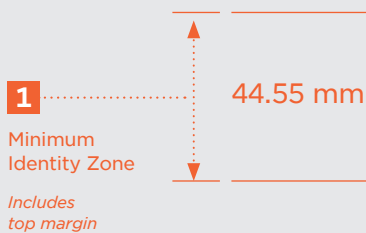
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all vertical handouts the minimum Identity Zone is 15% of the vertical space on the cover — it can be more!

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

Page Width	210 mm	Logo	22 mm
Page Height	297 mm	Minimum Identity Zone	44.55 mm



Basic Handout Measurements: A4 Horizontal

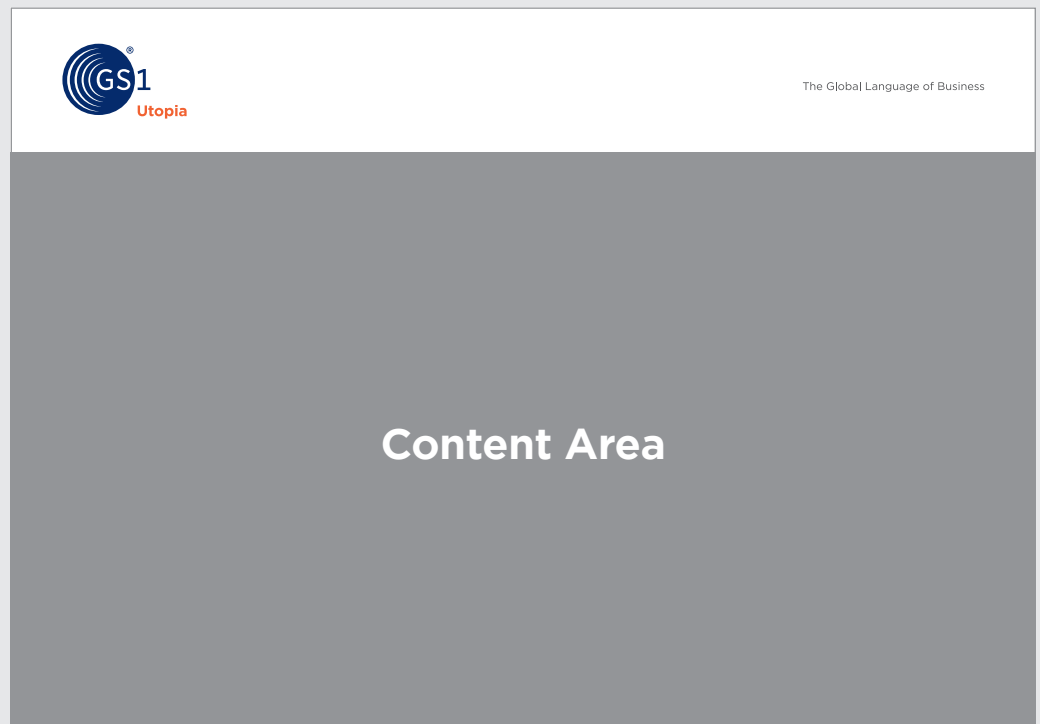
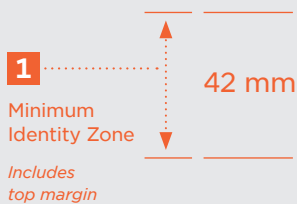
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all horizontal handouts the minimum Identity Zone is 20% of the vertical space on the cover – it can be more!

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

Page Width	297 mm	Logo	21 mm
Page Height	210 mm	Minimum Identity Zone	42 mm



Basic Handout Measurements: Letter Vertical

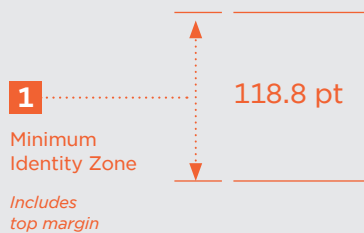
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all vertical handouts the minimum Identity Zone is 15% of the vertical space on the cover — it can be more!

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

Page Width	8.5 in (612 pt)	Logo	65 pt
Page Height	11 in (792 pt)	Minimum Identity Zone	118.8 pt



Basic Handout Measurements: Letter Horizontal

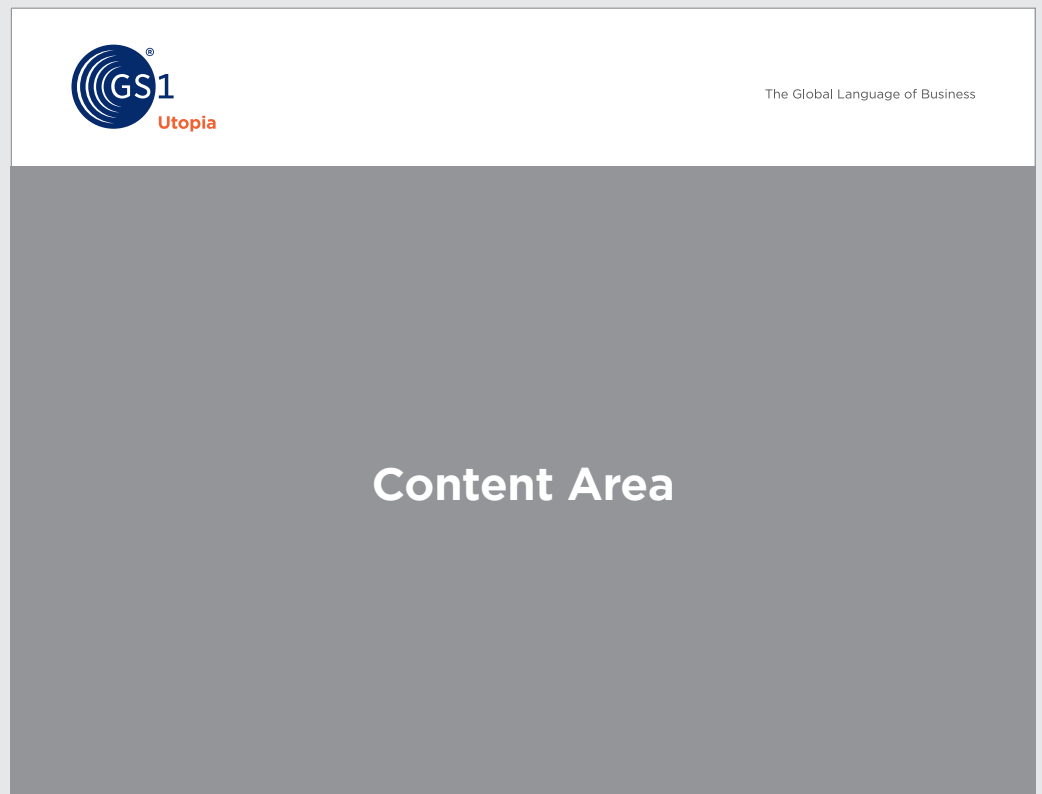
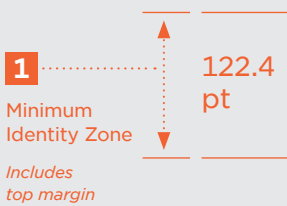
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all horizontal handouts the minimum Identity Zone is 20% of the vertical space on the cover – it can be more!

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

Page Width	297 mm	Logo	65 pt
Page Height	210 mm	Minimum Identity Zone	122.4 pt



Basic Handout Measurements: A5 Vertical

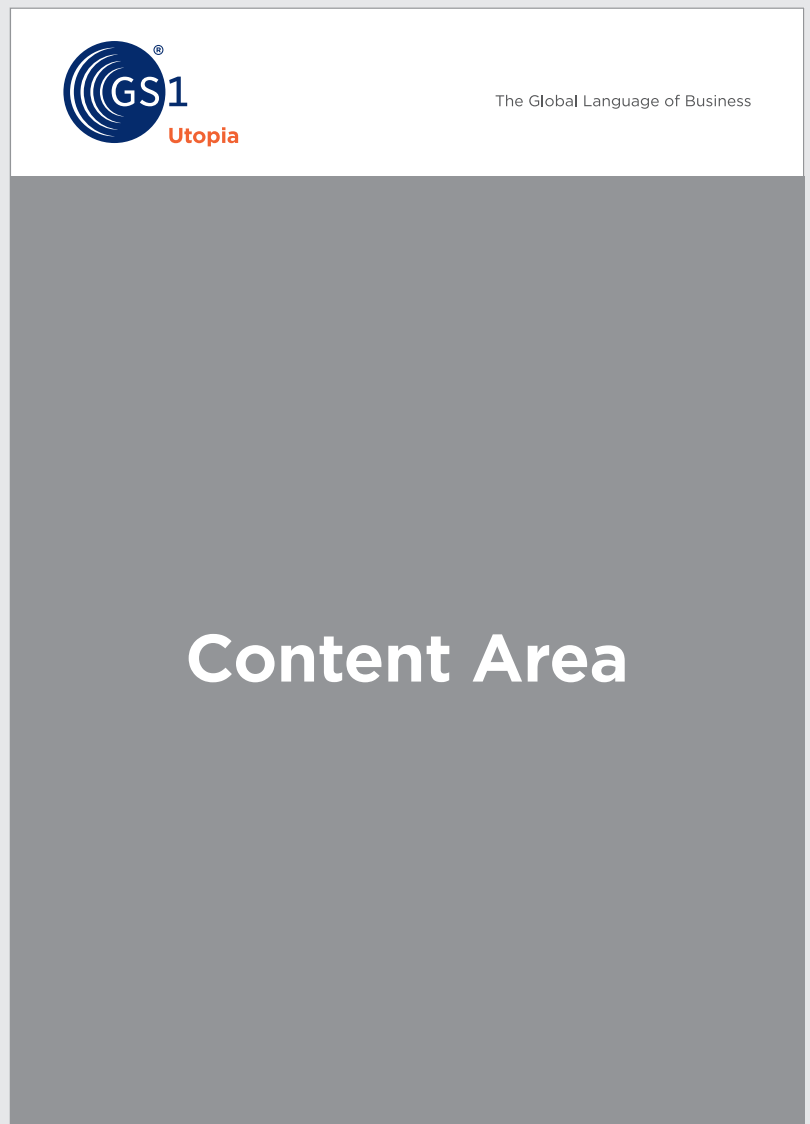
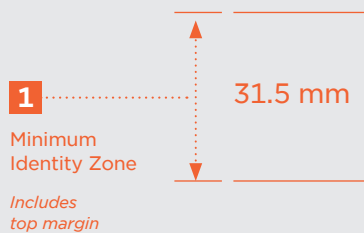
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all vertical handouts the minimum Identity Zone is 15% of the vertical space on the cover – it can be more!

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

Page Width	148 mm	Logo	19 mm
Page Height	210 mm	Minimum Identity Zone	31.5 mm



Basic Handout Measurements: A5 Horizontal

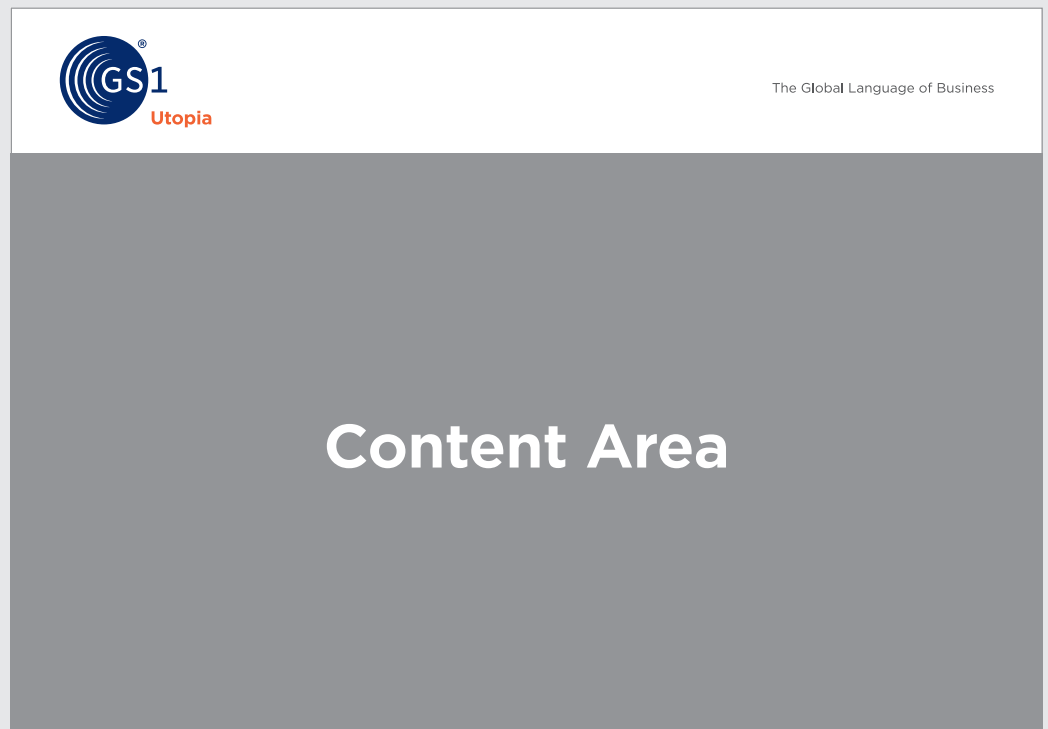
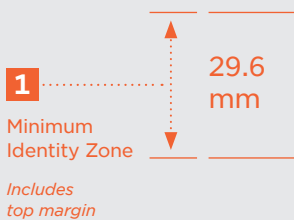
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all horizontal handouts the minimum Identity Zone is 20% of the vertical space on the cover – it can be more!

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

Page Width	210 mm	Logo	18 mm
Page Height	148 mm	Minimum Identity Zone	29.6 mm



Basic Handout Measurements: A6 Vertical

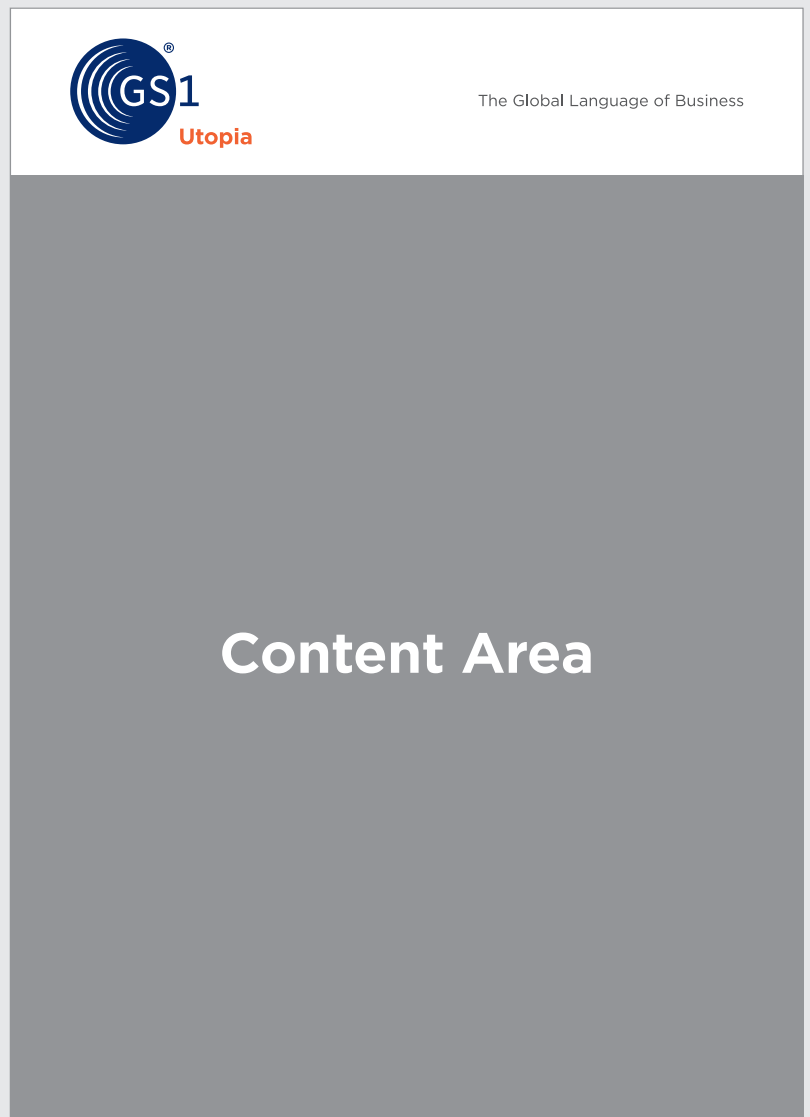
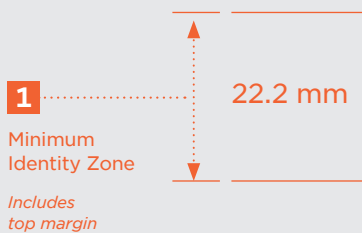
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all vertical handouts the minimum Identity Zone is 15% of the vertical space on the cover — it can be more!

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

Page Width	105 mm	Logo	14 mm
Page Height	148 mm	Minimum Identity Zone	22.2 mm



Basic Handout Measurements: A6 Horizontal

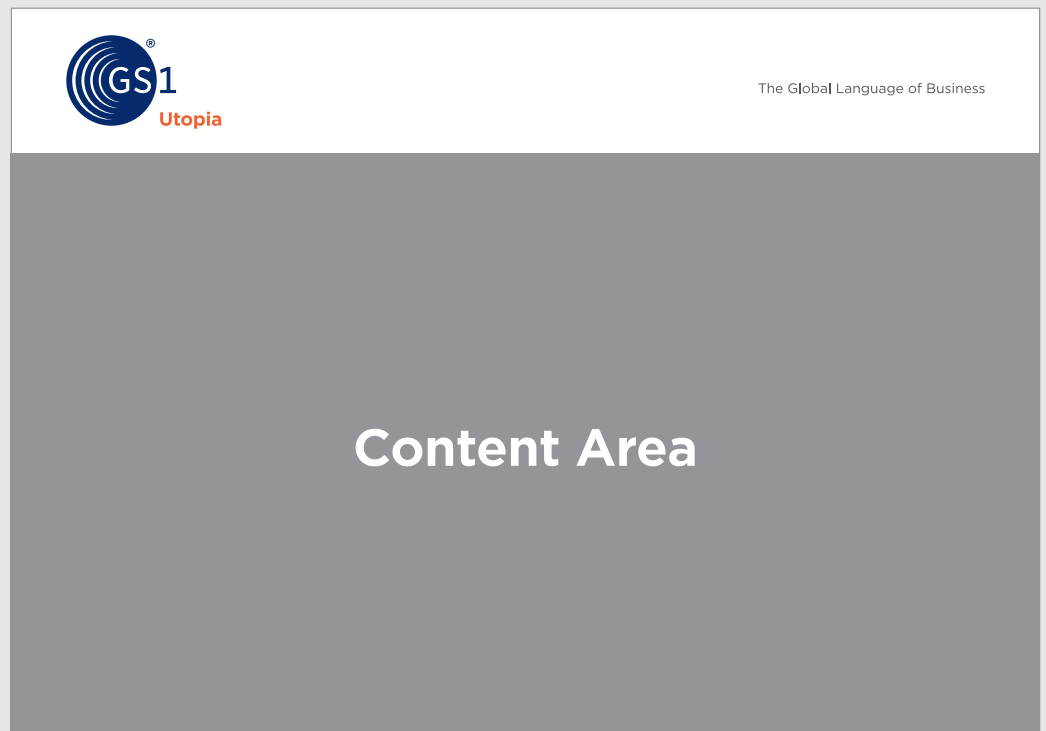
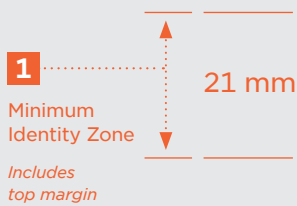
The basic handout templates include the size and placement of the logo and tagline within the minimum Identity Zone. For all horizontal handouts the minimum Identity Zone is 20% of the vertical space on the cover — it can be more!

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

Page Width	148 mm	Logo	13 mm
Page Height	105 mm	Minimum Identity Zone	21 mm



Basic Handout Examples: A4 Vertical

Design Notes

- The Identity Zone is larger than the minimum 15% so that there is enough white space to balance the visual weight of the GS1 Blue background below
- Secondary colours are used to colour code the information related to a particular industry



The Global Language of Business

Quantifying the Impact of GS1 Standards

How UK industry has benefitted from the use of GS1 Standards

£650m

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

This is equivalent to:

- £14 per order
- £12 per despatch advice
- £8.50 per invoice

£10.9bn

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

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

£90

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

But there are still huge savings to be made!

£288m

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

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

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

70%

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

£60m

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

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



The Global Language of Business

Are you ready?

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



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

<p>Webinars</p> <p>Our series of webinars have been designed to provide you with information on the Regulation and to explain how we can support you in becoming compliant.</p>	<p>Onsite Readiness Assessment Clinic</p> <p>Delivering business advice on the readiness of your existing product information for compliance with the Regulation. We will also provide you with a view on the general standard of your product data and its suitability for omni-channel trading.</p>
<p>Training</p> <p>Attend one of our half-day training courses to help you understand the key impacts of the forthcoming Food Labelling Regulation, how these will impact your business and how you can take steps to become compliant.</p>	<p>Product Check</p> <p>In partnership with Leatherhead Food Research, a physical product check service has been designed to advise your business on whether your product label is ready for the Regulation.</p>

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



The Global Language of Business

Are you ready?

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





The Global Language of Business

Are you ready?

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



Business Cards: 85 mm x 55 mm

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

How to Use

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

How Not to Use

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

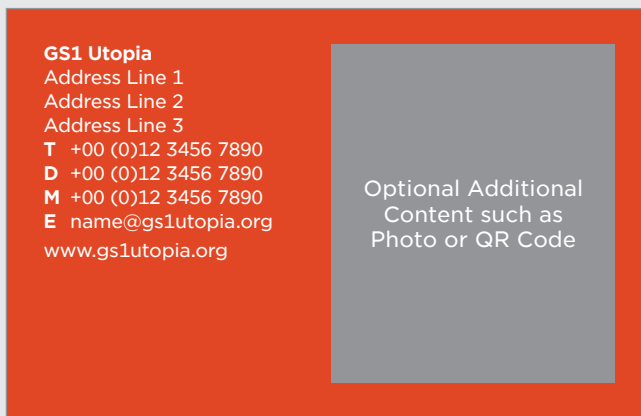
Two-Sided Card



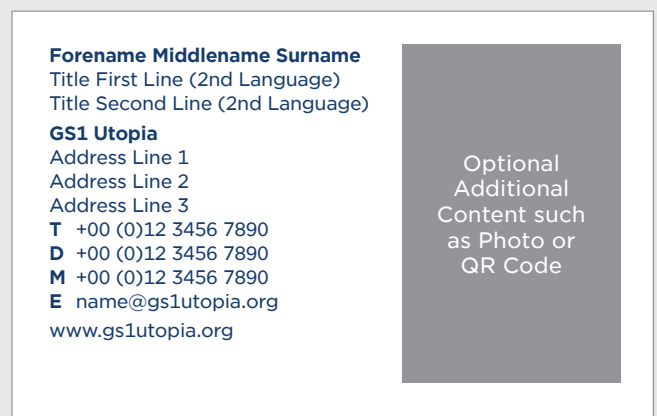
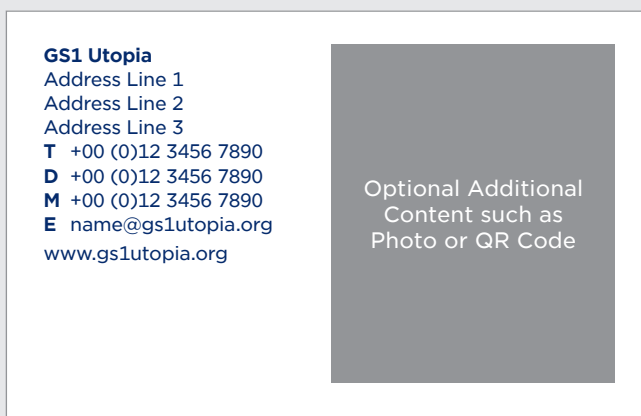
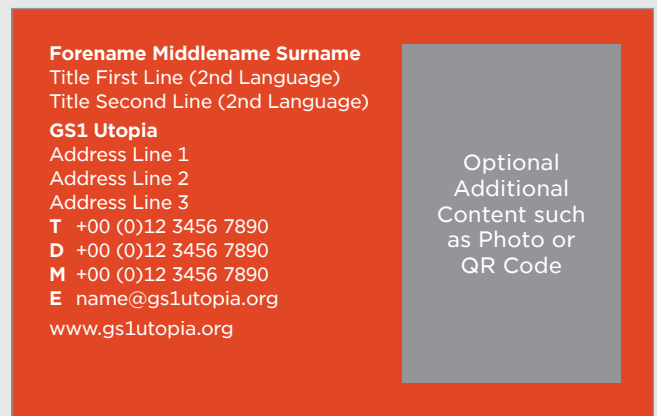
One-Sided Card



Monolingual Backs



Bilingual Backs



Business Cards: 89 mm x 51 mm

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

How to Use

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

How Not to Use

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

Two-Sided Card

One-Sided Card

Monolingual Backs

Bilingual Backs

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



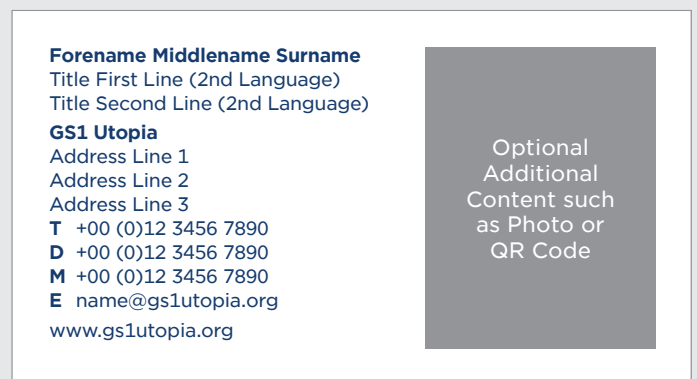
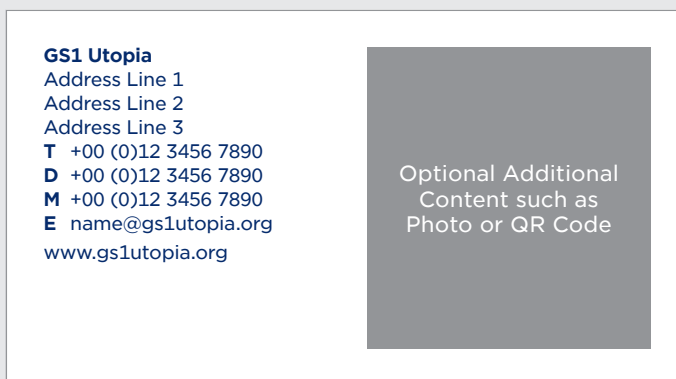
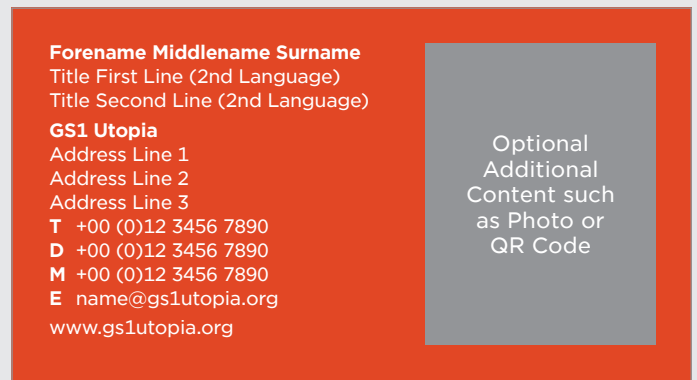
One-Sided Card



Monolingual Backs



Bilingual Backs



Business Cards: 91 mm x 55 mm

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

How to Use

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

How Not to Use

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

Two-Sided Card



GS1[®]
Utopia

Forename Middlename Surname
Title First Line
Title Second Line

The Global Language of Business

One-Sided Card

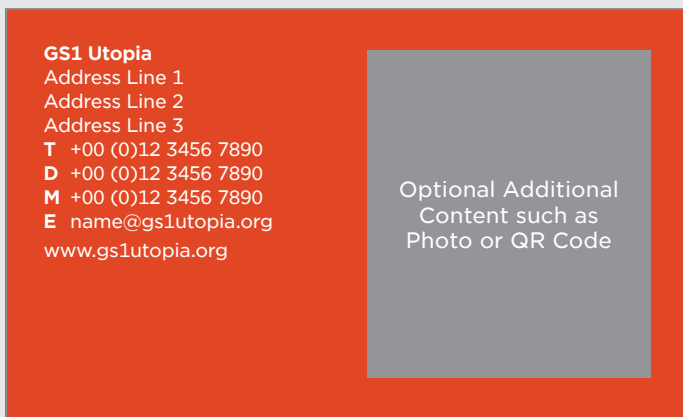


GS1[®]
Utopia

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

The Global Language of Business

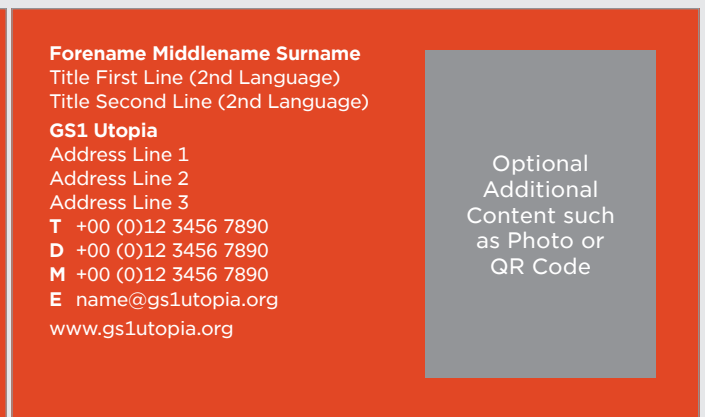
Monolingual Backs



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

Optional Additional Content such as Photo or QR Code

Bilingual Backs



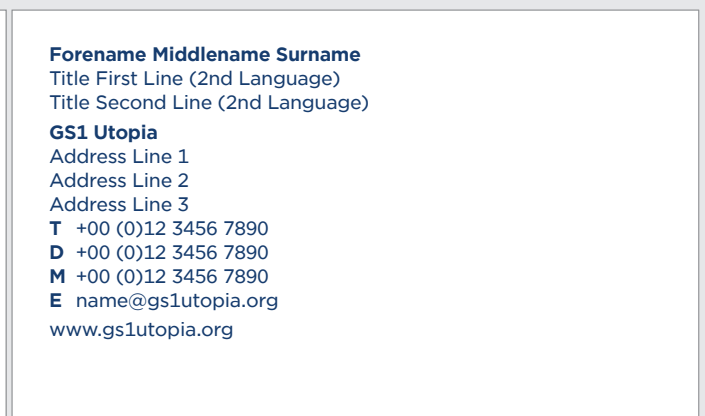
Forename Middlename Surname
Title First Line (2nd Language)
Title Second Line (2nd Language)

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



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



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

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

Letterhead: A4

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

How to Use

- When localising contact information, keep the text aligned to the left and bottom margins
- Use the Microsoft Word 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

1 Top Margin 50 mm

2 Left Margin 41 mm

4 Address Indent 99 mm

3 Right Margin 15 mm

1 Bottom Margin 50 mm

GS1
Utopia

The Global Language of Business

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

Brussels, 17 September 2014

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

Subject: Visa Application

Dear Joe Horwood,

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

Entus et libeatum quo venihicis minturis aut aspis re sitatem que ad moles nimis is et modici volupici descia nonserum qui a perem utassed que quunt venem et faccae vent utemolu ptatiat estotatem ut ent in cusam, sitatur, seque vitasped qui te ipis que pore dene por autemol uptiore exceputia dion consequi quatend ellecer speribus que prae dollorp oreptat iscias vidiati commisium utem idemporepro offctas sum, occaeperae. Rovitatisi volesto tempore atibusandae nobit apernat illabo.

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

Pudaerorro et aut est offic tora pa nobis et officist autae reperibus dolor serumqui asperum vellam, consedione con reptatquo to most optam et apererf erferumquia nectemp orerem qui quo est, voluptas id unt quo tet veliae alia volor mi, tem.

Yours Sincerely,

Ben Knepler
Fellow British Guy

Address Line 1
Address Line 2
Address Line 3
T +30 (0)12 3456 7890
E info@gs1utopia.org
www.gs1utopia.org

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

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

1 Top Margin: 150 pt

2 Left Margin: 120 pt

3 Right Margin: 42 pt

4 Address Indent: 288 pt

1 Bottom Margin: 120 pt

GS1 Utopia The Global Language of Business

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

Brussels, 17 September 2014

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

Subject: Visa Application

Dear Joe Horwood,

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

Entus et libeatum quo venihicis minturis aut aspis re sitatem que ad moles nimus is et modici volupici descia nonserum qui a perem utassed que quunt venem et faccae vent utemolu ptatiam estotatem ut ent in cusam, sitatur, seque vitaspedi qui te ipis que pore dene por autemol uptiore exepudia dion consequi quatend ellecer speribus que prae dollorp oreptat iscias vidiati commiscium utem idemporepro offctas sum, occaeperae. Rovitatisi volesto tempore atibusandae nobit apemat illabo.

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

Pudaerorro et aut est offic tora pa nobis et officist autae reperibus dolor serumqu asperum vellam, consedione con reptatquo to most optam et apererf erferumquia nectemp orerem qui quo est, voluptas id unt quo tet veliae alia volor mi, tem.

Yours Sincerely,

Ben Knepler
 Fellow British Guy

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

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

Compliment Slip

One size of compliment slip is available for printing.

How to Use

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



The Global Language of Business

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

www.gs1utopia.org

Envelopes

Five sizes of envelopes are available for printing.

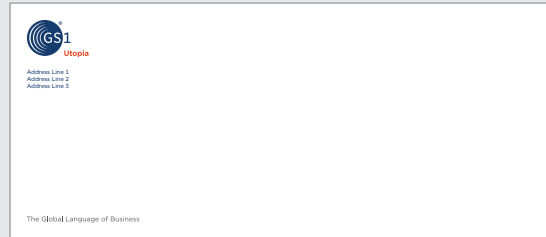
How to Use

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

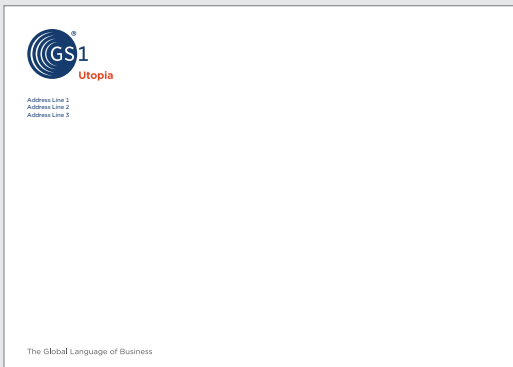
DL
220 mm x 110 mm



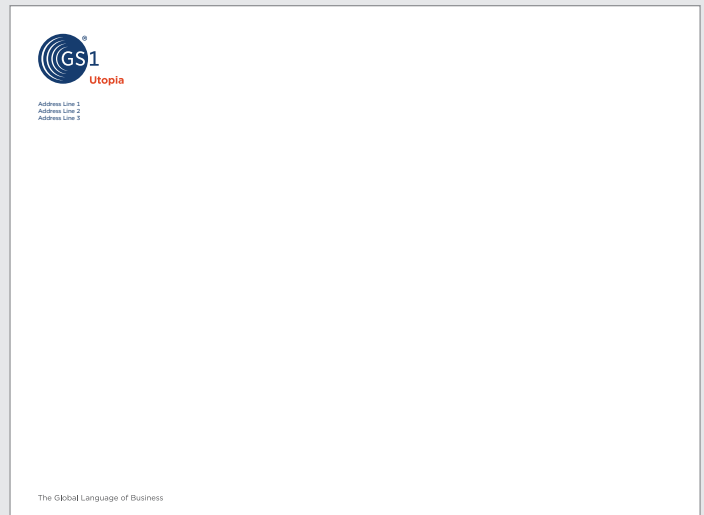
#10
9.5 in x 4.125 in



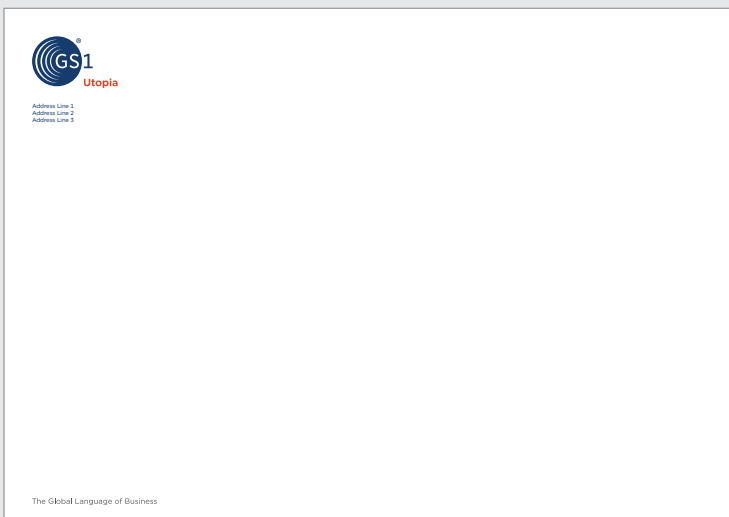
C5
229 mm x 162 mm



12 in x 9 in



C4
324 mm x 224 mm



Prefix Certificate / Annual Licence

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

- A4 Horizontal (297 mm x 210 mm)
- Letter Horizontal (11 in x 8.5 in) — *not shown*

A4 (297 mm x 210 mm)



The Global Language of Business

GS1 Utopia Annual Licence

Licensed to:

Company Name Line 1
Company Name Line 2

"Licensee"

GS1 Company Prefix: XXXXXXXX

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

Legal Entity Global Location Number (GLN): XXXXXXXXXXXXXXXX

Expires: xx/xx/xxx

Account Number: xxxxxxxxxxxx

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

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

Name
Title, MO Name

Name
Title, MO Name

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

Assorted Certificates

There are three options for certificates.

1. Orange Bar
2. Orange Block
3. Orange Bar and Corporate Visual

How to Use

- Each MO may determine how to use the system to align with its local needs

1. Orange Bar

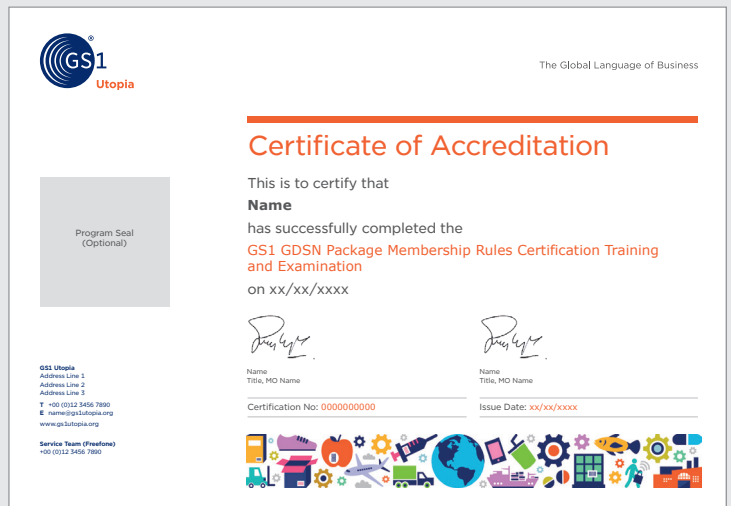
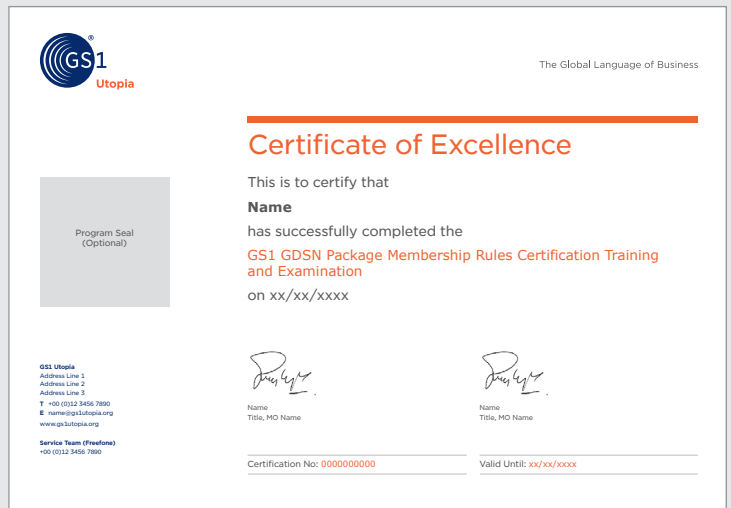
- Placement of optional program seal shown
- Placement of optional second signature shown
- Available in A4 Horizontal and Letter Horizontal

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



CDs

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

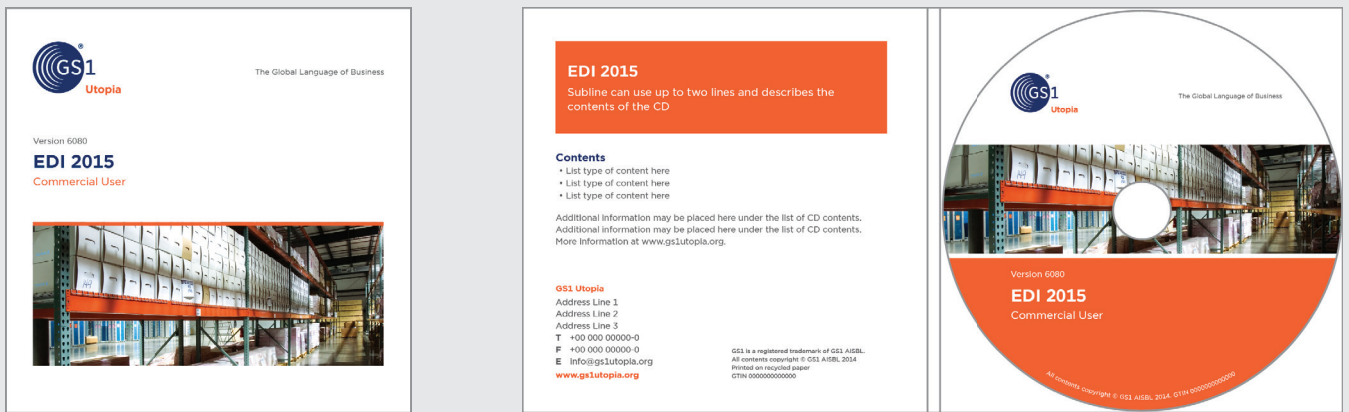
Cross-Industry Options

1. Orange Bar with Photo
2. Orange Bar without Photo

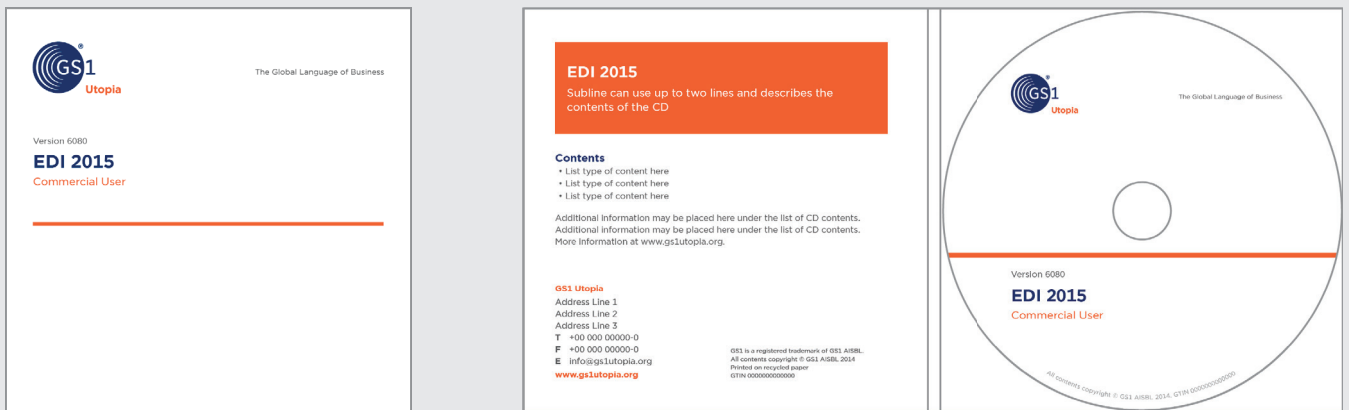
Industry Option

1. Industry-Coloured Bar with Photo

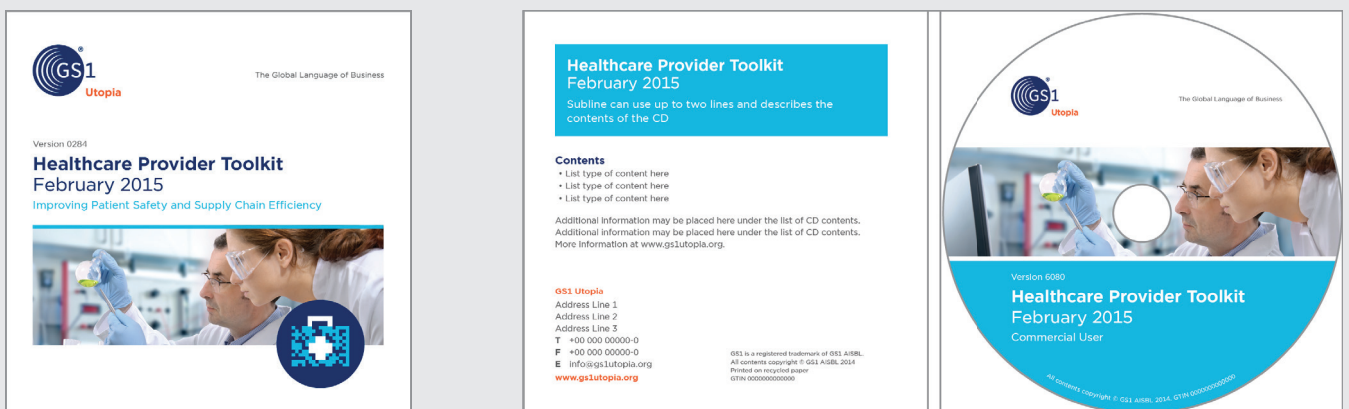
1. Cross-Industry: Orange Bar With Photo



2. Cross-Industry: Orange Bar Without Photo



1. Industry: Industry-Coloured Bar With Photo



DVDs

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

Cross-Industry Options

1. Orange Bar with Photo
2. Orange Bar without Photo

Industry Options

1. Industry-Coloured Bar with Photo

1. Cross-Industry: Orange Bar With Photo



2. Cross-Industry: Orange Bar Without Photo



1. Industry: Industry-Coloured Bar With Photo





Shared Digital Templates

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 typstyles. 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

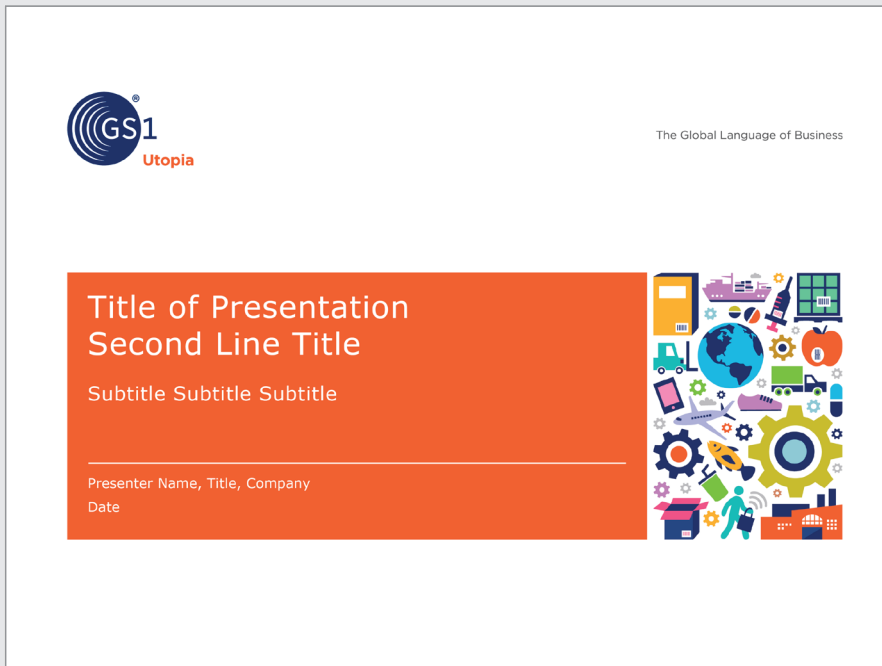
Emails

See pages 133-136

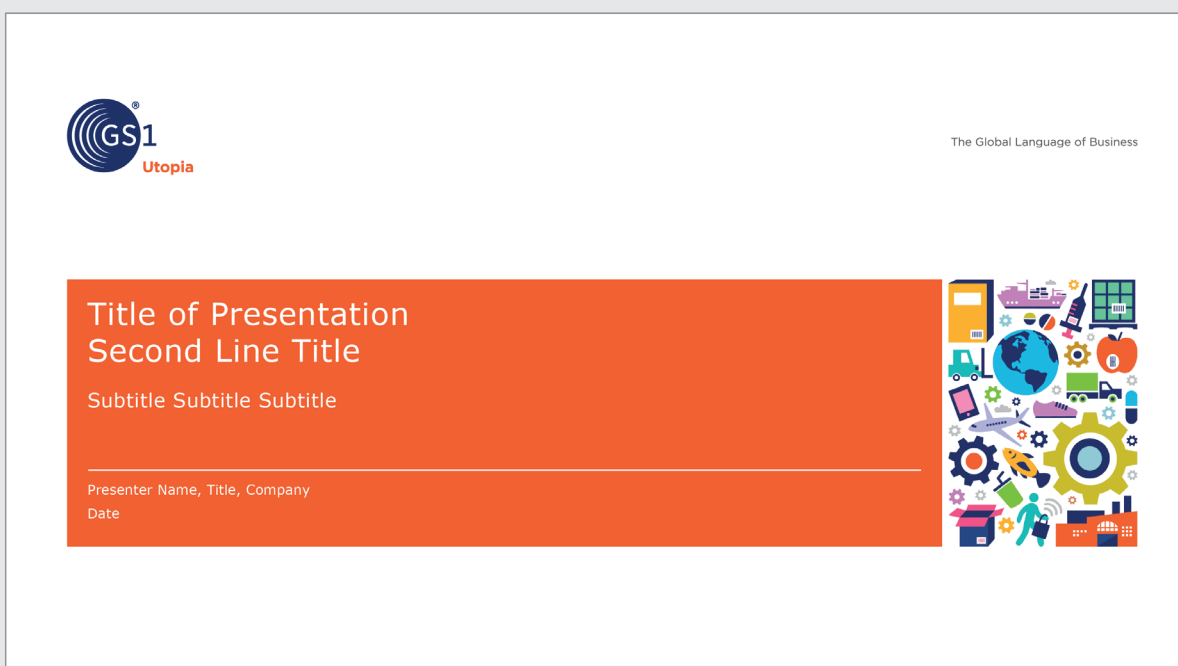
Microsoft PowerPoint Sizes

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

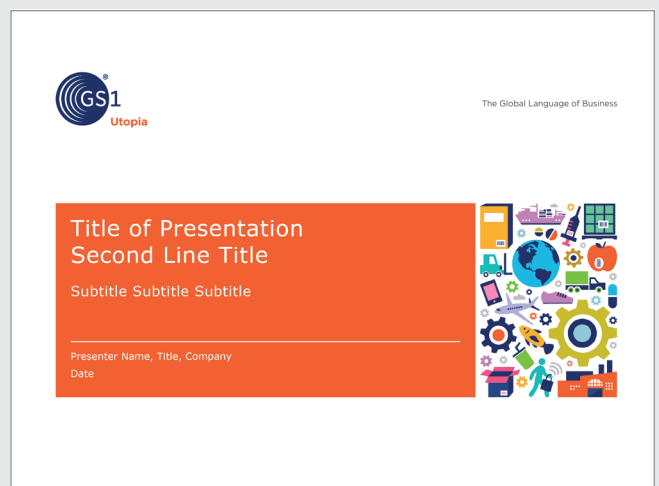
How to Use

- 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

1. Orange Block



2. Orange Block and Corporate Visual



3. Orange Block and Customisable Photo



1. Industry-Coloured Block, Customisable Photo and Icon



Microsoft PowerPoint Interior Slides

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

Examples of Interior Slides

Click to Edit Title

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

GS1 The Global Language of Business © GS1 [Country] 2015 1

Click to Edit Title

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

- Add text here

GS1 The Global Language of Business © GS1 [Country] 2015 2

Click to Edit Title

Click to edit text

- Add text here


Click to edit text

- Add text here

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

GS1 The Global Language of Business © GS1 [Country] 2015 3

Click to Edit Title



Click to edit title

- Add text here

GS1 The Global Language of Business © GS1 [Country] 2015 4

Useful Symbols

Four rows of symbols: orange, blue, black, and grey. Each row contains: square, circle, down arrow, right arrow, left arrow, up arrow, X, checkmark, plus, and double arrows.

GS1 The Global Language of Business © GS1 [Country] 2015 5

Click to Edit Title

Add text here

Add text here

Add text here

Add text here

GS1 The Global Language of Business © GS1 [Country] 2015 6

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

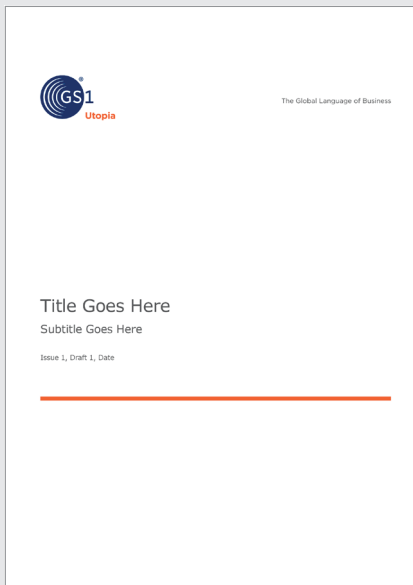
How to Use

- 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

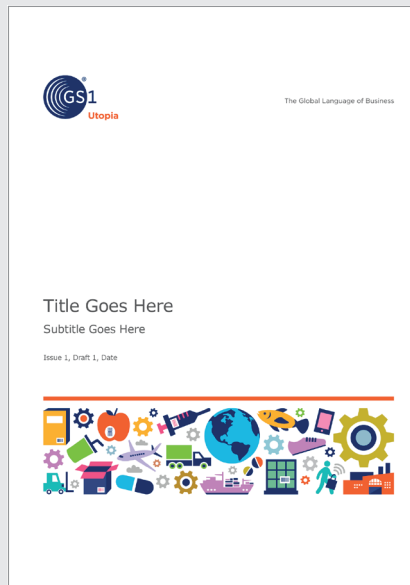
Industry Cover

1. Industry-Coloured Bar, Customisable Photo and Industry Icon

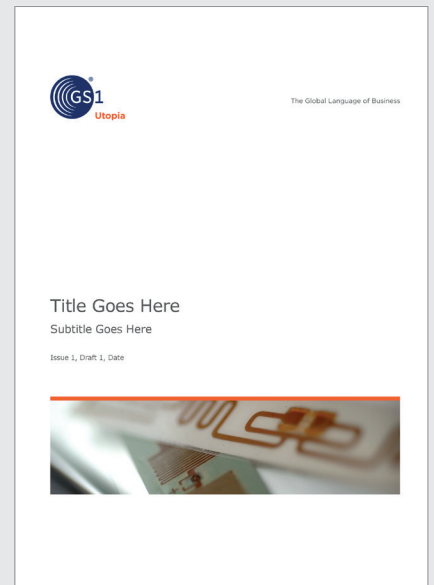
1. Orange Bar



2. Orange Bar and Corporate Visual



3. Orange Bar and Photo



1. Industry-Coloured Bar, Customisable Photo and Icon




Advanced Microsoft Word Document Interior Pages

How to Use

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

Technical Documents


Title Subtitle

Document Summary

Document Item	Current Value
Document Title	Title
Date Last Modified	Date
Document Issue	Issue
Document Status	Status
Document Description	Description

Contributors

Name	Organization

Log of Changes in GS1 Issue

Issue No.	Date of Change	Changed By	Summary of Change

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Issue, Draft, Date
All contents copyright © GS1
Page 2 of 6

Guidelines and Papers



Title Subtitle

Table of Contents

1. Introduction.....4

Issue, Draft, Date
All contents copyright © GS1
Page 3 of 6


Basic Microsoft Word Document

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

How to Use

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

First Page



The Global Language of Business

Heading 1 (Preline)
Title

Subtitle

Body Text 1 (Intro Text)

Body Text 2 (Main Text)

Heading 1

Heading 2

- List Bullet 1
- List Bullet 1

1. Heading 3

Heading 4

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

Heading 5

- List Bullet 3
- List Bullet 3


Microsoft Word 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



The Global Language of Business

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

Brussels, 17 September 2014

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

Subject: Visa Application

Dear Joe Horwood,

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

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

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

Pudaerorro et aut est offic tora pa nobis et officist autae reperibus dolor serumqu asperum vellam, consedione con reptatquo to most optam et apererf erferumquia nectemp orerem qui quo est, voluptas id unt quo tet veliae alia volor mi, tem.

Yours Sincerely,

Ben Knepler
Fellow British Guy

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

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

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

The image shows a desktop view of an email newsletter template. It is divided into several sections, each numbered with a red box containing a white number:


- 1. Header:** Contains the GS1 logo, tagline "The Global Language of Business", and the main title "Des Codes Et des News (SEP 2014)".
- 2. Table of Contents (Optional):** A list of links to different sections of the newsletter.
- 3. Introductory Letter (Optional):** A block of text with a small image of a person.
- 4. Feature Module:** A section with a large image of construction workers and the title "EDi FACILE" : Prouvez-le!".
- 5. Small-Photo Module:** A section with a small image of a person and the title "Parfumerie Sélective".
- 6. Text-Only Module:** A section with the title "Dematerialisation" and a paragraph of text.
- 7. Ad Space:** A large grey rectangular area with the text "AD SPACE".
- 8. Feature Module with Icon:** A section with a small icon of a microphone and the title "Conférence Stratégie Digitale".
- 9. Icon Module:** A section with a small icon of a person and the title "Créez Et Renseignez Vos Codes En Ligne".
- 10. Call to Action Button:** A button with the text "View More News".
- 11. Footer:** Contains social media icons, the address "©2014 GS1 Utopia 0000 Street, Suite XXX", and links for "Unsubscribe", "Update Preferences", and "Privacy policy".

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.

Mobile View

Having trouble viewing this email? [View it here](#)



The Global Language of Business

Ask a GS1 Expert

Dear John,

Have a question about the GS1 community?

As a Partner Connections member, you get free, exclusive access to our very popular Ask the Experts webinars.

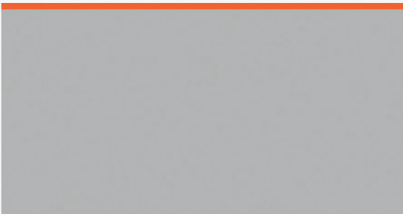
These webinars are designed to help you make the most out of your Partner Connections membership. Whether you are just starting to barcode your products or you are ready to take the next step in improving your business efficiency, don't miss your chance to ask GS1 Standards and industry experts your standards implementation questions.

Among Our Popular Ask the Experts Webinars

- Introduction to GS1 Standards
- GTIN Allocation Rules
- Introduction to the GDSN

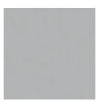
Remember, you will always get the opportunity to ask the webinar leader questions specific to your business. Ask the Experts webinars are FREE and only for Partner Connections members. Don't miss out! Feel free to contact us for further assistance. We are here to help!

Regards,
Diane Brown




Ask the Experts Webinar
[View the Full Schedule](#)

To Learn More: [Login to myGS1 Utopia](#)



Kevin Otto
Director of Foodservice
GS1 US




©2015 GS1 Utopia, 0000 Street, Suite XXX
Cityname, State, Zip, Country
[www.gs1.utopia](#)

[Unsubscribe](#)
[Update Preferences](#)
[Privacy Policy](#)

Browser View

Having trouble viewing this email? [View it here](#)



The Global Language of Business

Ask a GS1 Expert

Dear John,

Have a question about the GS1 community?

As a Partner Connections member, you get free, exclusive access to our very popular Ask the Experts webinars.

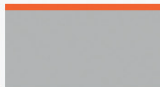
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Among Our Popular Ask the Experts Webinars

- Introduction to GS1 Standards
- GTIN Allocation Rules
- Introduction to the GDSN


Remember, you will always get the opportunity to ask the webinar leader questions specific to your business. Ask the Experts webinars are FREE and only for Partner Connections members. Don't miss out! Feel free to contact us for further assistance. We are here to help!

Regards,
Diane Brown




Ask the Experts Webinar
[View the Full Schedule](#)

To Learn More:
[Login to myGS1 Utopia](#)



Kevin Otto
Director of Foodservice
GS1 US



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Cityname, State, Zip, Country
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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.

Mobile View

Having trouble viewing this email? [View it here](#)



The Global Language of Business

GS1 Standards in Healthcare


Attend the GS1 Utopia Apparel and General Merchandise Initiative CPFR Workgroup Meeting at GS1 Connect

Spring CPFR Workgroup
Members and industry participants are invited to a face-to-face meeting for the GS1 US Apparel and General Merchandise Initiative. Attend and provide your ideas and expertise for the next GS1 US CPFR® guideline. Leveraging collaborative information is key to driving value for customers and reducing transaction costs.

Networking Opportunities
Ensure the proper usage of GS1 Standards at our two interactive workshops:

- Demand planning best practices
- Forecast effectiveness and measurement
- Leveraging POS
- Case study presentations
- GS1 US Apparel and General Merchandise Roger Milliken Career Achievement Award


[Register Now](#)



To Learn More, Visit:
www.gs1utopia.org/healthcare

Jennifer Williams, VP Healthcare GS1 Utopia


CPFR Workgroup Meeting, August 8, 2014
[Register Now](#)



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Browser View

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The Global Language of Business

GS1 Standards in Healthcare


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[Register Now](#)



To learn more, visit:
www.gs1utopia.org/healthcare

Jennifer Williams,
VP Healthcare
GS1 Utopia

CPFR Workgroup Meeting, August 8, 2014
[Register Now](#)



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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 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](mailto:email@gs1utopia.org)
www.gs1utopia.org


With Optional Elements




The Global Language of Business

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

GS1 Utopia
Address Line 1
Address Line 2
Address Line 3
T +00 (0)12 3456 7890
D +00 (0)12 3456 7890
M +00 (0)12 3456 7890
E [name@gs1utopia.org](mailto:email@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!](#)

GLN XX XXXXX XXXXX X
GS1 Utopia is certified ISO 9001
GS1 Utopia is the only organisation authorised by GS1 Global to allocate and administer GS1 Barcode numbers in Utopia.

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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.

The GS1 Global Brand Web Toolkit
A framework of website elements for GS1 member organisations

[Download the Toolkit \(Version 1.2\)](#) [Start the Style Guide](#)

The toolkit is designed to create consistency across all member organisation websites.

The toolkit contains two parts: the code and the style guide.

The Code
The heart of the toolkit is the code. By building your website with the provided HTML, CSS, and Javascript code, we can ensure visual consistency across all MO websites. This code makes developing your website quicker since all the styles have already been created.

```
<h1>GS1</h1>

h1 {
  font-family: Gotham;
  Font-size: 50px;
}
```

The Style Guide
This site provides visual examples of the elements like typography, navigation, buttons, etc. Guidelines and tips for using them in your site are also provided.

[Download the Toolkit \(Version 1.2\)](#) [Start the Style Guide](#)



Other Guidelines

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.

Displays

See pages 139–145

**Promotional
Items**

See pages 146

Partner Seals

See pages 147–149

Invoices

See pages 150

**Right-to-Left
Languages**

See pages 151

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

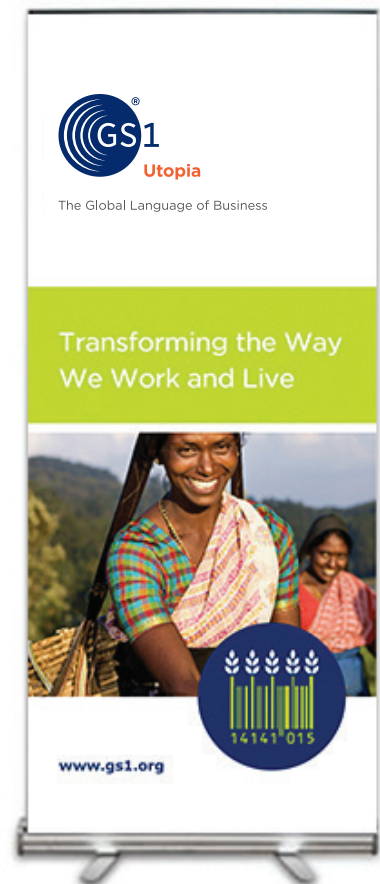
Design Notes

- 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

Cross-Industry Pull-Up Banners



Industry Pull-Up Banner



Hanging Banners

Design Notes

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

Cross-Industry Hanging Banners

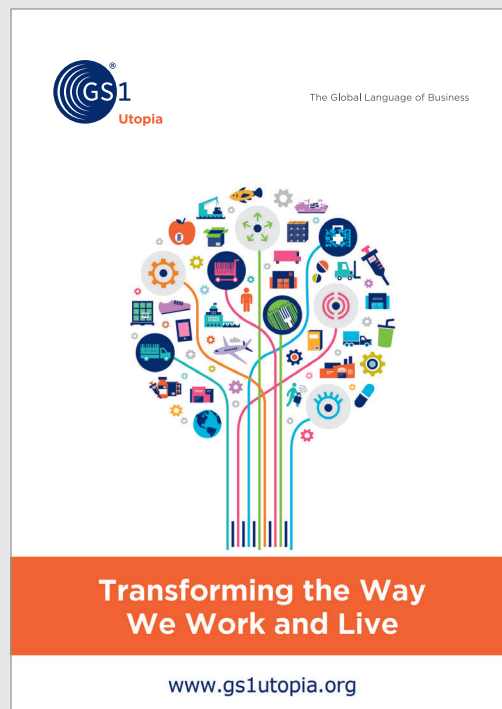
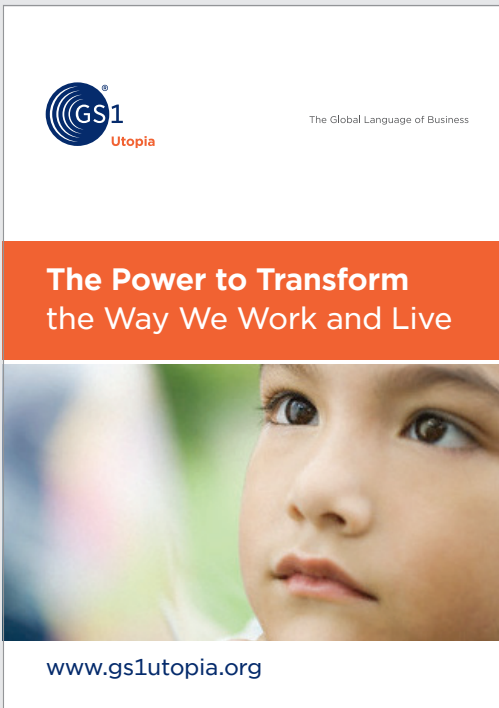
Industry Hanging Banners



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

With Border



Without Border



Stacked Layout

With Border



Without Border



Partner Seals Specifications

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

Horizontal Layout Spacing

- 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

Horizontal Layout Spacing



Stacked Layout Spacing



Partner Seals Specifications Continued

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



Examples of Colour Coding Program Levels (Optional)*

Horizontal Layout



Stacked Layout



* 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

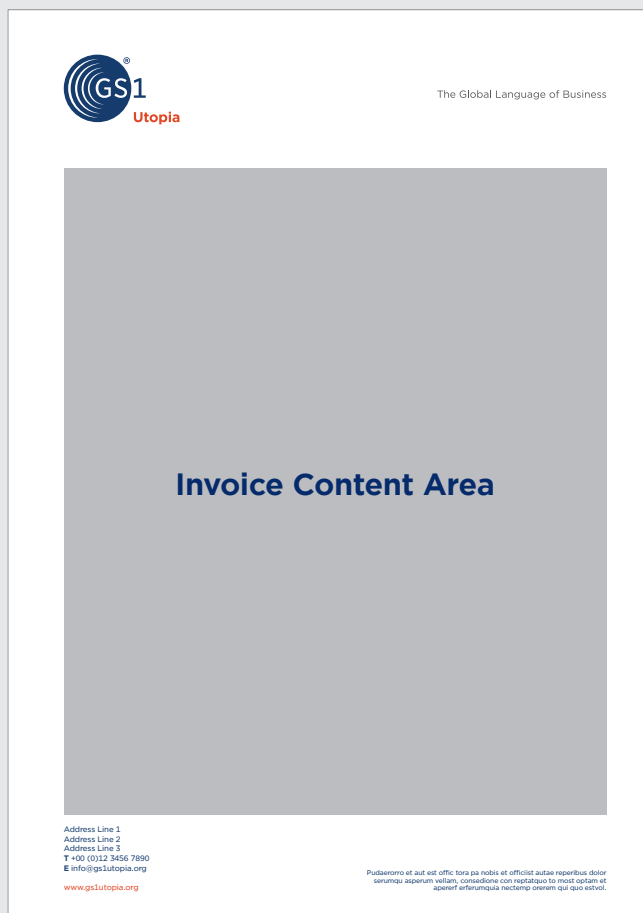
- Use letterhead template or create a new, iterative template for invoices
- Maintain minimum Identity Zone of 15% for vertical layouts and follow all other design fundamentals
- Align left margin for content to the left side of the logo

How Not to Use

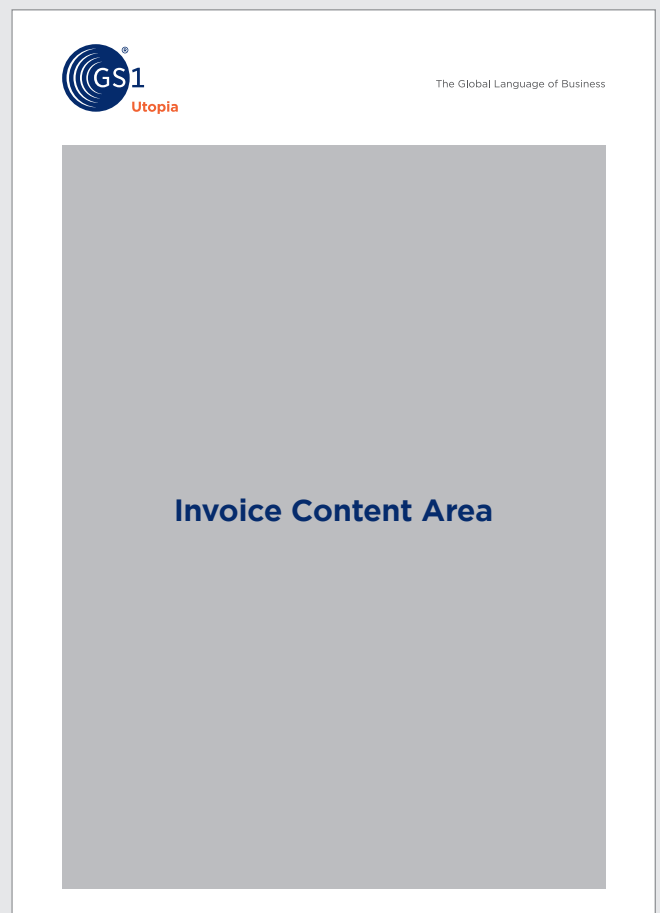
- Do not place any content within the Identity Zone

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.