



GS1 Global Brand Manual Supplement

GS1 GDSN Branding Guidelines

GS1-certified data pools and GS1 Member Organisations should follow these guidelines for all external communications to ensure correct implementation of the GS1 Global Data Synchronisation Network (GS1 GDSN®) marketing assets.

Name and Description

Consistent usage of the GS1 GDSN name and description by GS1-certified data pools and GS1 Member Organisations is critical for building awareness, understanding and adoption.

Name

First instance in body copy: **GS1 Global Data Synchronisation Network (GS1 GDSN®)**
Headlines and subsequent instances in body copy: **GS1 GDSN**

Headline

When product information is accessible and accurate, your business wins.

Short Description

The GS1 Global Data Synchronisation Network (GS1 GDSN) is the world's largest product data network. GS1 GDSN makes it possible for any company, in any market, to share high-quality product information seamlessly. Because companies of all sizes need the same thing—timely and reliable product information—to ultimately benefit consumers and patients.

How It Works: Exchange of Data

With GS1 GDSN, high-quality product content is uploaded, maintained and shared automatically, ensuring trading partners have immediate access to the most current and complete information needed to exchange products on both local and global markets.

Any company that needs to send or receive product information can take advantage of GS1 GDSN by subscribing to a data pool. Your data pool will enable you to set up your product content and synchronise it with all your trading partners so you can plug in reliable data for all markets at one time.

How to Use

- Always write the full name along with its acronym in parenthesis the first time it appears in body copy. Include the registration mark after "GDSN", as "GDSN" is a registered trademark of GS1.
- Use just the acronym ("GS1 GDSN") for headlines and all subsequent instances in body copy.

How It Works: Format of Data

Your product content in the GS1 GDSN network will follow the GS1 Global Data Model standard, helping to create a seamless shopping experience across every channel.

The GS1 Global Data Model defines a globally consistent set of foundational product attributes needed to list, store, move and sell your products. By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.

Benefits

GS1 GDSN realises powerful benefits for your business:

- Share real-time product content with all trading partners simultaneously
- Decrease data management time and costs
- Eliminate manual processes and reduce errors, generating quality
- Bring new products to market quickly and easily
- Enable brand transparency to consumers and patients

- Always include "GS1" before the full name and the acronym.
- Spelling for "synchronise" can vary by market, but never translate the full name into your local language.
- These guidelines apply to all external communications, not to internal communications and meetings.

The GS1 Global Data Model and GS1 GDSN

It is important to communicate the additional value that the implementation of the GS1 Global Data Model within GS1 GDSN brings to its users. By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model improves data accuracy and completeness for consumers and increases operational efficiency for brand owners, retailers and data pools.

How to Use

- The text describing the GS1 Global Data Model and its relationship to GS1 GDSN is shown on page 1 under "How It Works: Format of Data."
- This text is now included in both the description and the marketing pitch available as part of the updated [GS1 GDSN marketing assets](#).
- If you have already begun implementing the GS1 GDSN marketing assets released in 2020, simply add the GS1 Global Data Model text to your materials.
- If you are just beginning to implement the GS1 GDSN marketing assets, the text is now included so there are no additional steps for you to take.
- A hyperlink may be inserted after the GS1 Global Data Model text to learn more at www.gs1.org/standards/gs1-global-data-model.

GS1 Global Data Model Slide from Marketing Pitch

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GS1 Global Data Model

GS1
The Global Language of Business

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- See additional slides from the GS1 GDSN Marketing Pitch on page 8.

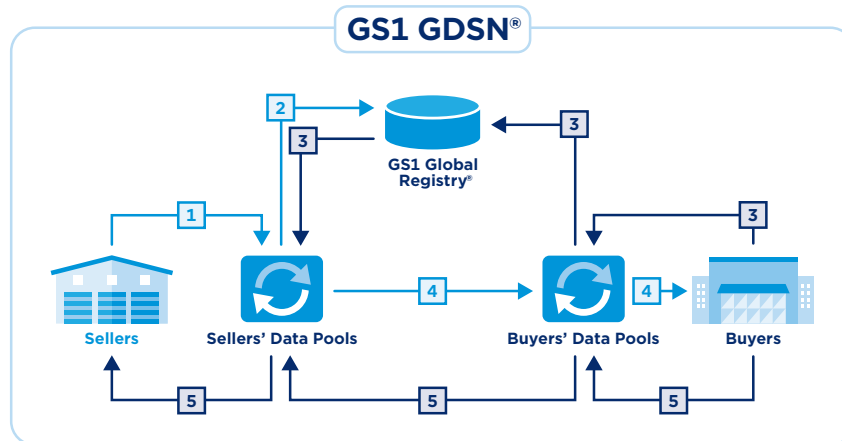
Schemas

Consistent use of the schemas by GS1-certified data pools and GS1 Member Organisations will aid in understanding how GS1 GDSN works.

Simple Schema: For Most Uses



Complex Schema: For Technical Audiences



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

How to Use

- The simple and complex schemas may be used in any digital or print applications.
- Use the simple schema in most cases and reserve the complex schema for more technical audiences.
- All text excluding "GS1 GDSN" and "GS1 Global Registry®" may be translated into your local language.
- "GS1 Global Registry" is a registered trademark of GS1 and should always appear with a registration mark in the schema.

How Not to Use

- Do not alter the schemas in any way:
 - Do not change the relationship of the elements
 - Do not change the colors
 - Do not combine with another graphic or text

Digital Button: For GS1-Certified Data Pools Only

The GS1 GDSN digital button provides a common visual and a common action so that visitors to any data pool website can easily access more information about GS1 GDSN.



How to Use

- The digital button is to be used on GS1-certified data pool websites in conjunction with GS1 GDSN content.
- The button must function as a link to take visitors to gs1.org for more detailed information about GS1 GDSN.
- See data pool website example on page 5.

Example: PayPal

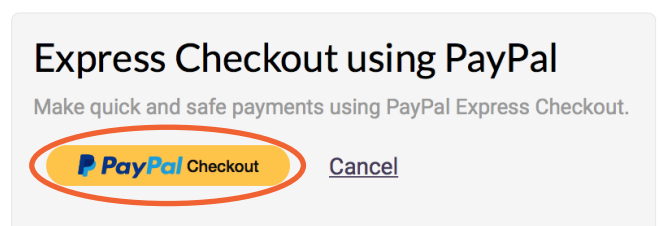
As business services become more digital, organisations need to adapt their brands to fit these new uses and allow interoperability. A digital button is a flexible user interface (UI) element that represents a service. Buttons can be interactive and link a user to the service, but they can also just be informational.

PayPal is a global service that enables you to pay, send money and accept payments. To complement its logo, PayPal has developed a digital button.

Logo



Digital Button



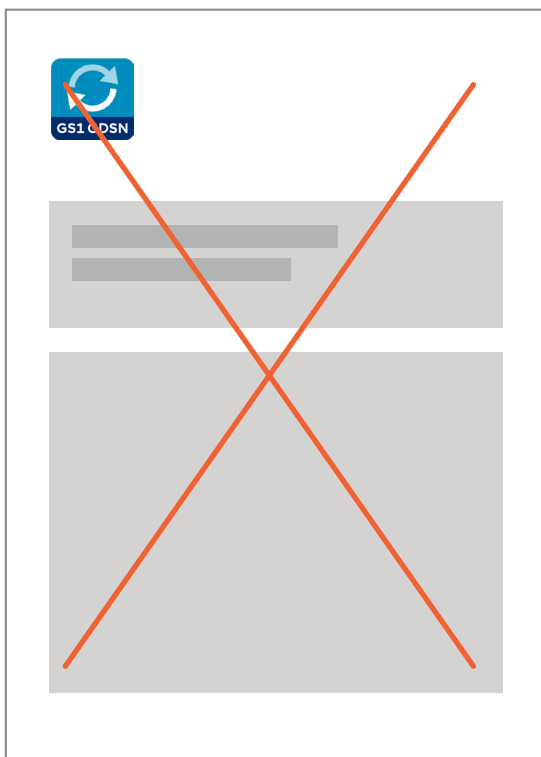
The PayPal digital button allows the user to access the PayPal service from a third-party retailer site

Digital Button: For GS1-Certified Data Pools Only Continued

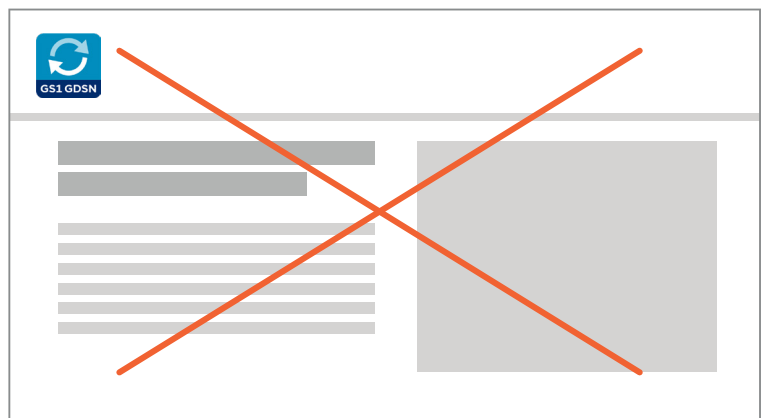
How Not to Use

- **The GS1 GDSN digital button is not a logo**
- **The GS1 GDSN digital button may never replace the GS1 logo or a data pool logo on any marketing materials** (see examples below)
- Do not use on print materials
- Do not alter the button in any way
 - Do not change the relationship of the elements
 - Do not change the colors
 - Do not combine with another graphic or text

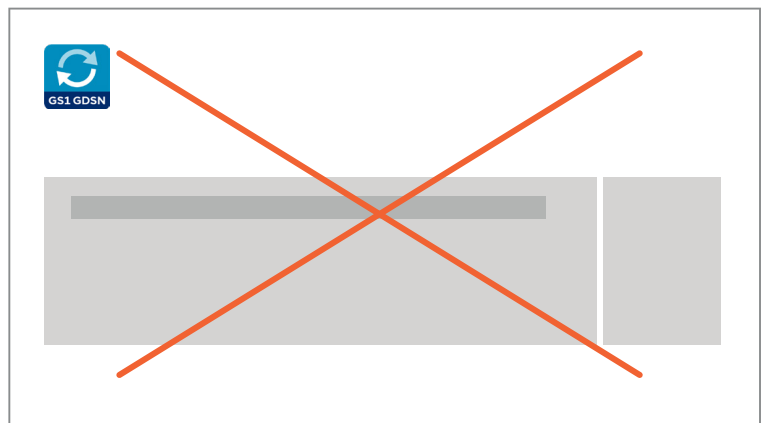
Brochure



Web Page Header



PowerPoint Title Slide



Assets on Data Pool Websites: GS1-Certified Data Pools Only

When the description, schema and button are used together on data pool websites it provides visitors with a consistent presentation of easy-to-understand information.

How to Use

1. Use the headline, short description and long description
2. Add the schema
3. Add the button and text link taking visitors to gs1.org/gdsn for more information
4. Incorporate any additional content describing the data pool's particular GS1 GDSN services



[Find out more about GS1 GDSN](#)

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Commport's Datapool Services

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[Find out more about GS1 GDSN](#)

Ready to take your next step with Commport Communications?

Marketing Photos

Compelling photographic images raise the impact of assorted communication efforts. Consistent use of the “information superhighway” photo will reinforce the speed and power of the GS1 GDSN network.

Information Superhighway Photo



iStock 959536034

Consumer Photo Examples



How to Use

- Use the “information superhighway” photo to convey the speed and power of GS1 GDSN and create visual consistency between materials.
 - GS1-certified data pools must purchase a license and download the photo from iStock [here](#).
 - GS1 Member Organisations may access this photo on the MO Zone along with the other GS1 GDSN assets [here](#).
- Use a photo of a consumer on a phone or computer to convey GS1 GDSN’s ultimate impact on consumer experience:
 - The photos of consumers shown here are examples.
 - Use a photo that fits with your local market.

GS1 GDSN assets are available for GS1 Member Organisations at mozone.gs1.org/brand

Examples of Marketing Material

Data Pool GS1 GDSN Page

GS1 or GS1 Member Organisation Web Landing Page

Marketing Pitch Slides