



# **USPS Ground Advantage**

## Style Guide

## IDENTITY LOCK UP IN ALL COLORWAYS

USPS Ground Advantage Logo Lockup\_B&W



USPS Ground Advantage Logo Lockup\_Color



USPS Ground Advantage Logo Lockup\_Rev B&W



USPS Ground Advantage Logo Lockup\_Rev Color



## CLEAR SPACE REQUIREMENTS

Always display the USPS Ground Advantage Logo Lockup 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 Ground Advantage Logo Lockup.**

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



## SMALL USE

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



## LARGE USE

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



## LOGO LOCKUP FONT

Helvetica Neue LT Std **55 Roman**