GS1 purpose and beliefs

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

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

• **We enable** visibility through the exchange of authentic data.

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

We are...

• Neutral and not-for-profit
• User-driven and governed
• Global and local
• Inclusive and collaborative
Why a global brand?

- Strengthen GS1 brand
- Present more consistent image to the outside world
- Work together more efficiently way of working
Consistent design approach

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.

Our design is...

• Clean
• Organised
• Vibrant
• Approachable
• Smart
• Purposeful

Our design is not...

• Complicated
• Decorative
• Overly sophisticated or serious
• Frivolous or silly
Design Overview
Responsive web design = modern user experience
Design templates overview

Print Templates
• Brochures
• Handouts
• Stationery

Shared Digital Templates
• PowerPoint
• Word
• Emails
Timeline

**Websites**

- All MOs need to implement by **30 Jun 2016**
  - Web toolkit available on MO Zone
  - Platform for small MOs available on demand

**All other materials**

- All MOs need to implement by **31 Dec 2015**
  - Brand manual, templates and graphic assets available on MO Zone
GS1 Global Brand: Impact on GS1 standards and guidelines

Look from this ....

... to this

AIDC Healthcare Implementation Guideline
Version 3, Raifed, Feb 2015

Typing within the GS1 System Finding
This Finding from the GS1 Architecture Group addressed the questions arising from mass detection of a large number of similar objects which are identified with the same GS1 Key

Release 1.0., Final, Mar 2015
New Word Template to fully automate styles
Other support tools and timelines

  - rules and conventions for grammatical style, naming conventions, figure and table use, ...to improve the quality and consistency of all GS1 documentation.
- [http://www.gs1.org/glossary](http://www.gs1.org/glossary):
  - spellings conventions and ensuring consistent use of terms

- **Transition to global brand from March 2015:**
  - All new materials should use the new branding
  - Older materials should adopt the new branding *if refreshed*
  - Resources available to support Project Editors make the conversion
More than just a logo, ongoing *best in class improvements*

What we all see

Start thinking about

- State in the title-page whether a:
  - Standard *(new normative content)*
  - Guideline
- Consistent version numbering *(proposal)*:
  - Three digit release number
    MAJOR.MINOR.ERRATA *(1.1.1)*
    - MAJOR functional change,
    - MINOR backwards-compatible additions
    - ERRATA and bug fixes.
- Inserting images in consistent and translatable way
Questions or just want to learn more

I’m taking all dates at the **networking café tonight**
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