

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	GS1 Lavender Revised	GS1 Slate New	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
Retail, Capture	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 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.