

Guam Product Seal REFERENCE GUIDE

Created by **Public Law 18-42**, The Guam Product Seal (GPS) identifies products that are **“Made in Guam”**. This reference guideline provides rules and requirements, acceptable and unacceptable usages. Follow these guidelines when developing all packaging materials for your locally manufactured items.

COLOR

The GPS should always be used in its full-color version and be placed on a white background whenever possible. In cases where the full-color GPS cannot be used, we have provided one-color versions of the GPS in Guam Green, Guam Brown, and black. The GPS may not be used in any other colors. When placed on a dark background or photograph the GPS may be reversed to white.



CLEAR SPACE

The minimum clear space should always be at least 3x the height of the letter “G” in the GPS. Try to increase the clear space whenever possible.



COLOR PALETTE

The palette is composed of the four colors used in our GPS. All colors have precise color references; use the values listed, corresponding to the medium being employed.

CMYK				PMS					
GUAM BROWN	GUAM GREEN	GUAM AQUA	GUAM GOLD	BLACK	PANTONE 463	PANTONE 362	PANTONE 325	PANTONE 123	PANTONE BLACK 6C
CYAN 10 MAGENTA 56 YELLOW 100 BLACK 37	CYAN 70 MAGENTA 0 YELLOW 100 BLACK 9	CYAN 54 MAGENTA 0 YELLOW 22 BLACK 0	CYAN 0 MAGENTA 20 YELLOW 100 BLACK 0	CYAN 0 MAGENTA 0 YELLOW 0 BLACK 0					