USPS®

GRAPHIC GUIDELINE:
GIFT INCENTIVES

UNITED STATES
POSTAL SERVICE®

Table of Contents

UNITED STATES POSTAL SERVICE ®

Corporate Signature

Corporate Symbol and Logotype

Two elements—the Corporate Symbol and the Corporate Logotype—combine to form our corporate signature, the cornerstone of the USPS® corporate identity.

Our corporate symbol—The Eagle™ symbol—portrays an efficient, streamlined, and contemporary image of the USPS®.

The Sonic Eagle Design® focuses on the forward looking head of the Eagle within an angled blue box, established over the years as the Eagle Symbol, represents USPS as a faster, more dynamic organization.

Our corporate logotype—United States Postal Service®—consists of capital letters in a special font italicized to correspond to the Eagle symbol within the angled box. This proprietary logotype was specially developed for the USPS. The weight of the logotype must remain constant.

NOTE: **Never use the Eagle symbol without the corporate logotype unless approved by Corporate Identity Policy.**

Never invert the Eagle symbol to face in the opposite direction.

The Eagle Symbol must always be white color.

Never use the corporate logotype without the Eagle symbol.

Never use the corporate signature as a background design with other elements layered on top of it.

The Eagle Symbol must always be white color.

Eagle Symbol   Corporate Logotype

UNITED STATES
POSTAL SERVICE ®

USPS Blue   USPS Red

UNITED STATES
POSTAL SERVICE ®

The Eagle Symbol is always white color

Corporate Signature

Small and Large Use

The horizontal corporate signature is the preferred format for apparel, office items, and other miscellaneous gift incentives. This format provides the most effective impact: all elements are equal in scale and importance.

Do not use the horizontal corporate signature in sizes smaller than 7/32 inch (1 pica 4 points) high. For adaptations with sizes 3/8 inch (2 picas 3 points) high and less, use the small version of the corporate signature.

There are cases that might require a vertical corporate signature.

The vertical format consists of a dominant Eagle symbol above the corporate logotype. Use this corporate signature if space does not permit the preferred horizontal format.

NOTE: Vertical logo format may appear on selected gift incentive items if approved by Corporate Identity Policy.

Do not use entire vertical corporate signature in formats smaller than 3/4 inch (4 picas, 6 points) high. For adaptations to sizes 1-1/2 inches (9 picas) high and less, use the small version of the corporate signature. Never randomly increase or decrease the size of the corporate signature.

NOTE: Never use the corporate logotype without The Eagle™ symbol.

SMALL USE

3/8"

7/32"

For any use 3/8" and less, but never smaller than 7/32" of the Eagle Symbol height.

1-1/2"

3/4"
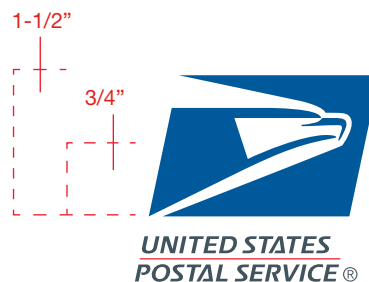
For any use of the corporate signature in sizes 1-1/2" high and less but never less than 3/4".

LARGE USE

3/8"

For any use larger than, but not equal to 3/8" of the Eagle Symbol height.

1-1/2"

For any use of the corporate signature in size larger that but not equal to 1-1/2" height

Corporate Signature

Clear Space

The USPS® Corporate Signature logos, The Eagle™ symbol and the corporate logotype have been specially created to meet all reproduction specifications. **Do not alter the logos in any way when reproducing them.**

Always display the USPS Corporate Signature prominently without interference from other graphic elements such as photographs, illustrations,

body text, logos or frame boundaries (for example, on a webpage). Certain display requirements have been established to prevent competition from other graphic elements. **These minimum requirements identify the amount of clear space that must surround the USPS Corporate Signature logo.**

X = The distance from the top of the angled box to the top of the Eagle's back.

Top of the angled box

Top of the Eagle's back

2X

2X

2X

2X clear space requirement

Display the UPS Corporate Signature logo prominently without interface from other graphic elements.


Incorrect CLEAR SPACE

APPROVAL REQUIREMENTS: Approval is required from the USPS Brand and Policy Manager for any application of the USPS Corporate Signature logo. To expedite the approval process, email a preliminary layout — not to exceed 10 megabytes. Email | imagereq@email.usps.gov. Mail | Manager, Brand and Policy, 475 L'Enfant Plaza SW, Room 4636, Washington, DC 20260-3100. Fax | 202.268.388.

Corporate Signature

Co-Branding Logo Lockup

The USPS® Corporate Signature logos, The Eagle™ symbol and the corporate logotype have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

2X clear space requirement

The same height as USPS logo

Thin divider rule
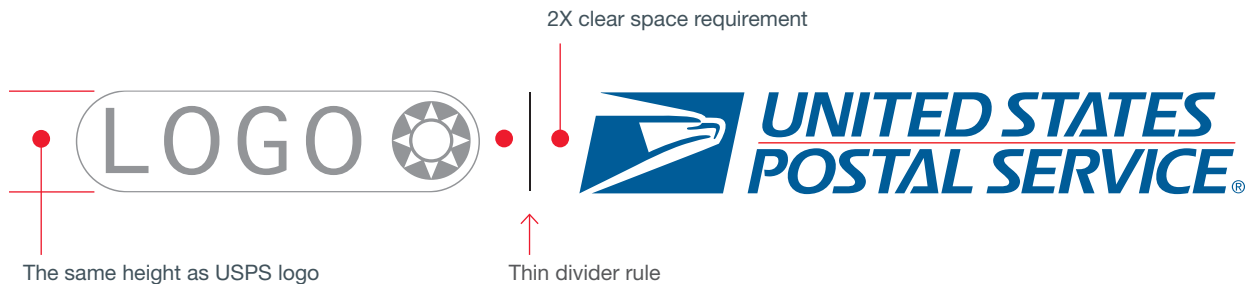
The USPS Corporate Signature logo—horizontal format must be displayed at the same height as co-branded logos.

175% larger

When other company's logos are in a square or circular that logo must be displayed 175% larger than the USPS Corporate Signature logo.

4X clear space

Maintain the 4X clear space around the USPS Corporate Signature logo within a group of logos.

Corporate Signature

Acceptable Logo Color Treatments

The approved coloration for the corporate signature is shown to the right of this page. The Eagle™ symbol is white on a USPS® Blue background; the logotype United States Postal Service, and the registered mark (R) are also USPS Blue; the hairline rule in the middle is USPS Red.

If only one color is used, all elements should be solid black.

The two examples on the right show the corporate signature on a dark background. The logotype with its hairline rule reverses to white. For the two-color reverse version, the Eagle symbol should remain white on blue background but appear in a white outlined box. For the one-color reverse version, the Eagle symbol should be white on black background and appear in a white outlined box.

There is separate logo for web use, please see example on the right.

NOTE: **Eagle Symbol must always be white.**

When the corporate signature is used on the web, the Eagle symbol is white on USPS Web Blue background; the corporate logotype and the registered mark (R) are also USPS Web Blue; the hairline rule in the middle is USPS Red.

2 Color: Blue, Red

1 Color: Black

Reverse Use

2 Color Reverse

1 Color Reverse

Web use corporate signature

Corporate Signature

Promotional Item Usage

The horizontal corporate signature is the preferred format for apparel, office items, and other miscellaneous gift incentives. This format provides the most effective impact: all elements are equal in scale and importance.

Do not use the horizontal corporate signature in sizes smaller than 7/32 inch (1 pica 4 points) high. For adaptations with sizes 3/8 inch (2 picas 3 points) high and less, use the small version of the corporate signature.

There are cases that might require a vertical corporate signature.

The vertical format consists of a dominant Eagle symbol above the corporate logotype. Use this corporate signature if space does not permit the preferred horizontal format.

NOTE: Vertical logo format may appear on selected gift incentive items, USPS® uniforms, vehicles, and signage in certain cases (if approved by Corporate Identity Policy).

Do not use entire vertical corporate signature in formats smaller than 3/4 inch (4 picas 6 points) high. For adaptations to sizes 1-1/2 inches (9 picas) high and less, use the small version of the corporate signature. Never randomly increase or decrease the size of the corporate signature.

NOTE: Never use the corporate logotype without The Eagle™ symbol.

NOTE: Eagle symbol must always look forward. For example: on vehicles, eagle symbol will be reversed on one of the doors to make sure that on both sides, the eagle is facing forward.

Horizontal 2 Color

Vertical 2 Color

Reverse Use

Horizontal 2 Color Reverse

Vertical 2 Color Reverse

Corporate Signature

Reverse Use - Dark Background

The acceptable background for displaying the corporate signature is white or any light color that does not affect the appearance of the corporate colors. When the corporate signature is printed on a blue or black background, all elements of the corporate signature must appear in white as illustrated in the examples labeled correct use.

There are cases that might require using the corporate signature on a dark background such as for slides or video broadcast. In these cases, display the Eagle symbol in an outlined white box as shown so that the Eagle's head remains white. The Eagle symbol should never reverses to the background color. The logotype, United States Postal Service with its hairline rule reverses to white. The preferred background colors are USPS® Blue, USPS Gray, or black.

Never reproduce the corporate signature on a visually distracting or patterned background. Never make the corporate signature part of the background or use it as an overlay. Holographs are not permitted.

Correct Horizontal Use

Correct Vertical Use

X = DISTANCE FROM TOP OF ANGLED BOX
    TO TOP OF EAGLE'S BACK.

Incorrect Use (Eagle's "head" must be white on blue background)

Corporate Signature

Reverse Use - Light Background

The corporate signature should always be distinguishable from its background.

When the corporate signature is placed on a light background that is not white or off-white, the Eagle symbol must appear in an outlined white box as shown. The Eagle's "head" within the box should always remain white. The minimum amount of contrast allowed between the logotype and its background is shown to the right by the black signatures, up to a 49% screen. When using a screen of more than 49%, reverse the logotype to white.

The examples shown to me right should be used to judge tonality of background. These provide a match example for proper black and white use of the logotype.

Corporate Identity Policy must approve all exceptions before they may be used.

10%

20%

30%

40%

50%

60%

INCORRECT USE

50%

INCORRECT USE

60%

Corporate Signature

Improper Logo Treatment

The USPS® Corporate Signature logos have been specially created to meet all reproduction specifications.

Do not alter the logos in any way when reproducing them.

When the USPS Corporate Signature logo is placed on a light background that is not white or off-white, the Eagle Symbol must appear in an outlined white box (don't invert the logo). The Eagle Symbol is always white.

The USPS Corporate Signature logo reverse use is applied when the background is darker than a 40% tint of black.

Do not distort or display the USPS Corporate Signature logo on conflicting backgrounds such as bold or busy patterns, photographs or illustrations.

Do not distort the logo.

Do not print the logo on backgrounds with bold or busy patterns, photographs or illustrations.

Do not invert the Eagle Symbol.

Do not change color of any elements of the USPS logo.

Do not change color of any elements of the USPS logo.

Do not change color of any elements of the USPS logo.
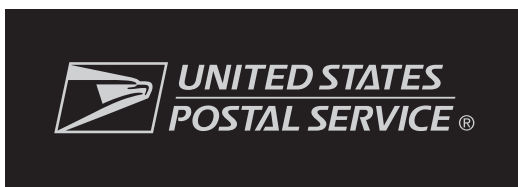
Corporate Signature

Specialty Printing

See examples of correct and incorrect logo usage examples of reproduction for screen printing, embroidery, textiles, foils stamping, embossing, etching, or engraving.

Correct screen printing, embroidery, and textiles

Incorrect screen printing, embroidery, and textiles

Correct foil stamping

Incorrect foil stamping

Correct embossing, etching, and engraving

Incorrect embossing, etching, and engraving

Gift Incentives

Promotional Apparel

The following promotional apparel items have been approved for the USPS®:

- Caps
- Golf Shirts
- Sweat Shirts
- Sweaters
- T-Shirts

Other apparel items may be prepared with the corporate signature; however, the items must be in keeping with USPS quality standards, and designs must support our reputation for excellence.

For example, placing the corporate signature on a torn garment or a garment that has any inappropriate message is prohibited.

The recommended background colors for any item are USPS Blue, USPS Gray, white, or black. Colors that vary dramatically from these standard colors might not meet corporate standards of quality. Gold or fluorescent colors are not permitted.

Image of cap

Image of sweat shirt

Image of sweater

Image of T-shirt

Gift Incentives

Special events

At times, promotional apparel for a special event might require the event title or sponsor. These items are considered exceptions and should be reviewed by Corporate Identity Policy.

If you are customizing a piece to reflect a particular Post Office™, location, or district of the USPS®, the customized information must appear directly below the corporate signature in 65 Helvetica Neue LT Std Medium. Examples are shown on the right of this page.

The corporate signature may appear in a one- or two-color format. For exact color specifications, see pages 8 through 12. The Eagle™ symbol must never be used by itself on any apparel item, and the Eagle's head must always be white on the garment regardless of background color. The logotype will reverse to all white on a blue or black background.

No embroidery of the corporate signature is allowed except on standard issue uniforms worn by USPS employees. Exceptions must be requested through Corporate Identity Policy.

However, heat transfer treatment is permitted and preferred, as shown on the example below.

Gift Incentives

Office Items

It is customary to have on hand a selection of standard office items for distribution. To date, the following items have been selected to display the corporate signature:

- Note Pads
- Mugs/Coffee Cups
- Water Bottles
- Lanyards
- Binders/Portfolios
- Pens/Pencils

Other office items may be prepared with the corporate signature on it; however, the items must be in keeping with the USPS® quality standards, and designs must support our reputation for excellence. Use only the sizes specified on the reproduction sheets. The small-size format may not be reduced on these items because any reduction makes the corporate signature unreadable.

The corporate signature may appear in a one- or two-color format. For exact color specifications, see pages 8 through 12. The size of an item and the minimum size allowed for the corporate signature might not accommodate the corporate signature. For these particular situations, use the words United States Postal Service in 65 Helvetica Neue LT Std Medium without the Eagle symbol.

These items may be considered exceptions and should be reviewed by Corporate Identity Policy.

Gift Incentives

Miscellaneous

The following miscellaneous items have also been designated as appropriate for use by the USPS®:

- Sports Bags/ Backpacks
- Messenger Bags
- Business Card Holders
- Flash Drive Beach Towels
- Clocks/Watches
- Golf Balls/Tennis Balls
- Golf Towels

These items must use only the sizes specified on the reproduction sheets. The small-size format may not be reduced on these items because any reduction makes the corporate signature unreadable.

The corporate signature may appear in a one- or two-color format. For exact color specifications, see pages 8 through 12. The size of an item and the minimum size allowed for the corporate signature might not accommodate the corporate signature. For these particular situations, use the words United States Postal Service in 65 Helvetica Neue LT Std Medium without the Eagle symbol.

The recommended background colors for any item are USPS Blue, USPS Gray, white, or black. Colors that vary dramatically from these standard colors might not meet corporate standards of quality. Gold or fluorescent colors are not permitted.

These items may be considered exceptions and should be reviewed by Corporate Identity Policy.

UNITED STATES
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Color Standards

Corporate colors

Our corporate colors are USPS® Red, USPS Blue, USPS Gray, White, and Black. PANTONE® 301 is an acceptable match for USPS Blue; PANTONE 485 for USPS Blue; PANTONE 432 for USPS Gray.

There is a separate blue PANTONE color for usps.com. Please use RGB value of R51, G51, B102 or HTML 333366 color code. Red, gray, black and white has the same color code as the print version.

When printed, these colors can vary because of materials, paper stock, or printing techniques. The production colors should be visually matched to the approved USPS colors. The standard used to determine all USPS colors was the PANTONE coated swatch color system to obtain consistency across all applications.

CORPORATE BLUE | PANTONE 301

COATED	UNCOATED
4 Color Process C100% | M53% | Y4% | K19%	**4 Color Process** C100% | M30% | Y2% | K124%
RGB R0% | G75% | B135%	**RGB** R40% | G98% | B142%
HTML 004B87	**HTML** 28628E

CORPORATE RED | PANTONE 485

COATED	UNCOATED
4 Color Process C0% | M95% | Y100% | K0%	**4 Color Process** C0% | M70% | Y92% | K1%
RGB R231% | G25% | B33%	**RGB** R228% | G93% | B80%
HTML E71921	**HTML** E71921

CORPORATE GRAY | PANTONE 432

COATED	UNCOATED
4 Color Process C23.5% | M0% | Y0% | K79%	**4 Color Process** C61% | M50% | Y44% | K15%
RGB R49% | G61% | B71%	**RGB** R103% | G108% | B114%
HTML 323E48	**HTML** 676C72

CORPORATE BLACK | PANTONE BLACK 6

COATED	UNCOATED
4 Color Process C100% | M79% | Y44% | K93%	**4 Color Process** C86% | M68% | Y43% | K55%
RGB R16% | G24% | B32%	**RGB** R76% | G78% | B86%
HTML 000000	**HTML** 4C4E56

WHITE

Color Standards

Secondary color palette and tints

SECONDARY COLOR PALETTE

PANTONE 638

80%   60%   40%   20%

100%

4 Color Process
C82% | M8% | Y9% | K0%
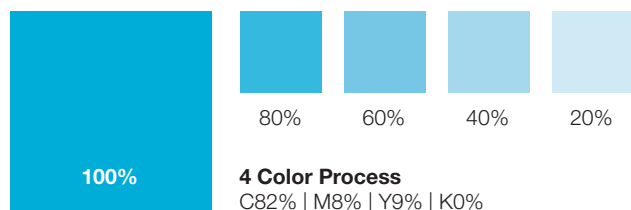
HISTORIC COLOR PALETTE

PANTONE 288

80%   60%   40%   20%

100%

4 Color Process
C100% | M64% | Y0% | K60%

PANTONE 131

80%   60%   40%   20%

100%

4 Color Process
C0% | M32% | Y100% | K9%
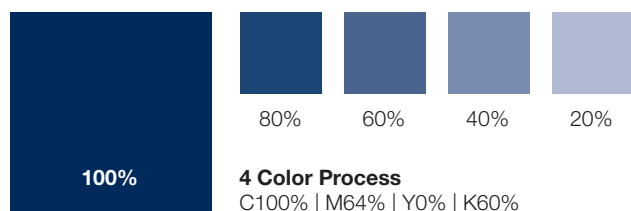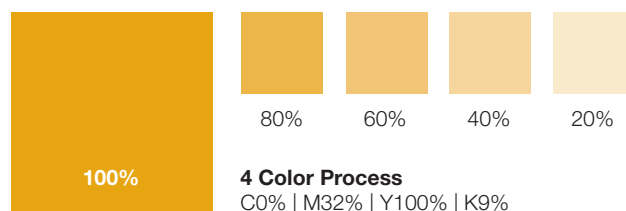
PRIMARY COLOR PALETTE TINTS

PANTONE 301

80%   60%   40%   20%

100%

4 Color Process
C100% | M53% | Y4% | K19%

PANTONE 485

80%   60%   40%   20%

100%

4 Color Process
C0% | M95% | Y100% | K0%

PANTONE 432

80%   60%   40%   20%

100%

4 Color Process
C23.5% | M0% | Y0% | K79%

PANTONE BLACK 6

80%   60%   40%   20%

100%

4 Color Process
C100% | M79% | Y44% | K93%

UNITED STATES POSTAL SERVICE®
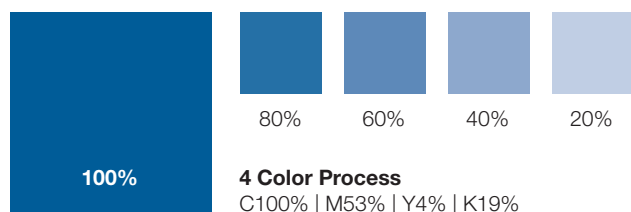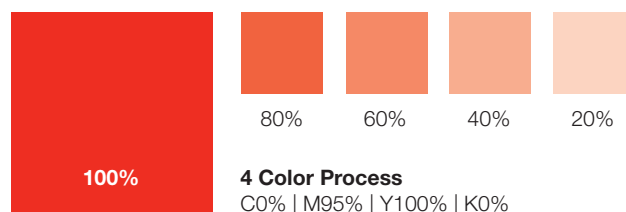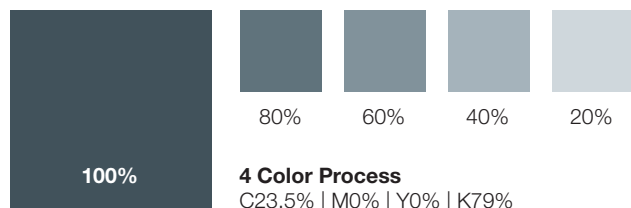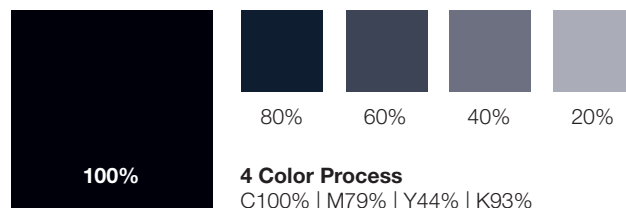
Typography Standards

All collateral material

The 10 Helvetica Neue LT Std typefaces shown on this page are the typefaces approved for USPS® publications. These typefaces are distributed by Adobe Systems Inc. and are available in most computer software stores.

When type is set, make sure that letters are spaced tightly but not touching. Although type modification is not encouraged, characters may be expanded or condensed up to 10 percent.

Proper registration of all the fonts is necessary for usage and reproduction.

45 Helvetica Neue LT Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

46 Helvetica Neue LT Std Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

55 Helvetica Neue LT Std Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

56 Helvetica Neue LT Std Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

65 Helvetica Neue LT Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

66 Helvetica Neue LT Std Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

75 Helvetica Neue LT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

76 Helvetica Neue LT Std Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

85 Helvetica Neue LT Std Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

86 Helvetica Neue LT Std Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
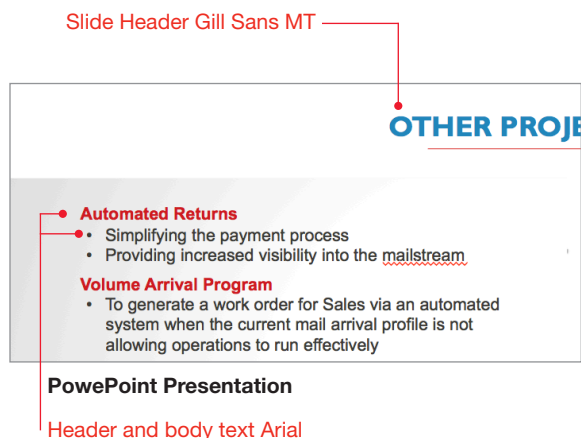***abcdefghijklmnopqrstuvwxyz***

Typography Standards

**PowerPoint presentations,
Word Documents**

If the 10 Helvetica Neue LT Std typefaces are not available, use substitute typefaces (Substitute typefaces may be needed for PowerPoint, Word, Excel, etc.).

When type is set, make sure that letters are spaced tightly but not touching. Although type modification is not encouraged, characters may be expanded or condensed up to 10 percent.

Proper registration of all the fonts is necessary for usage and reproduction.

Slide Header Gill Sans MT

OTHER PROJE

Automated Returns
- Simplifying the payment process
- Providing increased visibility into the mailstream

Volume Arrival Program
- To generate a work order for Sales via an automated system when the current mail arrival profile is not allowing operations to run effectively

PowePoint Presentation

Header and body text Arial

HEADERS (PowerPoint)

Gill Sans MT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans MT Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans MT Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT (PowerPoint Presentation,
Headers and body text Word Document)

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Corporate Assistance

If you have questions about the guidelines in this publication, please call USPS® Brand Equity and Design. If you need help in planning, developing, or implementing a project, the Manager of Brand Equity and Design can assist you or refer you to design suppliers who are knowledgeable about the USPS corporate identity.

The corporate signature artwork is available as a PDF or EPS file. It can be e-mailed or made available on CD/disk for IBM-compatible, Macintosh, and NEXT computers. Please specify the required format when placing the order.

The approved Helvetica Neue LT Std typeface can be purchased from Adobe Systems Inc. or at local computer software stores. Adobe and the Adobe logo are the trademarks of Adobe Systems Inc. registered in the United States.

In order for Adobe to release fonts, an Adobe font license must be purchased for each printer, or a site license must be purchased.

ADOBE SYSTEMS INC
1585 CHARLESTON RD
PO BOX 7900
MOUNTAIN VIEW CA 94039-7900

800-833-6687

All applications of the corporate signature must be submitted to the Manager of Brand Management for review and proper approval.

BRAND EQUITY AND DESIGN
U.S. POSTAL SERVICE
475 L'ENFANT PLAZA SW RM 10653
WASHINGTON, DC 20260-3100

PHONE: 202-268-7804
FAX: 202-268-2392
E-MAIL: imagereq@email.usps.gov