

USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT – SMALL AND LARGE USE

The USPS Corporate Signature logos have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

The Eagle Symbol and the Corporate Logotype combine to form the USPS Corporate Signature logo.



There are 2 SIZE VERSIONS of the USPS Corporate Signature logo horizontal format. Follow all size reproduction requirements.

SMALL USE



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



Incorrect SMALL USE

LARGE USE



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



Incorrect LARGE USE

APPROVAL REQUIREMENTS: Approval is required from the manager, Brand and Policy for any application of the USPS Corporate Signature logo. To expedite the approval process, email a preliminary layout — not to exceed 10 megabytes. **Email to:** policyne@usps.gov
Mail to: Manager, Brand and Policy, 475 L'Enfant Plaza SW, Room 4636, Washington, DC 20260-3100 **Fax:** 202.268.3888

USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT – SMALL AND LARGE USE COMPARISON

The USPS Corporate Signature logos have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

SMALL USE:

Extra spacing around the Eagle Symbol beak



The SMALL USE has been enlarged for illustrative purposes.

Extra spacing around the letters and rule

The SMALL USE Corporate Signature logo was designed with extra spacing around the Eagle Symbol beak, letters and rule. When the SMALL USE Corporate Signature logo is reproduced between 7/32 and 3/8 inch high, the extra spacing minimizes the amount of filling in during reproduction.

LARGE USE:

Minimum spacing around the Eagle Symbol beak



Minimum spacing around the letters and rule

The LARGE USE Corporate Signature logo was designed with minimum spacing around the Eagle Symbol beak, letters and rule. The LARGE USE is used when reproducing the logo larger than 3/8 inch high.

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USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT – CLEAR SPACE REQUIREMENTS

The USPS Corporate Signature logos have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

CLEAR SPACE REQUIREMENTS

Always display the USPS Corporate Signature logo prominently without interference from other graphic elements such as photographs, illustrations, body text, logos or frame boundaries such as, 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.



Display the USPS Corporate Signature logo prominently without interference from other graphic elements.

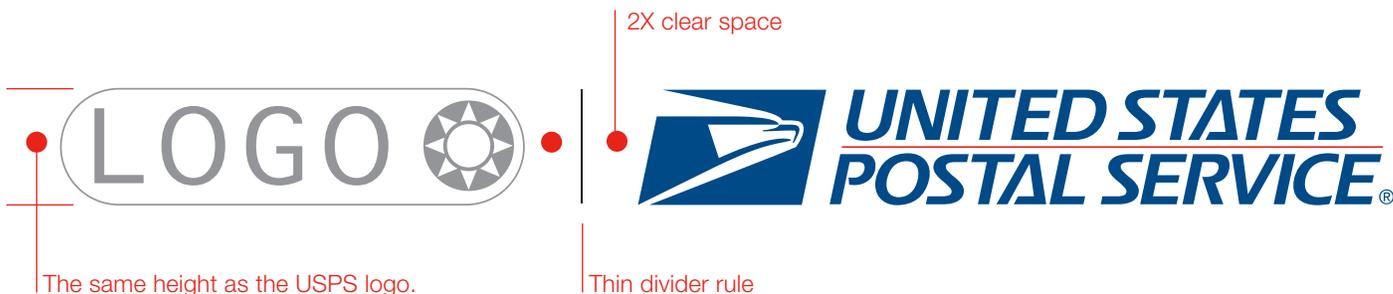


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USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT – CO-BRANDING LOGO LOCKUP

The USPS Corporate Signature logos have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

The USPS Corporate Signature logo—horizontal format is displayed the same height as co-branded logos.



When other company's logos are square or circular the logo is displayed 175% larger than the USPS Corporate Signature logo.



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



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USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT – EAGLE SYMBOL HEAD AND SPECIALTY PRINTING

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

Don't 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 head 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.



The Eagle Symbol head is always white.



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.

SPECIALTY PRINTING: Reproduction for screen printing, embroidery, textiles, foil stamping, embossing, etching and engraving.



Correct screen printing, embroidery and textiles



Correct foil stamping



Correct embossing, etching and engraving



Incorrect screen printing, embroidery and textiles



Incorrect foil stamping



Incorrect embossing, etching and engraving

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POSTAL COLORS: Use the **PANTONE COLOR MATCHING SYSTEM / PANTONE PLUS SERIES** when selecting and reproducing the **USPS Corporate Signature logo**.

STANDARD PRINT REPRODUCTION

			
Pantone 301	Pantone 485	Pantone Black 6	White
4c process coated (Pantone Color Bridge): Cyan 100% Magenta 53% Yellow 4% Black 19%	4c process coated (Pantone Color Bridge): Cyan 0% Magenta 95% Yellow 100% Black 0%	4c process coated (Pantone Color Bridge): Cyan 100% Magenta 79% Yellow 44% Black 93%	
RGB: R 0, G 75, B 135	RGB: R 218, G 41, B 28	RGB: R 16, G 24, B 32	
HTML: 004B87	HTML: DA291C	HTML: 101820	
4c process uncoated (Pantone Color Bridge): Cyan 100% Magenta 30% Yellow 2% Black 24%	4c process uncoated (Pantone Color Bridge): Cyan 0% Magenta 70% Yellow 92% Black 1%	4c process uncoated (Pantone Color Bridge): Cyan 86% Magenta 69% Yellow 43% Black 55%	
RGB: R 40, G 98, B 142	RGB: R 228, G 93, B 80	RGB: R 76, G 78, B 86	
HTML: 28628E	HTML: E45D50	HTML: 4C4E56	

WEB AND MULTIMEDIA

	RGB: R 51, G 51, B 102 HTML: 333366
	RGB: R 218, G 41, B 28 HTML: DA291C
	RGB: R 16, G 24, B 32 HTML: 101820
	White

CORRECT COLOR:



INCORRECT COLOR:



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USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT — REPRODUCTION (PRINT)

The USPS Corporate Signature logos have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

Standard printing — offset, digital, screen and desktop printing.
Specialty printing — foil stamping, embossing, etching and engraving.
Embroidery and textiles.

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



3 Color: PMS 301, 485 and White
2 Color: PMS 301, 485



2 Color: PMS Black 6 and White
1 Color: PMS Black 6

Reverse use



2 Color: PMS 301 and White



2 Color: PMS Black 6 and White

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



3 Color: PMS 301, 485 and White
2 Color: PMS 301, 485



2 Color: PMS Black 6 and White
1 Color: PMS Black 6

Reverse use



2 Color: PMS 301 and White



2 Color: PMS Black 6 and White

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USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT — WEB/USPS.COM AND REGISTERED TRADEMARK SYMBOL

The USPS Corporate Signature logos have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

WEB USE AND MULTIMEDIA: The SMALL USE Corporate Signature logo may be reproduced for web and multimedia. The preferred USPS Corporate Signature logo horizontal format height is between 22 and 28 pixels. Special size requirements must be approved by the manager, Brand and Policy.

SMALL USE: For web and multimedia. The logos below have been optimized for web and multimedia only.

CLEAR SPACE REQUIREMENTS

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



USPS WEB COLORS



DARK BLUE
Hex value:
333366
RGB: 51, 51, 102



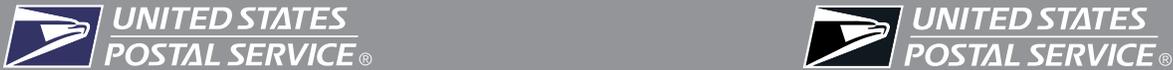
RED
Hex value:
DA291C
RGB: 218, 41, 28



3 Color: HTML Blue 333366, Red DA291C and White
2 Color: HTML Blue 333366, Red DA291C

2 Color: HTML Black 101820, White

Reverse use



2 Color: HTML Blue 333366 and White 2 Color: HTML Black 101820 and White

REGISTERED TRADEMARK SYMBOL — ®: The USPS Corporate Signature logo must be reproduced with a registered trademark symbol — ®. Blue, black and white are the preferred color of the registered trademark symbol. Removal of the registered trademark symbol for reproduction limitations, such as specialty printing and embroidery must be approved by the manager, Brand and Policy.



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USPS® CORPORATE SIGNATURE LOGO HORIZONTAL FORMAT – POWERPOINT

The USPS Corporate Signature logos have been specially created to meet all reproduction specifications. Don't alter the logos in any way when reproducing them.

POWERPOINT: The USPS Corporate Signature logo may be used for Powerpoint presentations.

SMALL USE: For any use 3/8" and less, but never smaller than 7/32" of the Eagle Symbol height. The logos below have been optimized for Powerpoint only.



3 Color: HTML Blue 004B87, Red DA291C and White
2 Color: HTML Blue 004B87, Red DA291C



2 Color: HTML Black 101820, White

Reverse use



2 Color: HTML Blue 004B87 and White



2 Color: HTML Black 101820 and White

LARGE USE: For any use larger than, but not equal to 3/8" of the Eagle Symbol height. The logos below have been optimized for Powerpoint only.



3 Color: HTML Blue 004B87, Red DA291C and White
2 Color: HTML Blue 004B87, Red DA291C



2 Color: HTML Black 101820, White

Reverse use



2 Color: HTML Blue 004B87 and White



2 Color: HTML Black 101820 and White

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