USPS Connect®

BASIC BRAND GUIDELINES

UNITED STATES POSTAL SERVICE ®

USPS**CONNECT**®

USPS
CONNECT®

———
Horizontal

———
Stacked

® after "CONNECT"

Helvetica Neue LT Pro
45 Light

USPS**CONNECT**®

Helvetica Neue LT Pro
85 Heavy

No space

USPS Connect® Branches—Horizontal

USPS**CONNECT**®
National

USPS**CONNECT**®
Regional

USPS**CONNECT**®
eCommerce

USPS**CONNECT**®
Local

USPS**CONNECT**®
Returns

USPS**CONNECT**®
Same Day

USPS**CONNECT**®
Next Day

USPS Connect® Branches—Stacked

USPS CONNECT®
National

USPS CONNECT®
Regional

USPS CONNECT®
eCommerce

USPS CONNECT®
Local

USPS CONNECT®
Returns

USPS CONNECT®
Same Day

USPS CONNECT®
Next Day

USPS Logos Lockup

If there is room, always use the Connect Logo that is paid off by the Corporate Signature on your marketing asset (not a lockup). If space is an issue and both cannot be featured on the marketing asset, please use the USPS Logo Lockups featured on this page.

DO NOT use the eagle head by itself.

USPS Connect® in Copy

1. ® after "Connect" in first mention.

2. "USPS" and "Connect" as two separate words.

3. No bolding unless entire sentence or headline is set to bold.

4. If headline or subhead is set to all caps,
   USPS CONNECT REMAINS TWO SEPARATE WORDS.

What is USPS Connect® ?

The USPS® mission has always been to bind our nation by a system of U.S. Postal Service® roads and offices. This key element has essentially remained unchanged for over 246 years. With an extensive logistics network and infrastructure, our goal is to continue to connect every person, business, and community across the country. By offering a suite of scalable and customizable solutions, we are enabling every business—large and small— to build long-lasting connections with the communities they serve.

Connecting your business to 160 million addresses
With USPS Connect, you gain exclusive access to our delivery network at national, regional, and local levels to move your product quickly via 31,000 Post Office® locations—with delivery to every residental and business customer in the contiguous United States, six and seven days per week.

USPS Connect® Branches in Copy

1. ® after "Connect" in first mention.

2. "USPS" and "Connect" as two separate words, followed by branch name (National, Regional, Local, or Returns).

3. Branch name in title case.

Scalability

The USPS Connect® Regional commerce model can be implemented as a nationwide network of locations and coverage, or it can be implemented as a single Distribution Center facility or a regional group of Distribution Center sites. This approach gives you geographic coverage to meet your current needs and allows you to scale up as you grow. Using USPS® distribution facilities can also mean less capital investment to purchase and manage real estate for your distribution centers.

The illustration below shows a single Distribution Center located in Springfield, MA, that supports seven Cross Dock locations and reaches more than 16 million people.
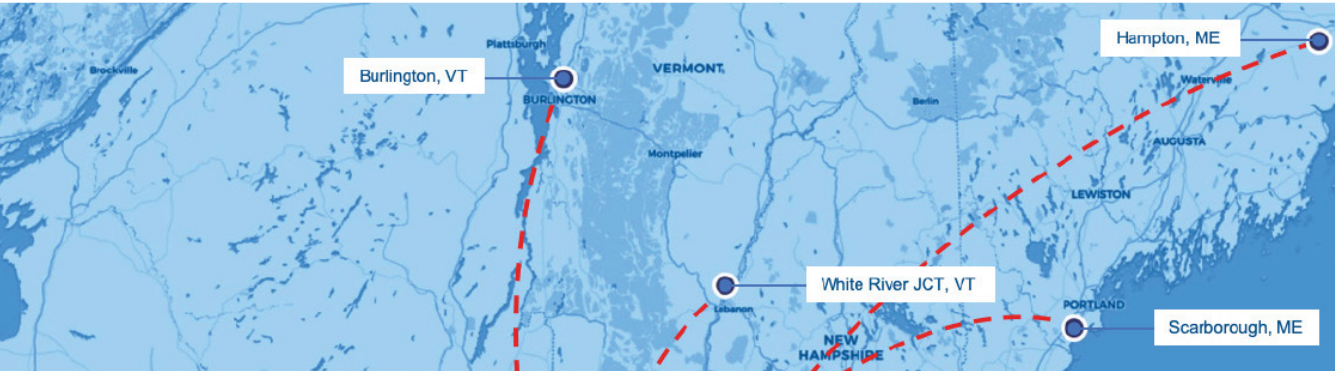
USPS Connect® Color Palette

USPS Blue
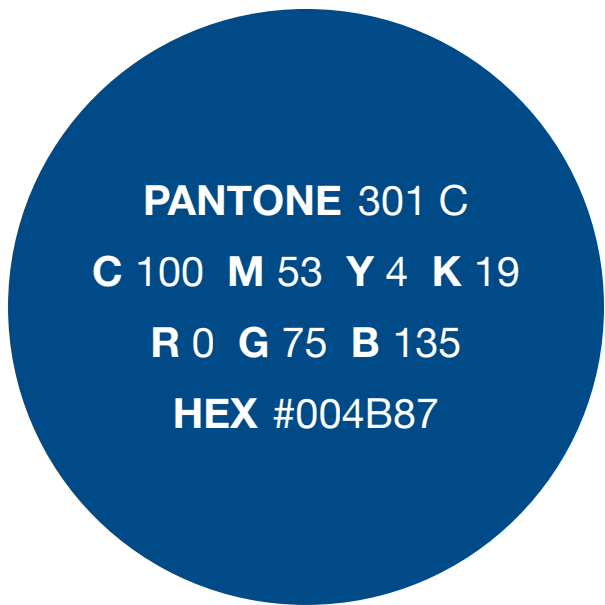
PANTONE 301 C
C 100 **M** 53 **Y** 4 **K** 19
R 0 **G** 75 **B** 135
HEX #004B87

USPS Red

PANTONE 485 C
C 0 **M** 95 **Y** 100 **K** 0
R 218 **G** 41 **B** 28
HEX #DA291C

USPS Digital Blue

R 51 **G** 51 **B** 102
HEX #333366

USPS Blue is our main brand blue and should be applied in any instance an asset will exist in printed form or across platforms.

DO NOT edit the various USPS Connect® logos to be red. You may use the reverse logos on a red background.
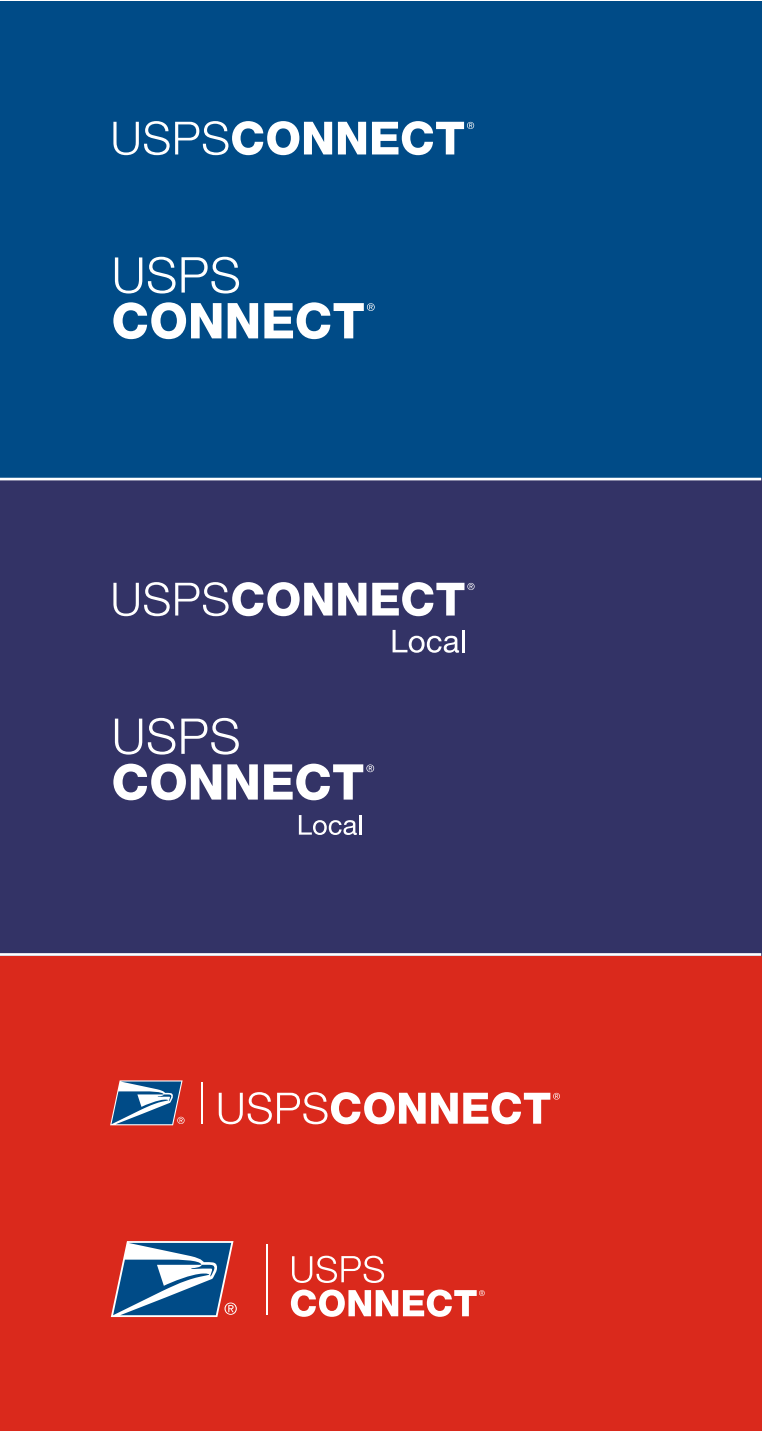
USPS digital blue is for use in USPS web and digital properties only and should always be applied when building assets that will live in digital form only.

USPS Connect® Logo Color Variations

Reverse

USPS Blue

USPS Digital Blue