

Our Colors

Our use of the colors red, white, and blue signify our roots in American heritage—a true reflection of our brand personality. Through our color palette, we communicate brand familiarity, consistency, and authenticity.

Primary Palette

Our primary palette strengthens brand recognition by unifying elements through bold color.

USPS Print Blue

Pantone 301 C
C100 M53 Y4 K19

USPS Digital Blue

R0 G75 B135
#004B87

Black

Pantone Black 6 C
C100 M79 Y44 K93
R0 G0 B0
#000000

White

Opaque White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

USPS Print Red

Pantone 485 C
C0 M95 Y100 K0

USPS Digital Red

R218 G41 B28
#DA291C

USPS.com Blue

DIGITAL ONLY
#333366

Light Blue

PRINT
C54 M0 Y0 K0

DIGITAL
R110 G208 B246
#6ED0F6

Text Gray

PRINT
C0 M0 Y0 K80

DIGITAL
R89 G89 B89
#595959

Dark Gray

PRINT
C0 M0 Y0 K20

DIGITAL
R216 G216 B216
#D8D8D8

Light Gray

PRINT
C0 M0 Y0 K10

DIGITAL
R237 G237 B237
#EDED

Secondary Palette

Our use of grays and light blue complement our primary palette. Use these precise shades as accent colors in both printed and digital instances.

Color Combinations

Strong, solid colors make powerful combinations. Combine the USPS palette in any of the pairings shown here.

