

# Briefing on new GS1 global brand

March 2015





# GS1 purpose and beliefs

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**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

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**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.**

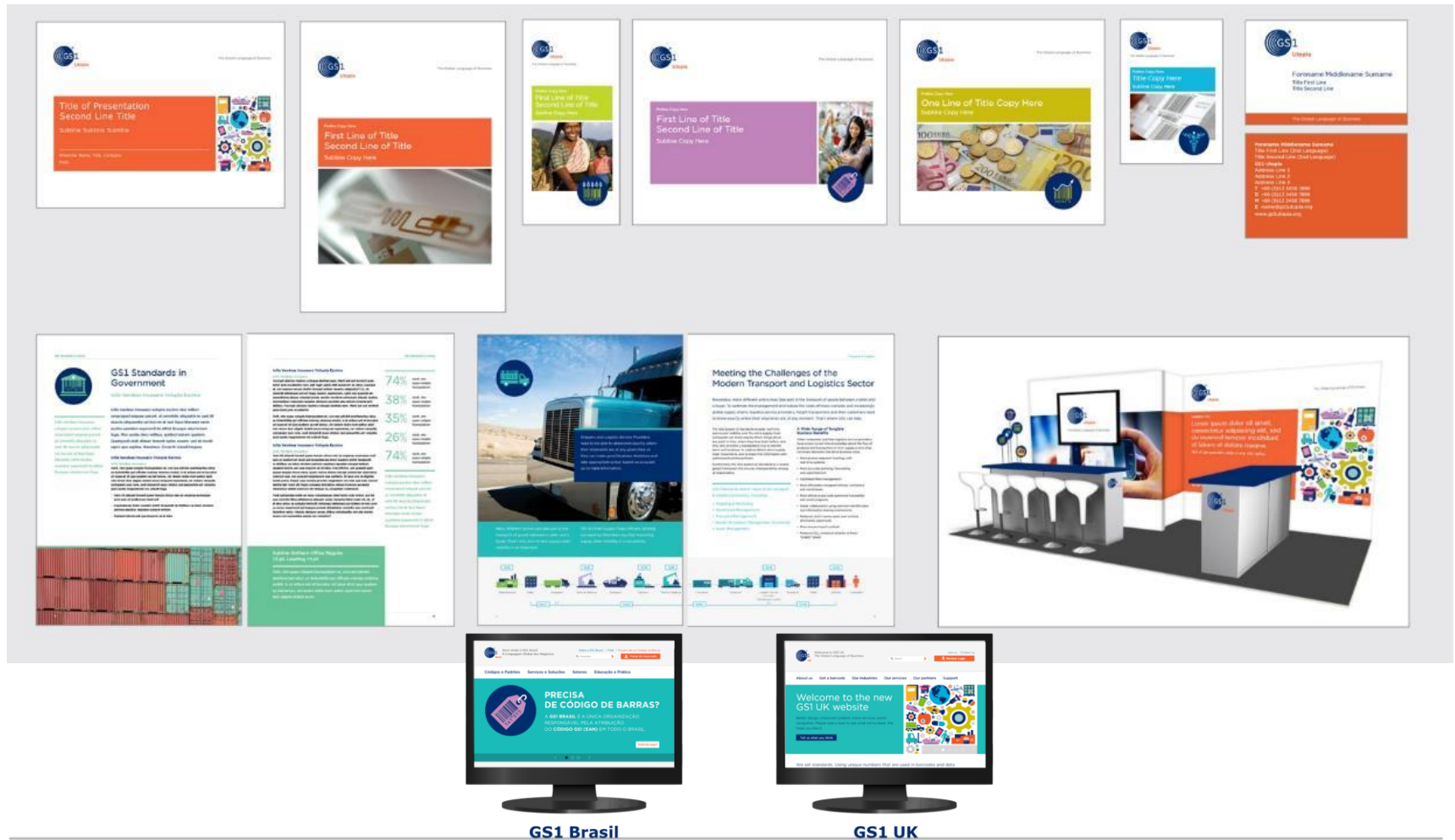
## **Our design is...**

- 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

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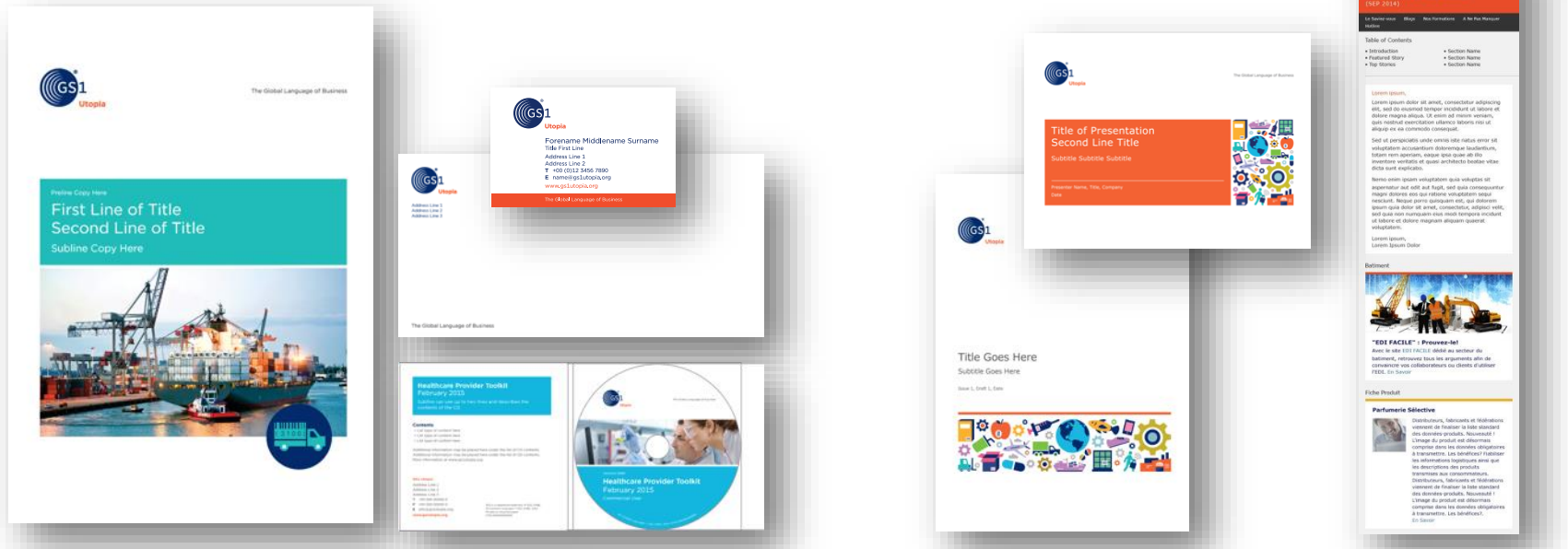
# Design templates overview

## Print Templates

- Brochures
- Handouts
- Stationery

## Shared Digital Templates

- PowerPoint
- Word
- Emails



# Timeline

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## Websites

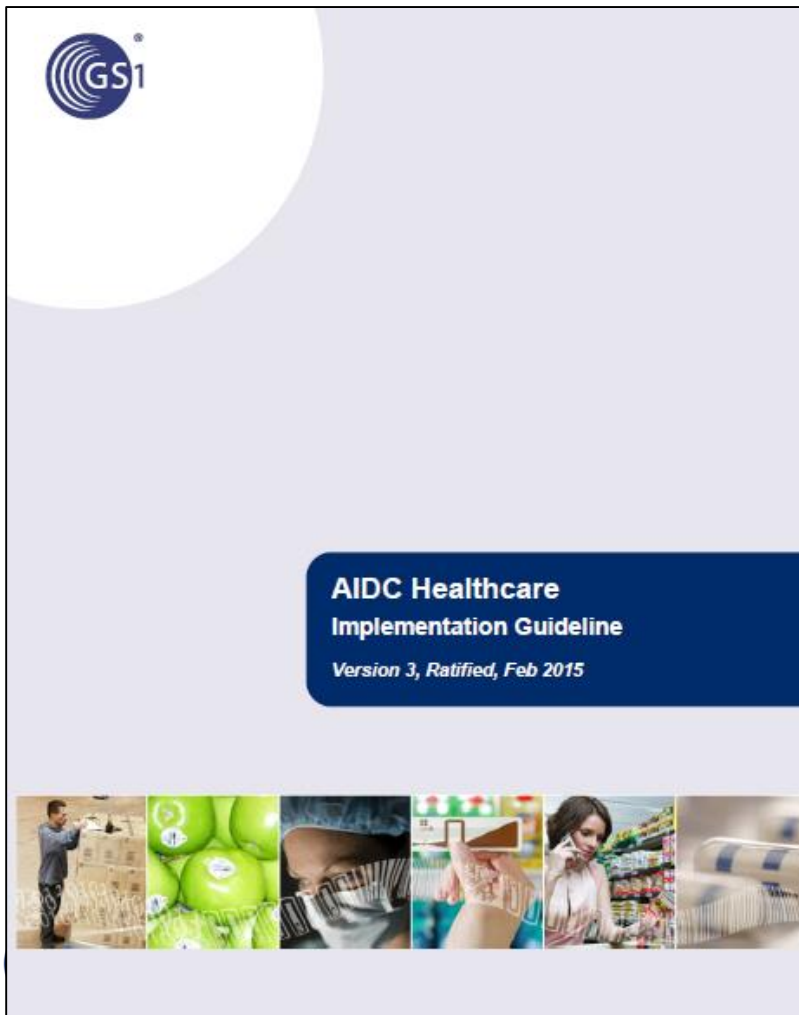
- **All MOs need to implement by 30 Jun 2016**
  - Web toolkit available on MO Zone
  - Platform for small MOs available on demand

## All other materials

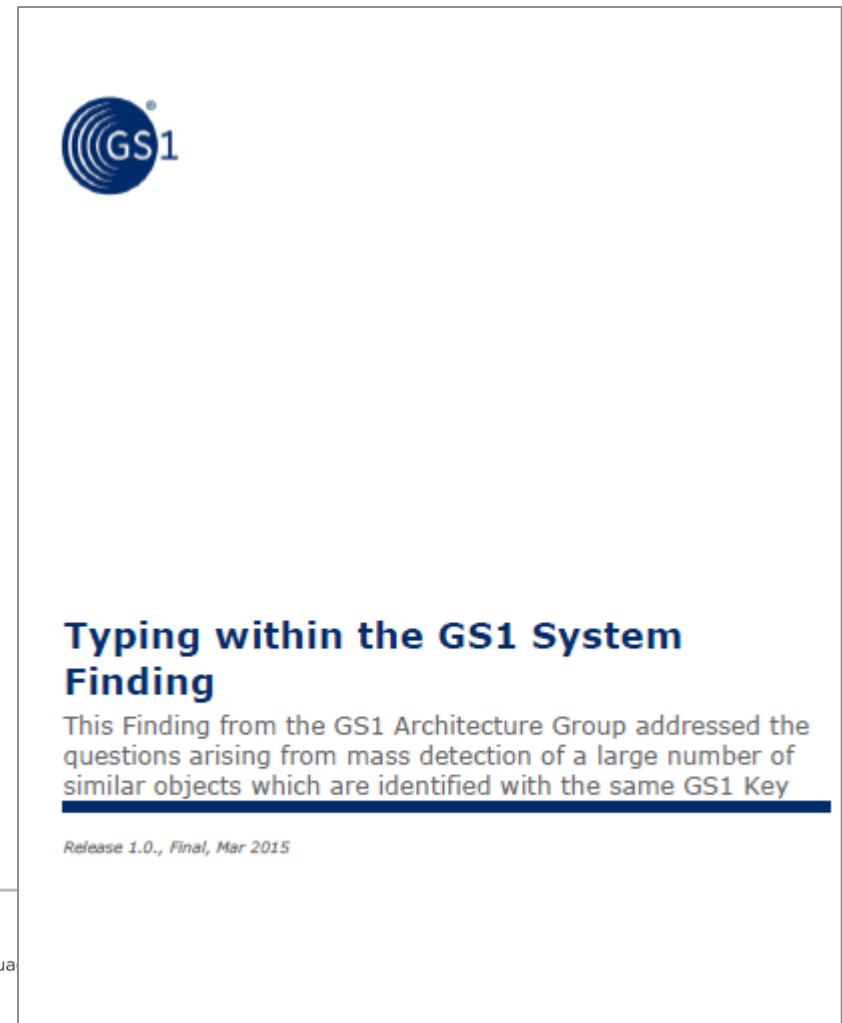
- **All MOs need to implement by 31 Dec 2015**
  - Brand manual, templates and graphic assets available on MO Zone

# GS1 Global Brand: Impact on GS1 standards and guidelines

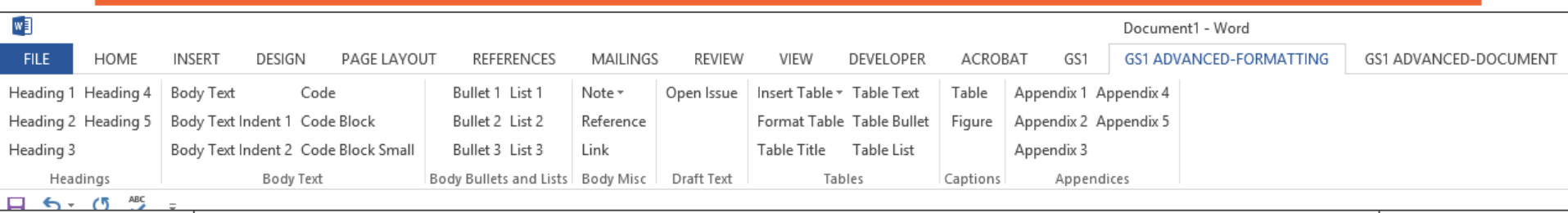
**Look from this ....**



**... to this**



# New Word Template to fully automate styles



## Document-Summary¶

| Document-Item✕        | Current-Value✕                       |
|-----------------------|--------------------------------------|
| Document-Name✕        | GS1-Document-Name-GS1-Document-Type✕ |
| Document-Date✕        | Mar-2015✕                            |
| Document-Version✕     | 1.0✕                                 |
| Document-Issue✕       | 1✕                                   |
| Document-Status✕      | Draft✕                               |
| Document-Description✕ | Optional-Description✕                |

## Contributors¶

| Name✕ | Organisation✕ |
|-------|---------------|
| ✕     | ✕             |
| ✕     | ✕             |

## Log-of-Changes¶

| Release✕ | Date-of-Change✕ | Changed-By✕ | Summary-of-Change✕ |
|----------|-----------------|-------------|--------------------|
| ✕        | ✕               | ✕           | ✕                  |



# Other support tools and timelines

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- [http://www.gs1.org/docs/GS1\\_Style\\_Guide.pdf](http://www.gs1.org/docs/GS1_Style_Guide.pdf):
  - 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>:
  - 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

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## 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

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

# Contact Information

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