

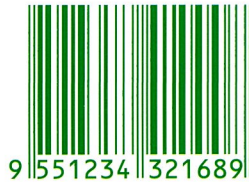
# GS1 Bar Code Symbol COLOUR GUIDE

## BAR CODES CAN SCAN

## BAR CODES CANNOT SCAN



Blue on White



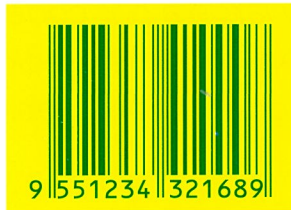
Green on White



Yellow on White



Orange on White



Green on Yellow



Green on Orange



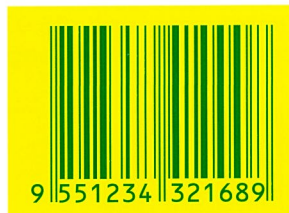
Red on White



Light Brown on White



Green on Red



Blue on Yellow



Gold on White



Red on Gold



Blue on Orange



Blue on Red



Black on Gold



Black on Green



Black on Orange



Black on Red



Black on Blue



Black on Dark Brown

Scanners read bar code by recognition of the contrast between light and dark areas of the symbol. Light colours (white, yellow and "warm" colours such as red and orange) are suitable for the background and light margin areas. Dark colours (black, blue and green) are suitable for the bars. This means that although black and white are obviously the safest contrasting colours, other colours can be equally effective and may complement the pack design.

A scanner "reads" the bar code symbol by means of a red light source, so what the scanners "sees" is quite different

to what human eye sees. As such, although many colour combinations are clearly visible to the eye, some barcodes will scan and some barcodes will not.

Whatever colours are chosen, it is very important for manufacturers to discuss their bar coding programme with their printer. The printer is the best person to advise on suitable colours because he has the experience of how inks and other factors can affect print quality and, therefore, the quality of the printed bar code.