

# GDSN Certified V2.8 - Branding guidelines

## 1. Positive / White background



### Color:

Pantone 654c, 654u  
Hexachrome 002C6C

C	100	R	0
M	80	G	44
Y	0	B	108
K	42		

## 2. Negative / Colour background



## 3. One colour reproduction



### Black

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		



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## 4. Text info & Position

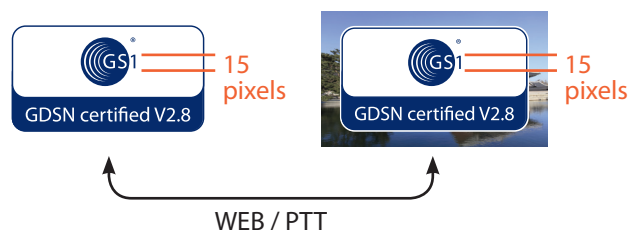
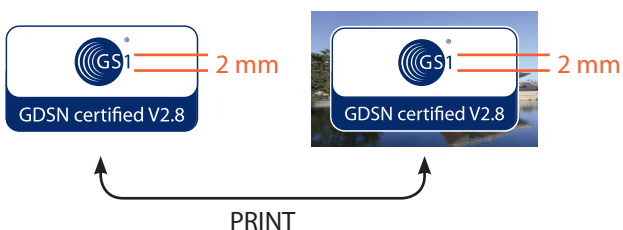
### Type text:

Myriad Pro - Regular



**Rayon courbe:**  
0,6 cm

## 5. Minimum size



## 6. Maintaining minimum clear space



Positive / White background



Negative / Colour background

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## 7. Don'ts



Do not put in negative



Do not change colours nor add country



Do not stretch or squeeze



Do not remove Register symbol (®)



Do not remove GDSN text



Do not change typeface

