

USPS Operation Santa® Brand Guidelines 2020

November 2020



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01

Welcome

This is USPS Operation Santa®.

If you're reading this brand book, you're part of Santa's team. These pages house fundamental information that will help you get familiar with the program.

From getting an overview to letter adoption, to audience-facing verbiage and internal communications, and for every other detail in between, please refer to this brand book to get a better handle on all things USPS Operation Santa.

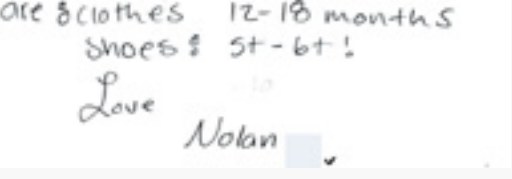
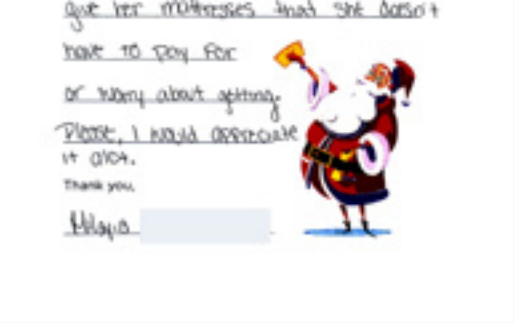
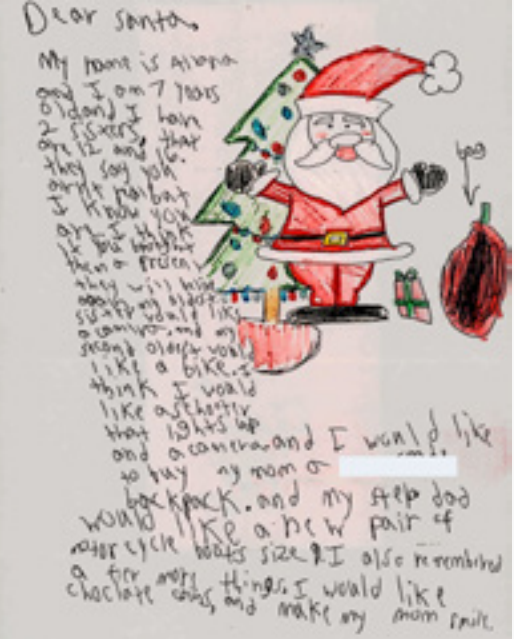
Our Mission

Thousands of letters addressed to Santa arrive at the Post Office™ each year. USPS Operation Santa® invites people to adopt and respond to these letters.

A holiday tradition for over 100 years, USPS Operation Santa is a channel for making a difference in the community. It aims to get people involved by adopting and responding to letters addressed to the one destination only USPS can reach: The North Pole.

Since USPS is responsible for delivering every letter—including the ones that aren’t deliverable, we created Operation Santa for people to give back to children and families, and to keep the magic of the holidays alive—by answering one letter (or many) at a time.

Click to [learn more](#) about the origin and history of the program.



How Operation Santa Works

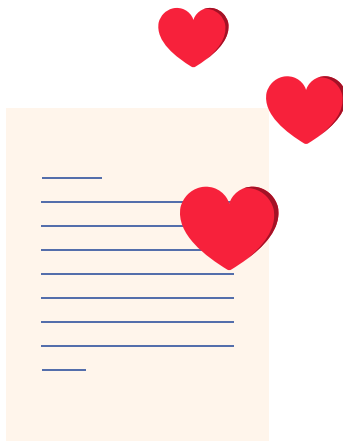
Here’s what goes into granting someone’s holiday wish.



USPS receives letters to Santa from deserving kids every year.



We redact and publish these letters online for people to read.



Generous people “adopt” and fulfill them.



Adopters ship gifts. Holiday wishes are delivered.

02

Design

USPS Operation Santa® is spread across a variety of mediums. It lives on the web, in social media, retail locations, flyers, OOH, and other collateral. Because of its reach, it's highly imperative to keep our look consistent throughout our communications.

USPS Operation Santa® Logo

Primary Logo

The primary logo is recommended when there is adequate space, and when it’s not competing with other design or copy elements.

The USPS Operation Santa logo has a determined minimum usage size to retain legibility.

Minimum Size

- 60 px height for digital
- 0.66” height for print

If the USPS Operation Santa logo needs to be produced in a smaller size, replace it with the horizontal lockup.

- See [page 13](#) for use in print.
- See [page 18](#) for use in digital.

↓ **Download Assets Here**



USPS Operation Santa® Logo

Primary Logo Spacing

To protect the brand mark, there should always be adequate clear space around the logo. This is the minimum amount of clear space needed.



USPS Logo

USPS Logo

The USPS logo should be on all USPS Operation Santa® materials, together with the primary USPS Operation Santa logo. Note that there are specific and different colors for print materials and digital materials.

Minimum Size

22 px height for digital
0.22" height for print



Digital Blue
R 51 G 51 B 102
#333366



Print Blue
Panton 301C
C 100 M 53 Y 4 K 19

Logo Usage

Logo Relationship

The USPS logo should be on all USPS Operation Santa® materials, together with the primary USPS Operation Santa logo.

Maintain the indicated 1:1 size relationship between logos.

Minimum Size for USPS Operation Santa Logo

60 px height for digital
0.66” height for print

Minimum Size for USPS Logo

22 px height for digital
0.22” height for print

If there is no space for both logos on print materials, use the USPS logo, which is mandatory even if used alone.

If there is no space for both logos on digital material such as banners, see page 18 for the horizontal lockup.



Logo Usage

Logo Colorways for Print

For print materials, the logo should always be used in full color, knockout, or black. Whenever possible, we recommend using either the full-color or knockout logos.

Resort to the black logo only when necessary, such as when only gray-scale printing is available.



Logo Usage

Logo Colorways for Digital

For digital materials, the logo should always be used in full-color or knockout.



Logo Usage

Space Constraints

If there is no space for both logos in print, use the USPS logo, which is mandatory.



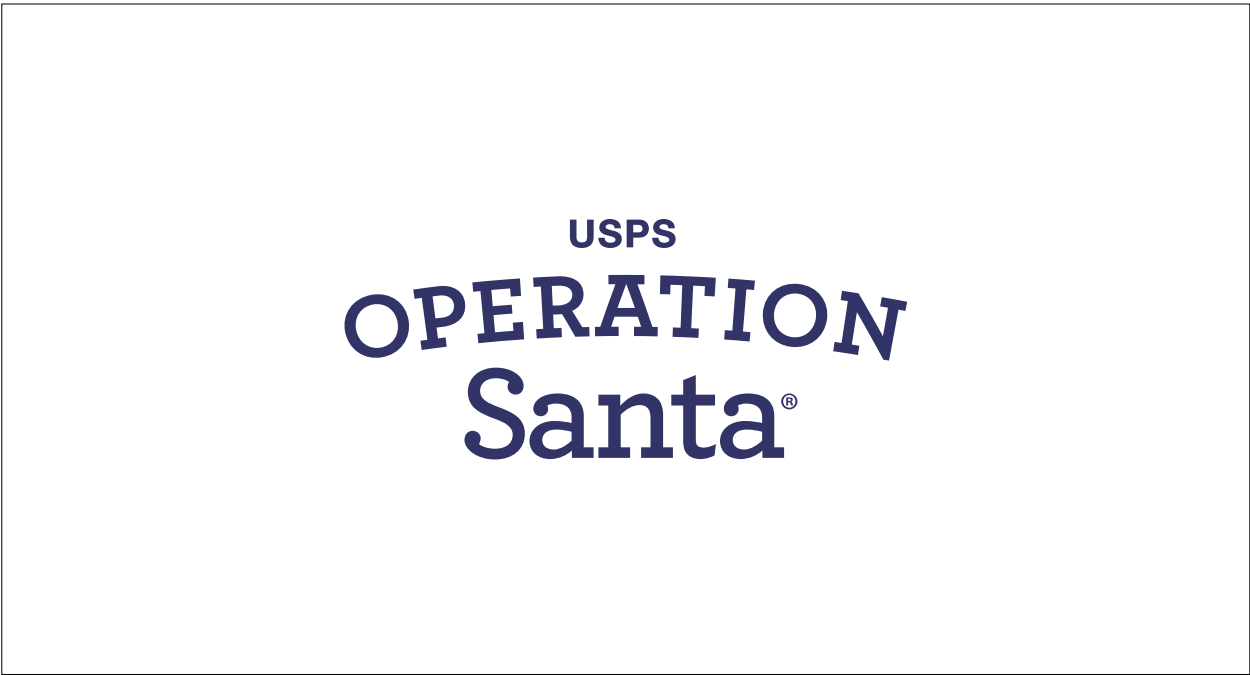
Logo Usage

Improper Logo Usage

Here are guidelines for the USPS Operation Santa® logo. Maintain legibility at all times: preserve logo spacing, and choose the proper colorway for photography-based assets.

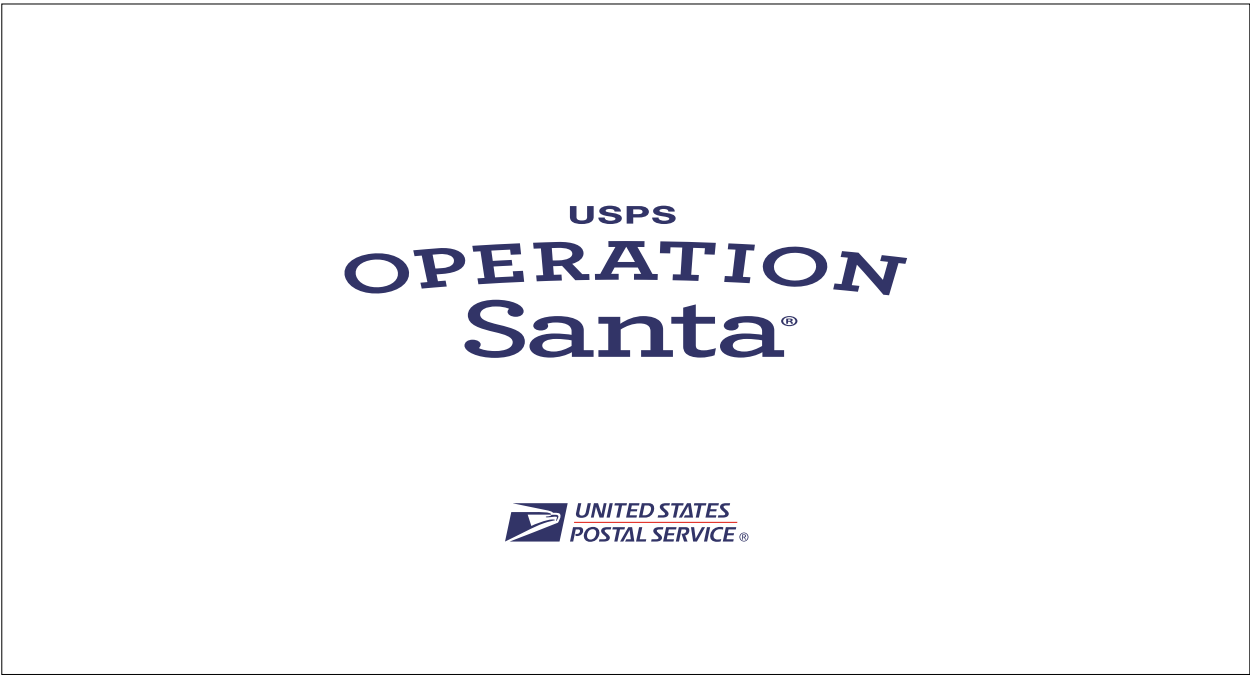
See [page 10](#) for guidelines on logo spacing.

✗ Don't



Never use the Operation Santa logo without the USPS logo.

✗ Don't



Do not distort or skew the logo.

✗ Don't



Maintain the size relationship between logos. (See [page 10](#))

✗ Don't



Preserve logo spacing.

Logo Usage

Improper Logo Usage

Here are guidelines for the USPS Operation Santa® logo. Maintain legibility at all times: preserve logo spacing, and choose the proper colorway for photography-based assets.

See [page 10](#) for guidelines on logo spacing.

✗ Don't



Do not rotate the logo.

✗ Don't



Do not put the logo on clashing or busy backgrounds.

✗ Don't



Do not let the logo overlap with illustrations or copy.

✗ Don't



Do not change the logo's colors.

Logo Usage

Improper Logo Usage

Here are guidelines for the USPS Operation Santa® logo on print materials. Maintain legibility at all times: preserve logo spacing, and choose the proper colorway for photography-based assets.

See [page 10](#) for guidelines on logo spacing.



Never use the Operation Santa logo without the USPS logo.

Logo Usage

Improper Logo Usage

Here are guidelines for the USPS Operation Santa® logo on print materials. Maintain legibility at all times: preserve logo spacing, and choose the proper colorway for photography-based assets.

See [page 10](#) for guidelines on logo spacing.



Do not change the size relationship between logos. (See [page 10](#))

Logo Usage

Horizontal Lockup

This mark is to be used only on digital materials without space for both logos' minimum size, such as digital banners and navigation bars on websites.

Minimum Size

60 px height for digital

[↓ Download Assets Here](#)



USPS Operation Santa®

Logo Usage

Horizontal Lockup

This mark is to be used only on digital materials without space for both logos' minimum size, such as digital banners and navigation bars on websites.

Minimum Size

60 px height for digital



Digital banners

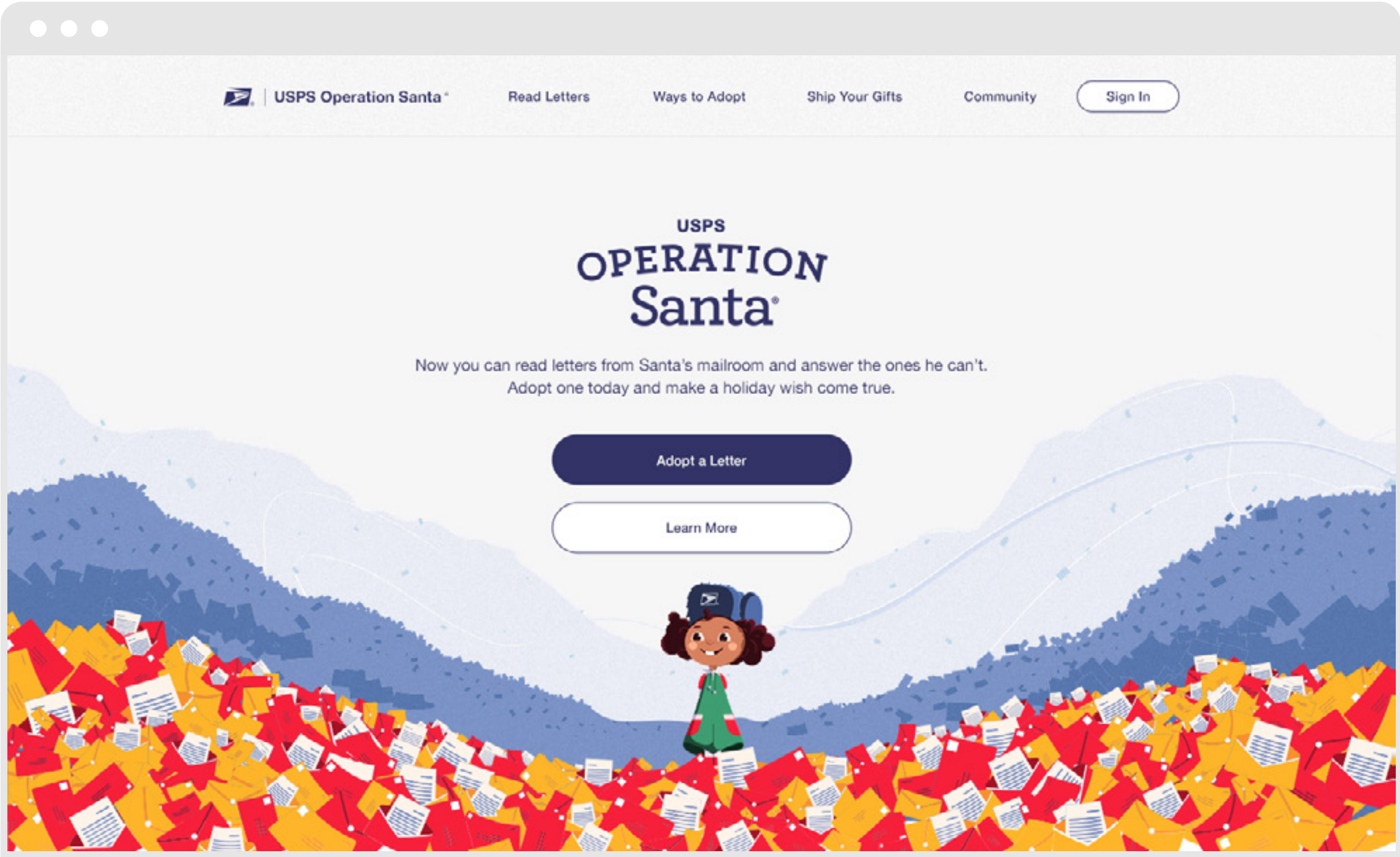
Logo Usage

Horizontal Lockup

This mark is to be used only on digital materials without space for both logos' minimum size, such as digital banners and navigation bars on websites.

Minimum Size

60 px height for digital



Website Navigation Bar

Typography

Typeface

Our primary typefaces are Archer and Helvetica Neue. Throughout our communications—whether external or internal—it’s important they stay consistent.

For any questions on type usage and type usage rights, contact the McCann Worldgroup.

[!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\) Download Assets Here](#)

Archer

The quick brown fox jumps over a lazy dog.

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Book	a b c d e f g h i j k l m n o p q r s t u v w x y z
	0 1 2 3 4 5 6 7 8 9

Helvetica Neue

The quick brown fox jumps over a lazy dog.

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Medium	a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular	0 1 2 3 4 5 6 7 8 9
<i>Italic</i>	

Typography

Web Safe Typeface

When Helvetica Neue is not available in digital formats or for reasons such as ADA compliance, we use Arial as a secondary typeface.

Arial

The quick brown fox jumps over a lazy dog.

Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Bold	a b c d e f g h i j k l m n o p q r s t u v w x y z
	0 1 2 3 4 5 6 7 8 9

Typography

Type Hierarchy

Archer is our primary typeface for writing headlines in print media.

Archer is limited in its usage in our digital media, and is applied only when we’re introducing the program.

This is a sample headline

This is a sample subhead

This is sample body copy. Ellut repelent et pos volorem niet untecer endipsa ntecur? Id evel magnis cus magnatibea cum inis est et elique perum velitis et acit, a cum qui occum dolum nis volupie nihilit volupta illa quamet optatur.

This is a sample headline

This is sample body copy. Ellut repelent et pos volorem niet untecer endipsa ntecur? Id evel magnis cus magnatibea cum inis est et elique perum velitis et acit, a cum qui occum dolum nis volupie nihilit volupta illa quamet optatur.

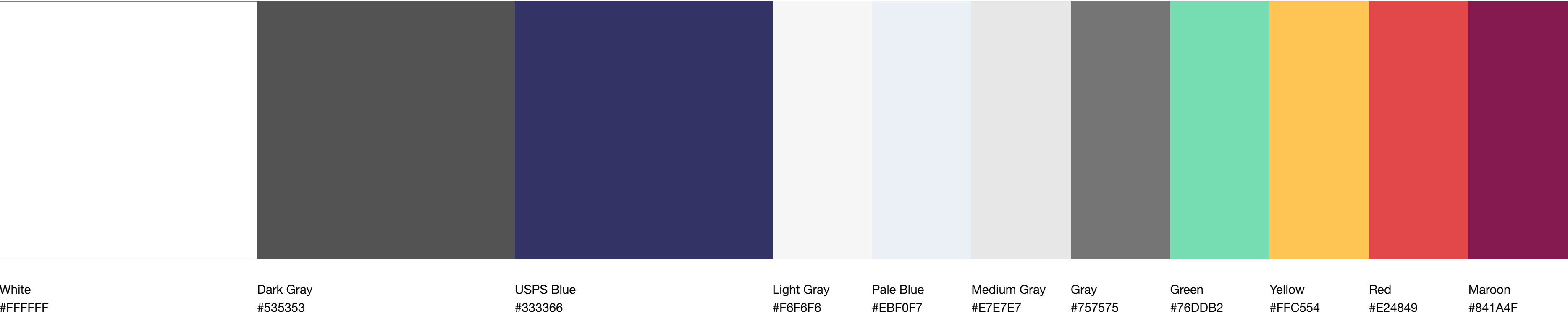
Sample Text Link

Brand Colors

Color Palette

White, dark gray, and USPS blue are our primary colors.
The most prominent is USPS blue.

Secondary colors are used to complement the primary and as accents and tones.



Illustration

Visual Identity

We have only two characters: Santa and Holly.

These illustrations and other graphic elements you'll see in the corresponding pages were created specifically for the program by Colin Hesterly.



Illustration

Santa

As the face of the program, Santa will appear to introduce the program, for general information, and at program conclusion.

↓ [Download Assets Here](#)



Illustration

Holly

Holly’s role is to help steer our audiences throughout the program. She appears whenever guidance is needed. For example—letter adoption steps, account setup, participation information, etc.

↓ **Download Assets Here**

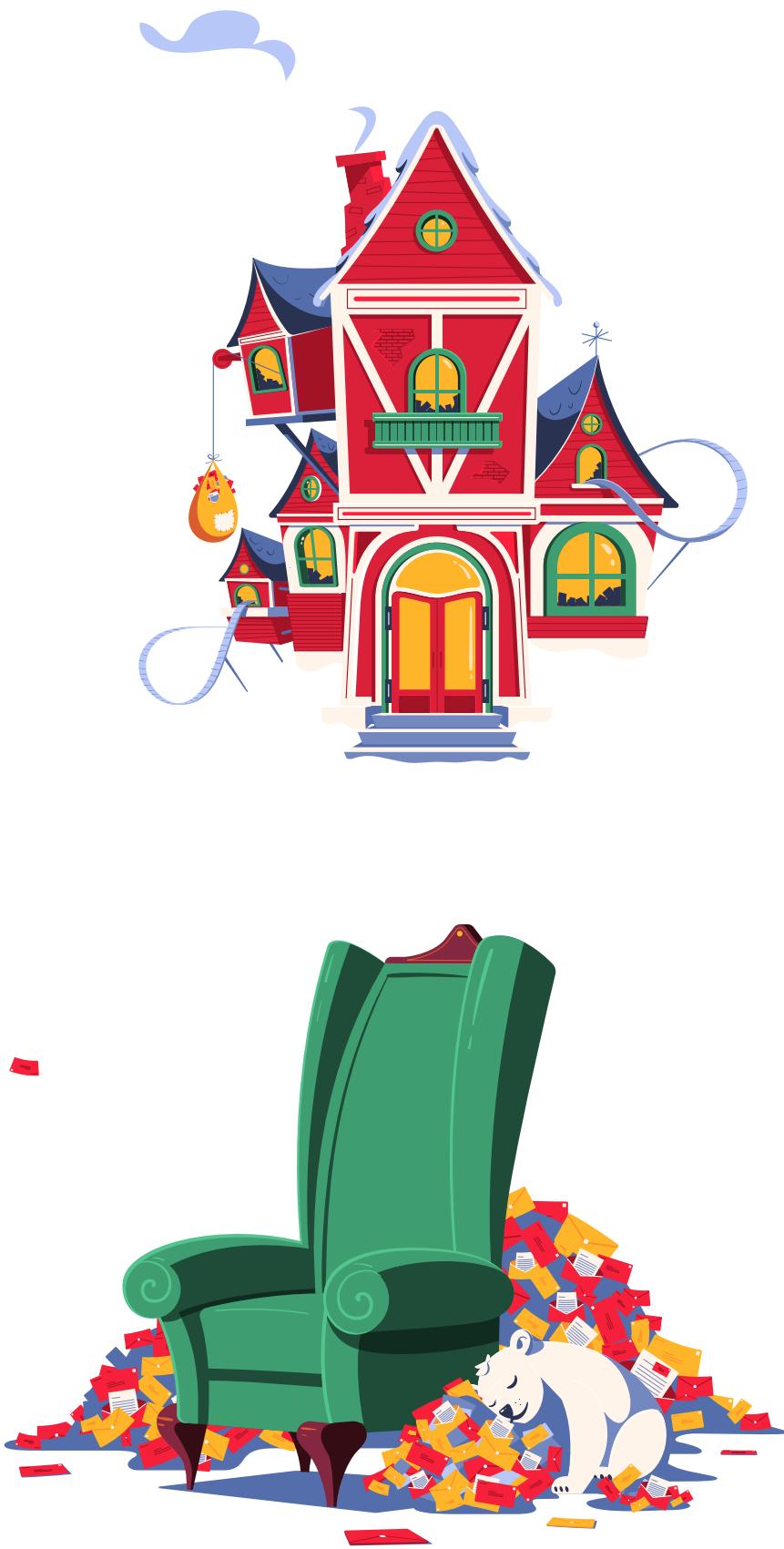
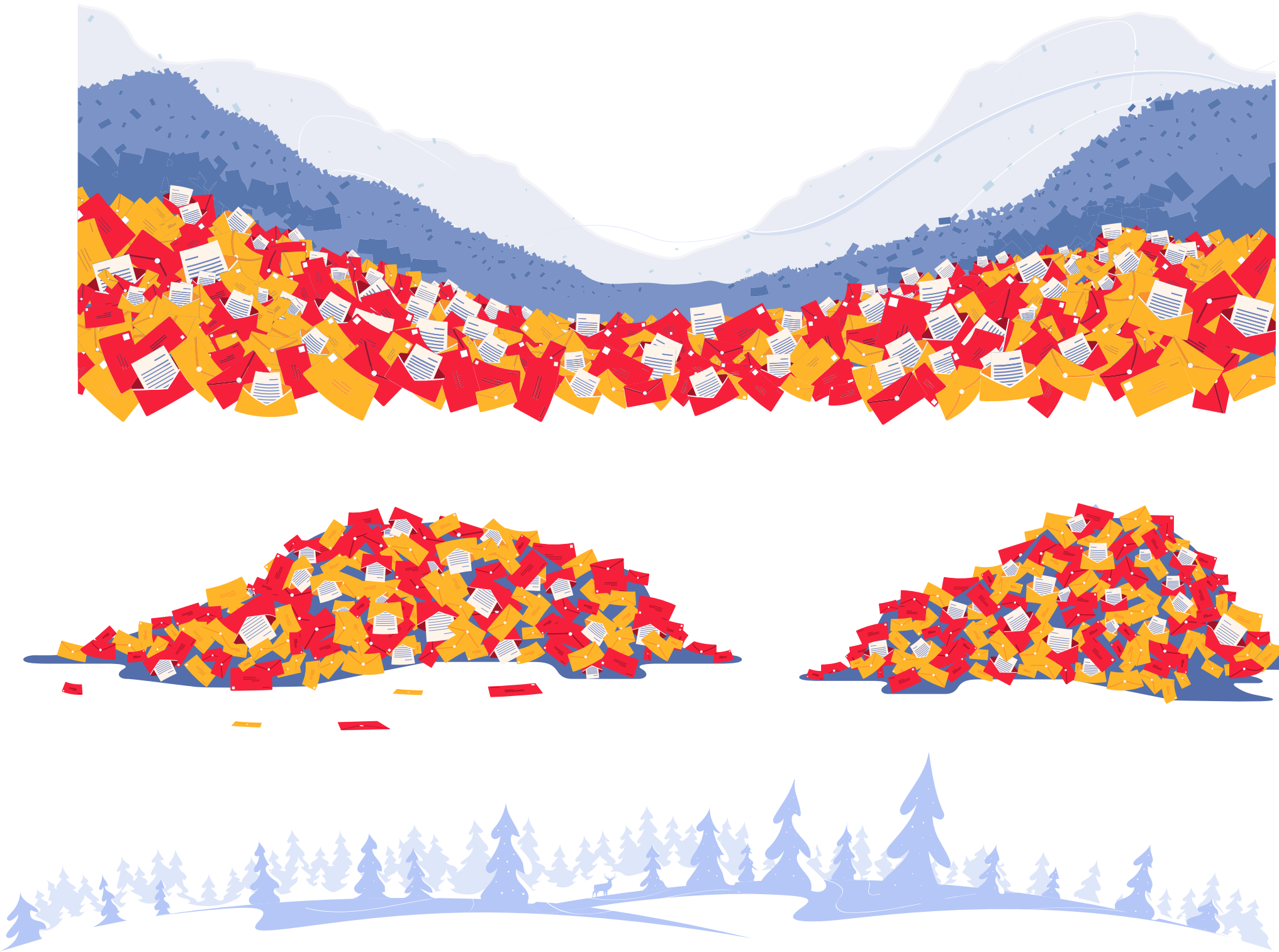


Illustration

Miscellaneous

In order to add more richness and depth to our existing art, additional illustrations were created. These illustrations are to be used as accents and backgrounds to tell a bigger story.

[↓ Download Assets Here](#)



Illustration

Improper Illustration Usage

Please note that none of the illustrations can be manipulated, modified, or improvised without prior permission from the artist.

✗ Don't



Do not create new characters or modify our current characters.

✗ Don't



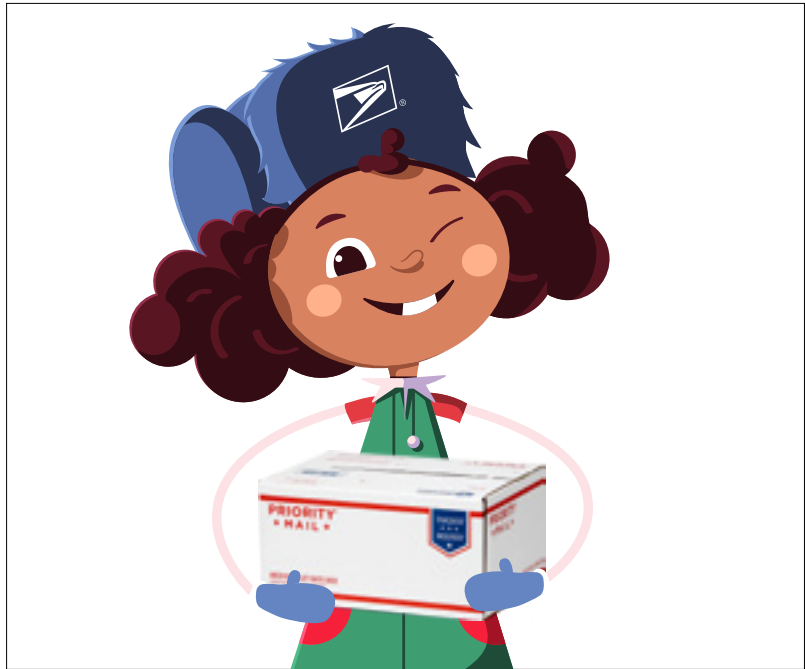
Do not change the proportions between Santa and Holly: Holly is always half the size of Santa.

✗ Don't



Do not incorporate other illustration styles.

✗ Don't



Do not incorporate USPS products such as Priority Mail boxes, stamps, or blue boxes with our characters.

✗ Don't



Do not use illustrations on unregistered merchandise.

✗ Don't



Do not overlap text and illustrations.

Illustration

Improper Illustration Usage

Please note that none of the illustrations can be manipulated, modified, or improvised without prior permission from the artist.

✗ Don't



Do not use backgrounds or colors other than those provided.

✗ Don't



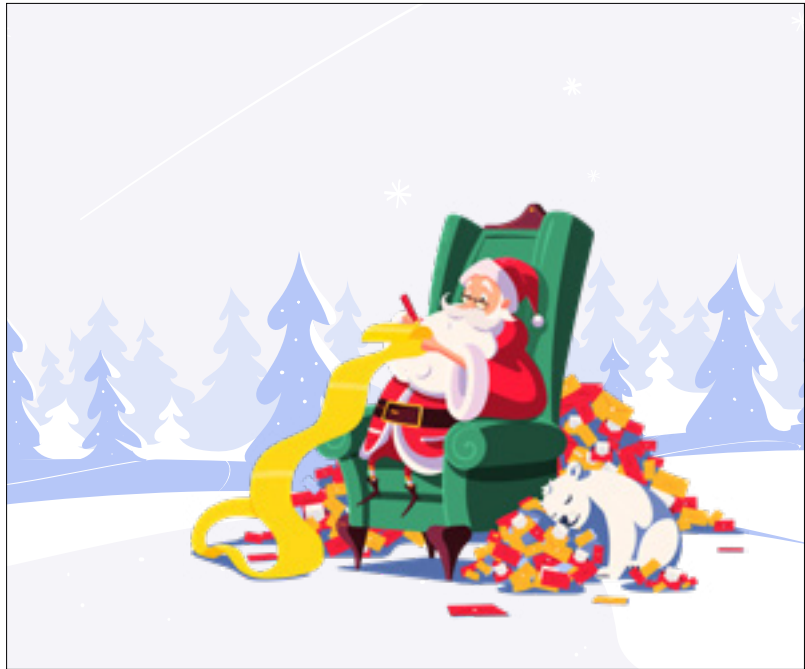
Do not add illustrations to photographs.

✗ Don't



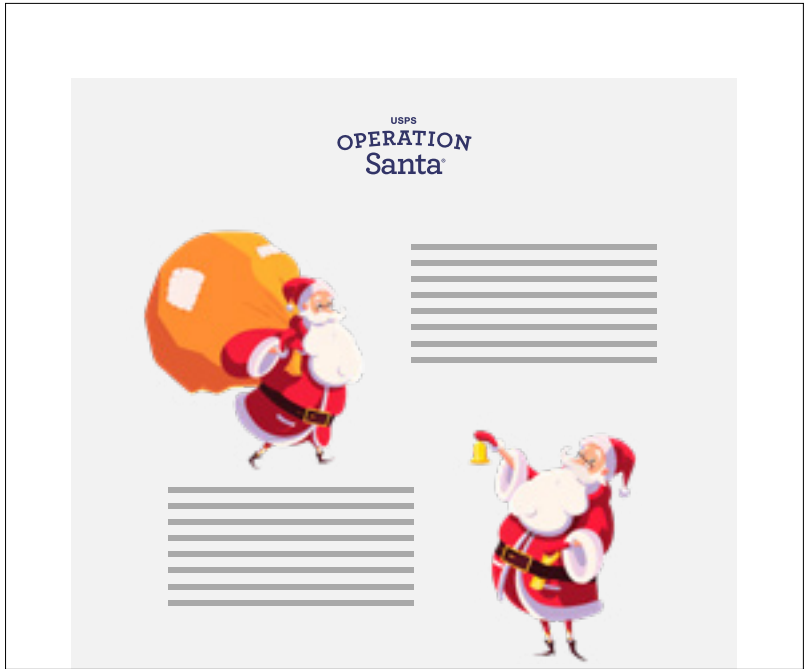
Maintain space between illustrations. Do not overcrowd.

✗ Don't



Do not use outdoor and indoor elements in the same image.

✗ Don't



Do not repeat characters within the same material.

✗ Don't



Do not skew or stretch characters and illustrations.

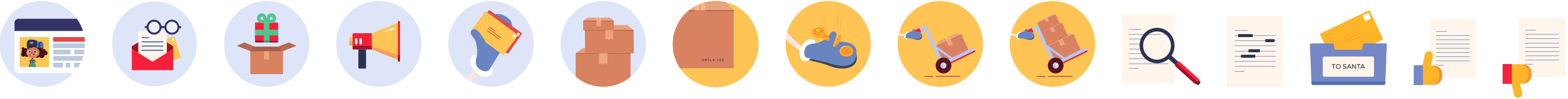
Illustration

Graphic Icons

Graphic Icons are used either as fun avatars or as instructional guides throughout our communication.

↓ **Download Assets Here**

Web Icons



Print Icons



Profile Avatars



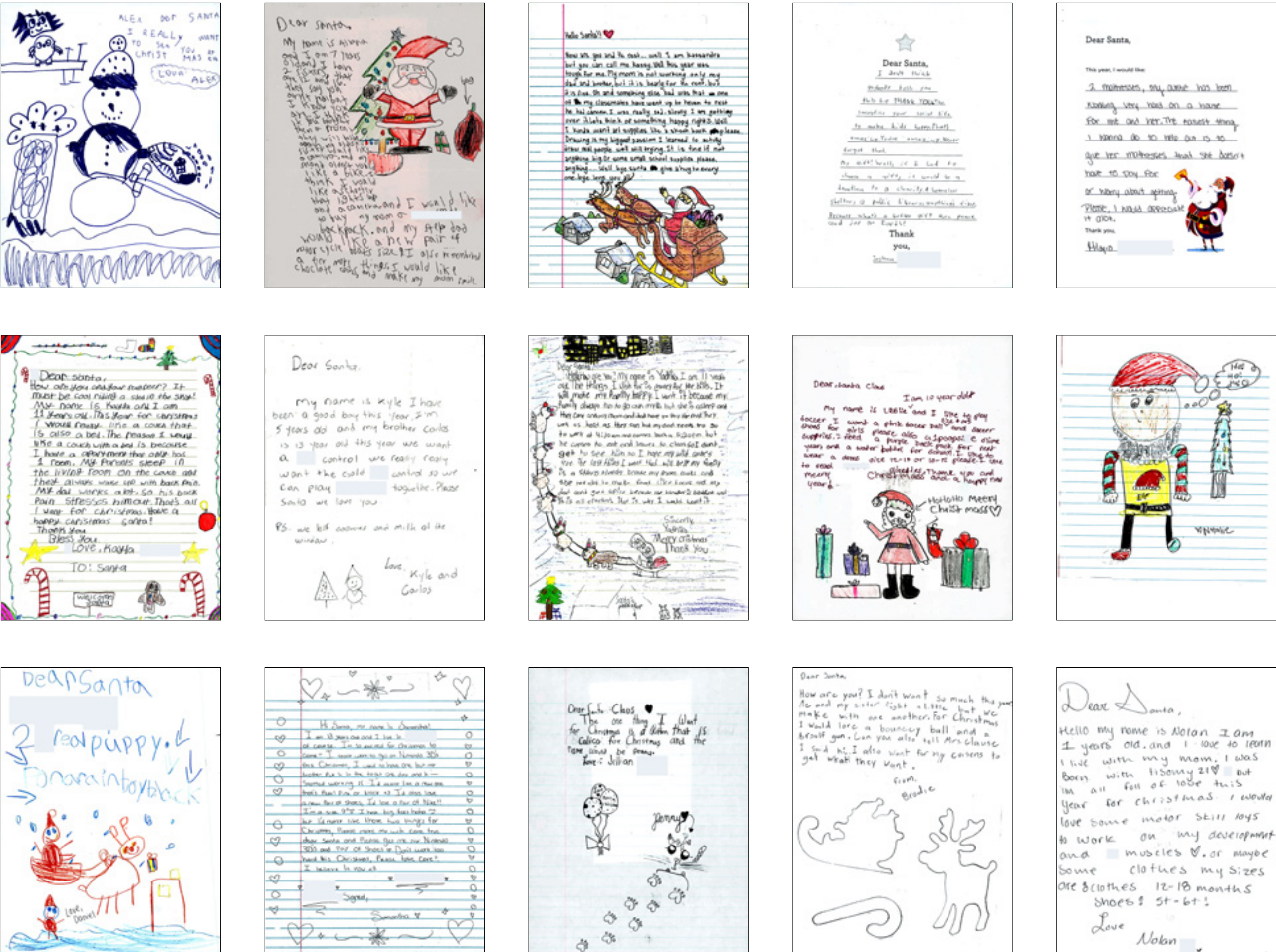
Visual Content

Letter Images

As the central part of the program, letters carry weight! Previously published letter images can be used in promotional marketing and communications. They should not be altered or distorted from their original form.

When displaying letters in any media, pick ones that are legible and scannable, preferably with pictorial elements.

Letters appealing to empathy and with a playful character can draw our audiences’ attention more than anything else.

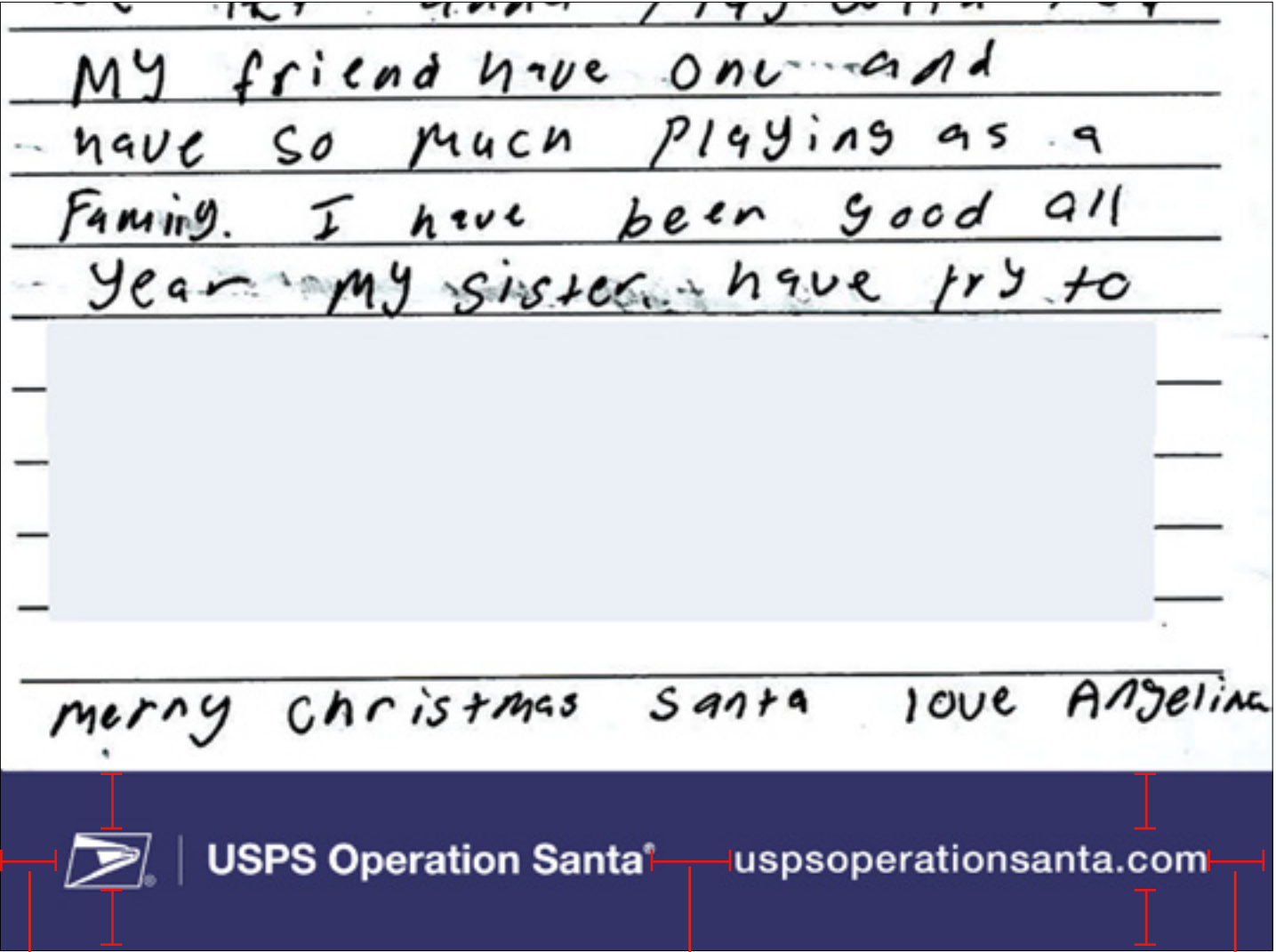
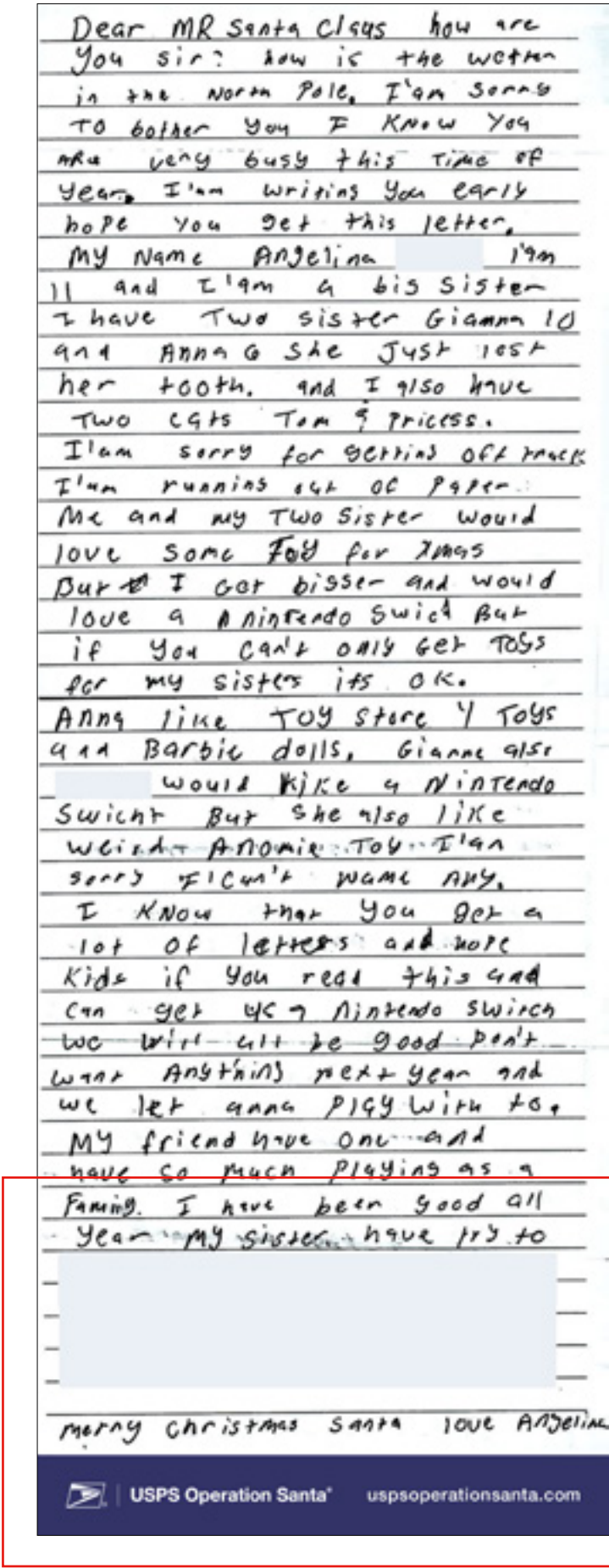


Visual Content

Using Letter Images

When letter images are used outside of the program, use this branded frame to provide the images' context for what the letters are and where they are from.

Download Template Here



Always make sure the space between the edges and the logo is no less than 40 px.

The space between the logo and the URL should be at least 2x the width of the margins.

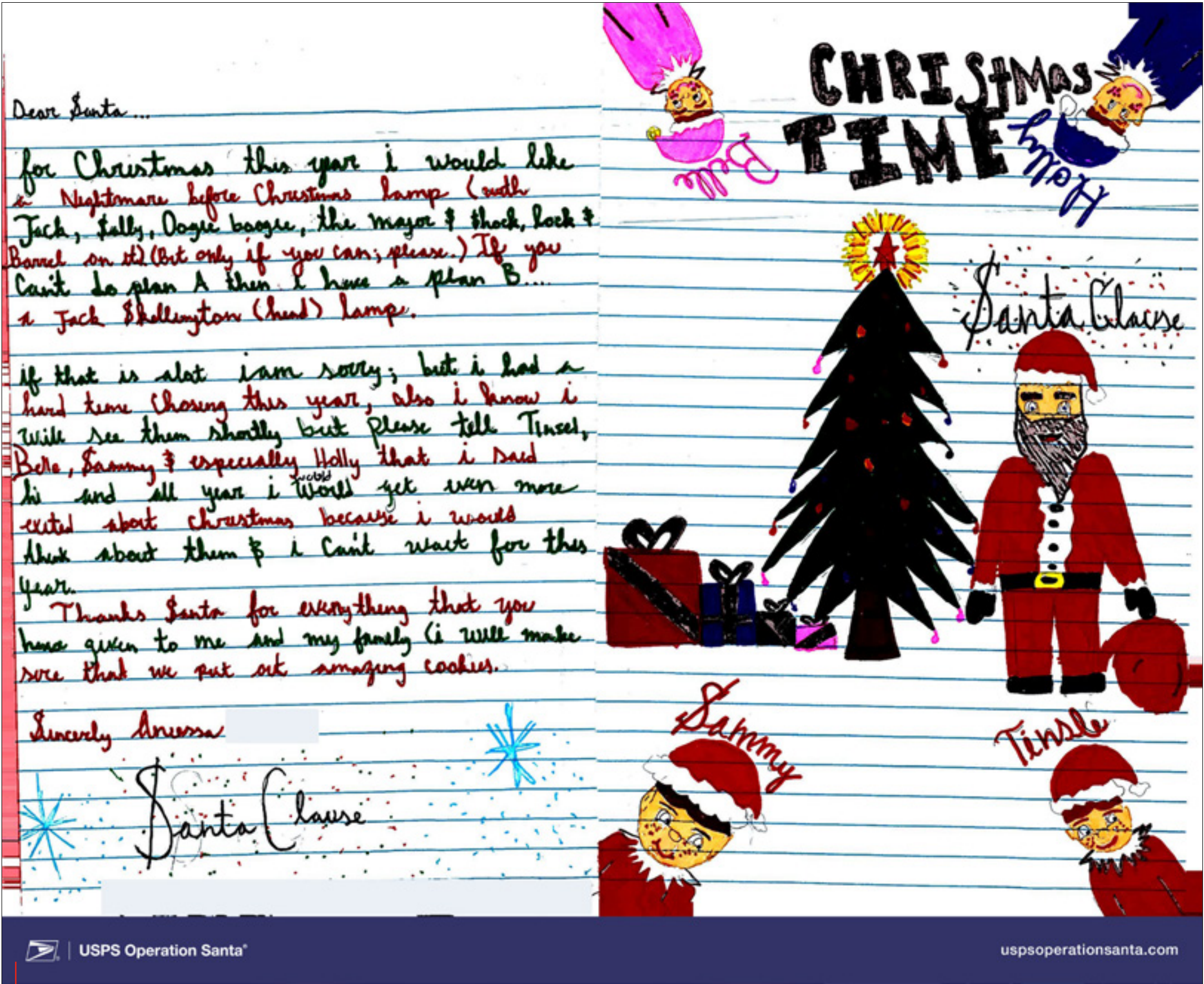
The space between the edges and the URL should be no less than 40 px.

Visual Content

Using Letter Images

When letter images are used outside of the program, use this branded frame to provide the images' context for what the letters are and where they are from.

[Download Template Here](#)



For wider letters, make sure the frame always extends across the width of the letter.

Visual Content

Using Stock Assets

Our photo and video elements must always inspire our audiences and prompt a reaction.



Get the full picture from the picture. Be mindful of not cropping out the facial reactions or hiding the body language.



No Santa hats, holiday-esque props, or “staged” photo shoots.



Keep it personal and natural, not overly produced, edited, or retouched.

Visual Content

User Generated Content (UGC)

The use of UGC imagery is highly recommended, as shared content by adopters and parents can amplify the program.

Make sure you receive appropriate permissions, rights, and releases before using the content.



Refrain from showing brand names on the products! Blur or crop out any non-USPS branding elements.



Showing consumers interacting with the program builds brand loyalty and engagement.



Sharing participation processes such as gift wrapping and letter adoption can increase overall sign-ups by word of mouth.

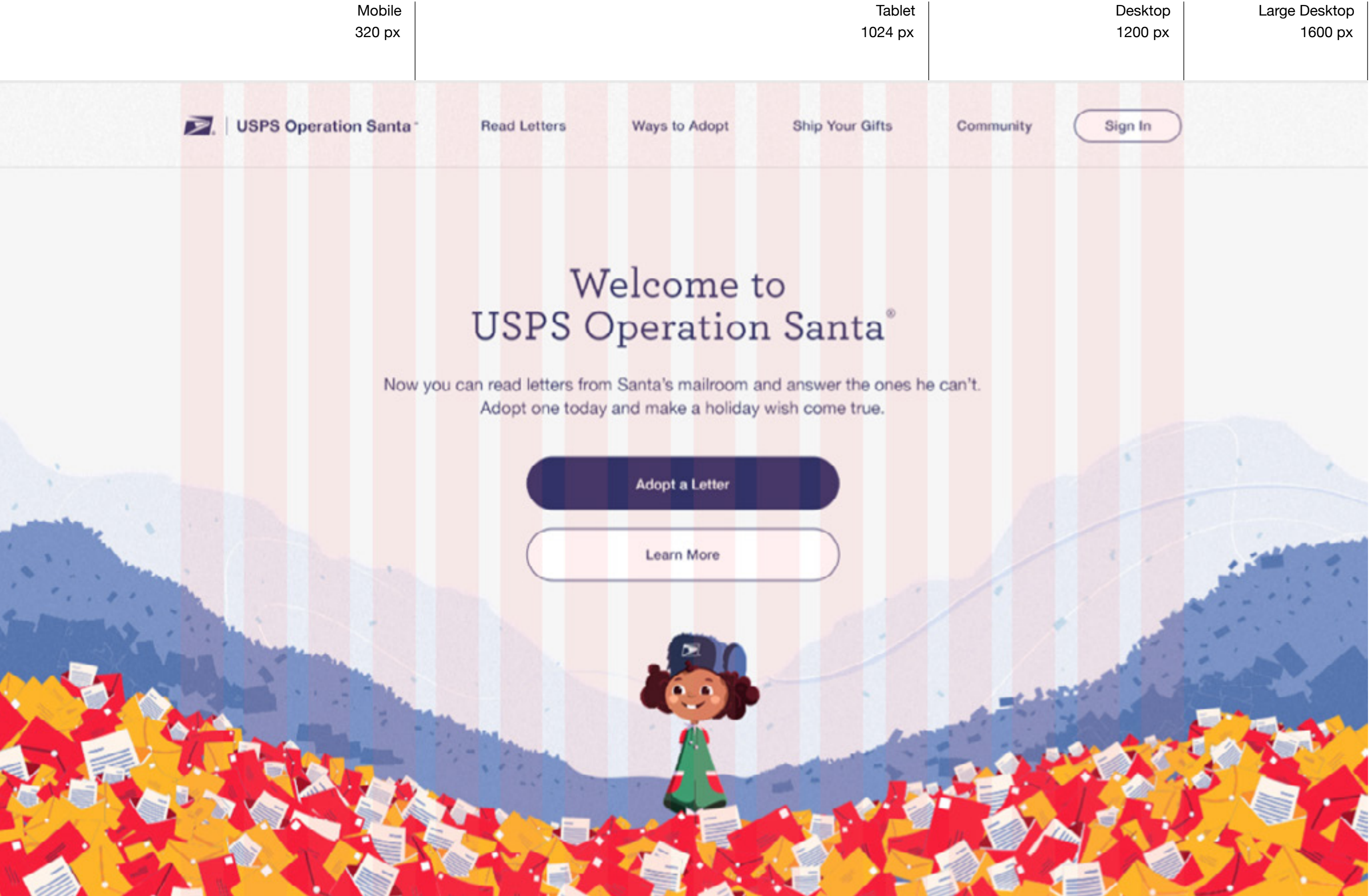
03

Web Design

Foundation

Grid System

The grid system is the foundation for organized design. Establishing a responsive grid provides a consistent experience across multiple devices.



Typography

Digital Type Styles

Type hierarchy is an important technique for communication. Always refer to these predetermined sizes and weights to display our content.

Neither font is web safe.

See [page 22](#) for guidelines on web safe fonts.

Headline 1: Archer is limited in its usage in our digital media. This font is applied only when we’re introducing the program and its history, such as on the Home page and About page on our website.

Text vs Nav: Text link 1 and Text link 2 are used when there’s a link within the body copy or a paragraph, whereas Nav links are used for standalone CTAs and actions.

Heading Level 1

Archer Medium 40 px Tracking 0

Heading Level 1

Helvetica Neue Medium 40 px / 40 px Tracking 20

Heading Level 2

Helvetica Neue Bold 25 px / 32 px Tracking 10

Headling Level 3

Helvetica Neue Medium 18 px / 22 px Tracking 10

Headling Level 4

Helvetica Neue Medium 16 px / 22 px Tracking 10

Heading level 5 / Label

Helvetica Neue Medium 13 px Tracking 20

Graphic Text

Helvetica Neue Light 65 px / 65 px Tracking 0

Body Copy 1 **Body Copy 1**

Helvetica Neue Regular / Bold 16 px / 22 px Tracking 10

Body Copy 2 **Body Copy 2**

Helvetica Neue Regular / Bold 13 px / 18 px Tracking 10

Helper Text

Helvetica Neue Regular 12 px / 16 px Tracking 10

Text Link 1

Helvetica Neue Regular 16 px / 22 px Tracking 10

Text Link 2

Helvetica Neue Regular 13 px / 18 px Tracking 10

CTA / Nav Links

Helvetica Neue Medium 13 px / 18 px Tracking 20

Legal Text.

Helvetica Neue Regular 10 px / 14 px Tracking 10

UI Elements

Primary Buttons

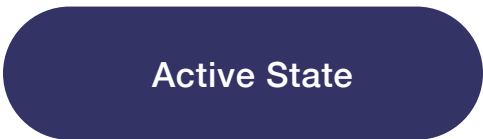
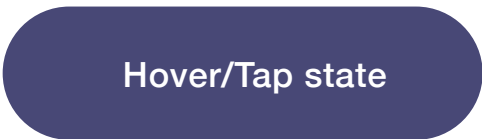
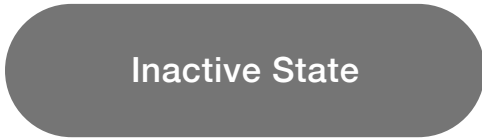

The button styles were thoughtfully designed for both purposes: to maintain consistency with the overall branding of USPS and to keep the characteristics of Operation Santa unique.

	<div>Active State</div>	<div>Hover/Tap State</div>
Width 295 px Height 50 px	Background Color – #333366 Type Style – CTA Text Color – #FFFFFF	Background Color – #484876 Type Style – CTA Text Color – #FFFFFF
	<div>Inactive State</div>	<div>Anchor/Link Copied</div>
Width 295 px Height 50 px	Background Color – #757575 Type Style – CTA Text Color – #FFFFFF	Background Color – #FFFFFF Line Weight – 1 px Line Color – #333366 Type Style – CTA Text Color – #333366

UI Elements

Secondary Buttons

Secondary buttons are used in places with space constraints and narrow margins, such as modals and user profiles.

		
Width 180 px Height 50 px	Background Color – #333366 Type Style – CTA Text Color – #FFFFFF	Background Color – #484876 Type Style – CTA Text Color – #FFFFFF
		
Width 180 px Height 50 px	Background Color – #757575 Type Style – CTA Text Color – #FFFFFF	Background Color – #FFFFFF Line Weight – 1 px Line Color – #333366 Type Style – CTA Text Color – #333366

UI Elements

Buttons on
Background Colors

If and when there is a background color, please use this button style to ensure contrast.



Width 180 px
Height 50 px

Background Color – #FFFFFF
Type Style – CTA
Text Color – #333366

Background Color – #F6F6F6
Type Style – CTA
Text Color – #FFFFFF



Width 180 px
Height 50 px

Background Color – #FFFFFF
Type Style – CTA
Text Color – #333366

Background Color – #F6F6F6
Type Style – CTA
Text Color – #333366

UI Elements

Form Fields

The best UI is often the one that is most obvious and accessible.

Default Form Field

55 px

Form Field Title

Helper text should go here.

Focus

Form Field Title

Complete

Form Field Title

Text Goes Here

Password

Password

Error

Form Field Title

Error text should go here and replace helper text.

- Background Color – #FFFFFF
- Line Weight – 1 px
- Line Color – #E7E7E7
- Indicator Color – #757575
- Title Type Style – Body Copy 1
- Title Text Type Color – #757575
- Helper Type Style – Helper Text
- Helper Text Type Color – #535353

- Background Color – #FFFFFF
- Line Weight – 1 px
- Line Color – #E7E7E7
- Indicator Color – #333366
- Title Type Style – Body Copy 1
- Title Text Font Color – #333366

- Background Color – #FFFFFF
- Line Weight – 1 px
- Line Color – #E7E7E7
- Indicator Color – #757575
- Title Type Style – Helper Text
- Title Text Type Color – #757575
- Input Text Font – Body Copy 1
- Input Text Type Color – #535353

- Background Color – #FFFFFF
- Line Weight – 1 px
- Line Color – #E7E7E7
- Indicator Color – #E24849
- Title Type Style – Body Copy 1
- Title Text Type Color – #E24849
- Error Text Style – Helper Text
- Error Text Color – #E24849

UI Elements

Dropdown

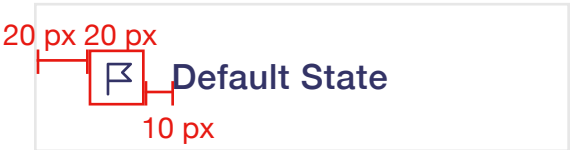
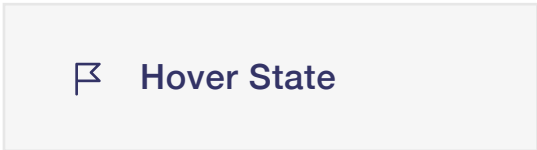
The best UI is often the one that is most obvious and accessible.

Dropdown Default		Dropdown Selected	
<div>Select One</div>		<div>Selection</div>	
Long			
Height	55 px		
	Background Color – #FFFFFF		Background Color – #FFFFFF
	Line Weight – 1 px		Line Weight – 1 px
	Line Color – #E7E7E7		Line Color – #E7E7E7
	Indicator Color – #757575		Indicator Color – #333366
	Title Type Style – Body Copy 1		Title Type Style – Body Copy 1
	Type Color – #757575		Type Color – #535353
Dropdown Default		Dropdown Selected	
<div>Select One</div>		<div>Selection</div>	
Short			
Height	55 px		
	Background Color – #FFFFFF		Background Color – #FFFFFF
	Line Weight – 1 px		Line Weight – 1 px
	Line Color – #E7E7E7		Line Color – #E7E7E7
	Indicator Color – #757575		Indicator Color – #333366
	Title Type Style – Body Copy 1		Title Type Style – Body Copy 1
	Type Color – #757575		Type Color – #535353

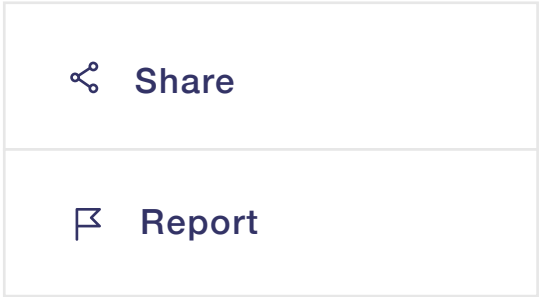
UI Elements

View More Menu

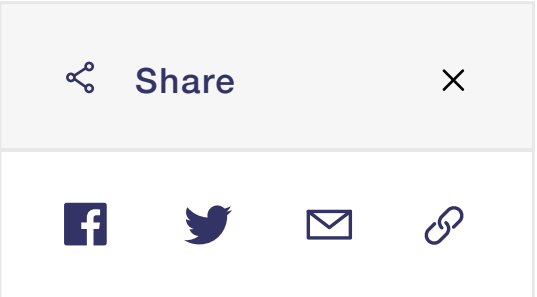
The best UI is often the one that is most obvious and accessible.

		
Width	200 px	Background Color – #000000
Height	55 px	Line Weight – 1 px
		Line Color – #E7E7E7
		Text Color – #333366
		Type Style – Heading Level 5
		Icon Size – 20 px
		Icon Color – #333366
		Background Color – #F6F6F6
		Line Weight – 1 px
		Line Color – #E7E7E7
		Text Color – #333366
		Type Style – Heading Level 5
		Icon Size – 20 px
		Icon Color – #333366

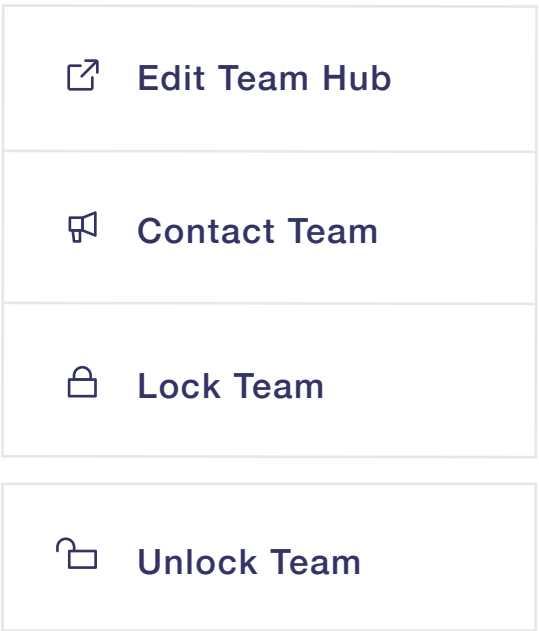
Letter View



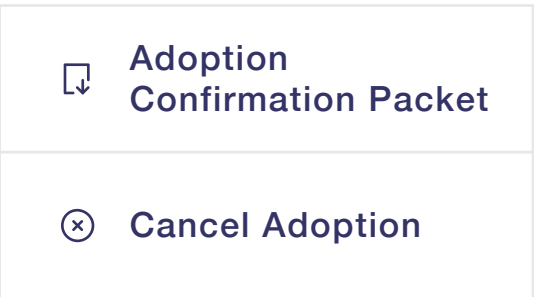
Letter View (Share Selected)



Team Detail Page



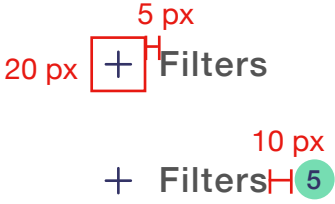








Letter Detail Page (Mobile)



UI Elements

Interactions

The best UI is often the one that is most obvious and accessible.

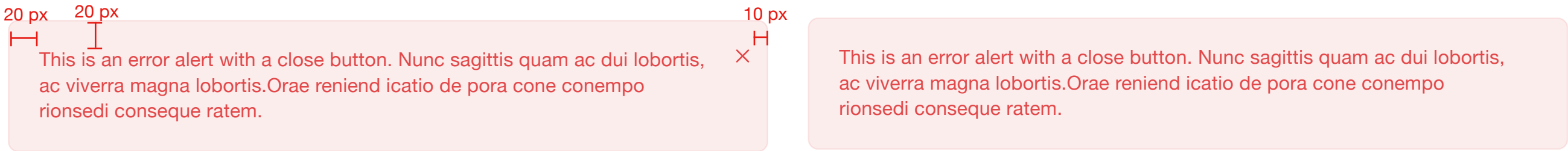
Filters	Filters	Checkbox / Checkbox Selected	Radio / Radio Selected
			
			
			
Type Style – Heading Level 5 Text Color – #535353 Icon Size – 20 px Icon Color – #333366	Selected State Background Color – #76DDB2 Type Style – Heading Level 4 Text Color – #333366 Icon Size – 20 px Icon Color – #333366	Selected State Background Color – #76DDB2 Circle Size – 20 px Icon Size – 20 px Icon Color – #333366	Selected State Color – #76DDB2 Outer Circle Size – 21 px Outer Circle Line Weight – 2 px Inner Circle Size – 11 px
	Not Selected Background Color – #E7E7E7 Type Style – Heading Level 4 Text Color – #535353 Icon Size – 20 px Icon Color – #333366	Not Selected Background Color – #E7E7E7 Circle Size – 20 px Icon Size – 20 px Icon Color – #FFFFFF	Not Selected Color – #E7E7E7 Circle Size – 21 px Circle Line Weight – 2 px

UI Elements

Alerts and Indicators

The best UI is often the one that is most obvious and accessible.

Alerts



- Background Color – #E24849
- Line Weight – 1 px
- Line Color – #E24849
- Type Style – Helper Text
- Text Color – #E24849
- Icon Size – 20 px
- Icon Color – #E24849

Password Requirements



Steps

- 1 Incomplete step
- Complete step

Notification



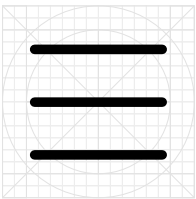
UI Elements

Iconography

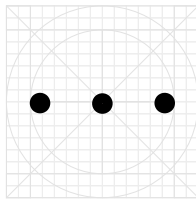
The best icons suggest the action or purpose to the user without needing to read the accompanying text. Because icons are linked to calls to action, they are always the same color as the text, which is often USPS blue: #333366.

Our iconography and its usage should do the same: instantly and effectively communicate the function it is associated with.

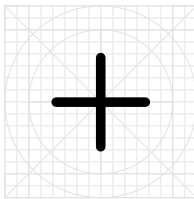
 **Download Assets Here**



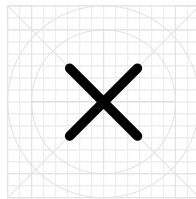
Menu



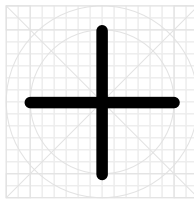
View More



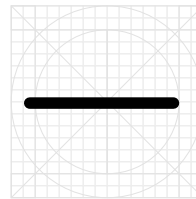
Filter



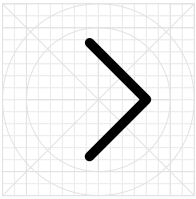
Close



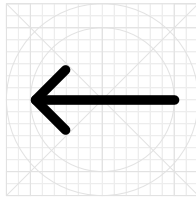
Zoom In



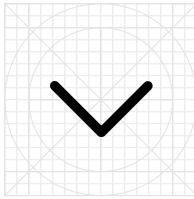
Zoom Out



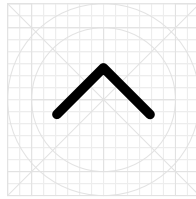
Next Page



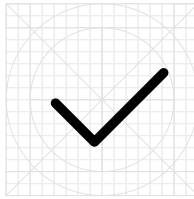
Back



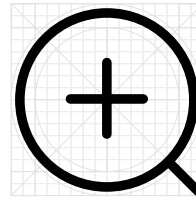
Expand



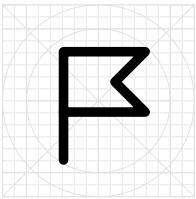
Collapse



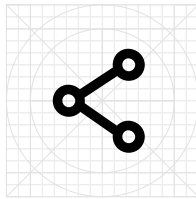
Selected



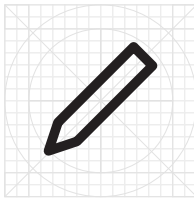
Enlarge



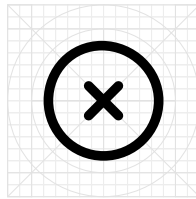
Report



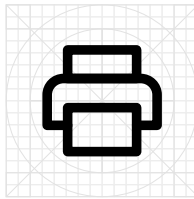
Share



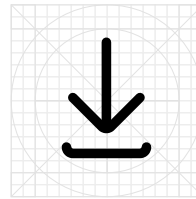
Edit



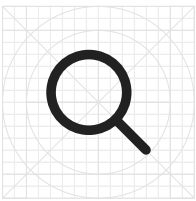
Cancel Adoption



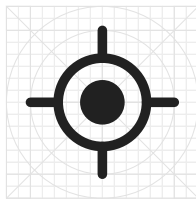
Print



Download PDF



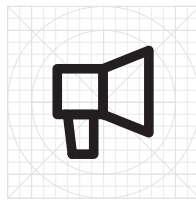
Search



Zip Code Locator



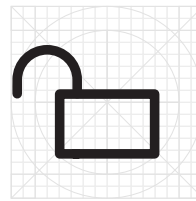
External Link



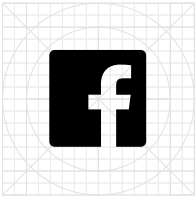
Contact Team



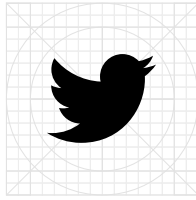
Lock Team



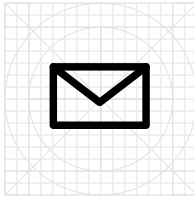
Unlock Team



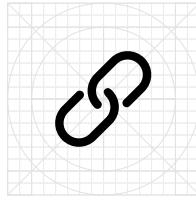
Facebook



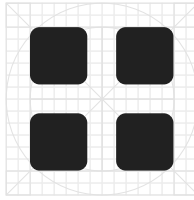
Twitter



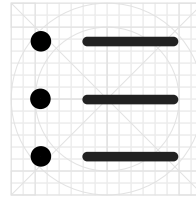
Email



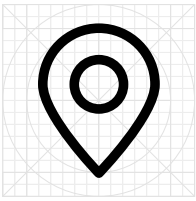
Link



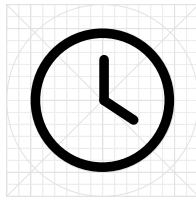
Grid View



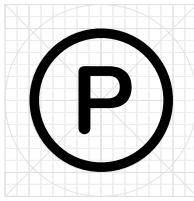
List View



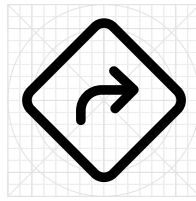
Location



Hour



Street Parking



Get Direction

Graphic Icons

Using Graphics
Inside Circles

The usage of circles is purely a design choice.

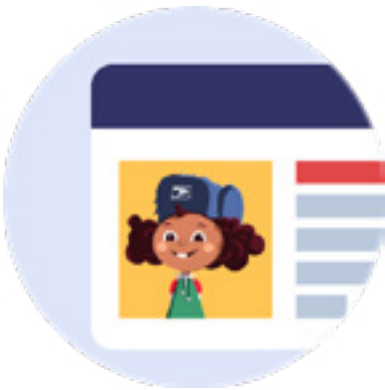
However, if you end up using icons inside circles, make sure the usage stays consistent throughout the messaging. Use them as a series and follow through with consistency.

See [page 91](#) for examples.

Background color should be either pale blue or yellow.



Make sure there is enough room to breathe around the graphic.



Graphic Icons

Using Graphics Outside Circles

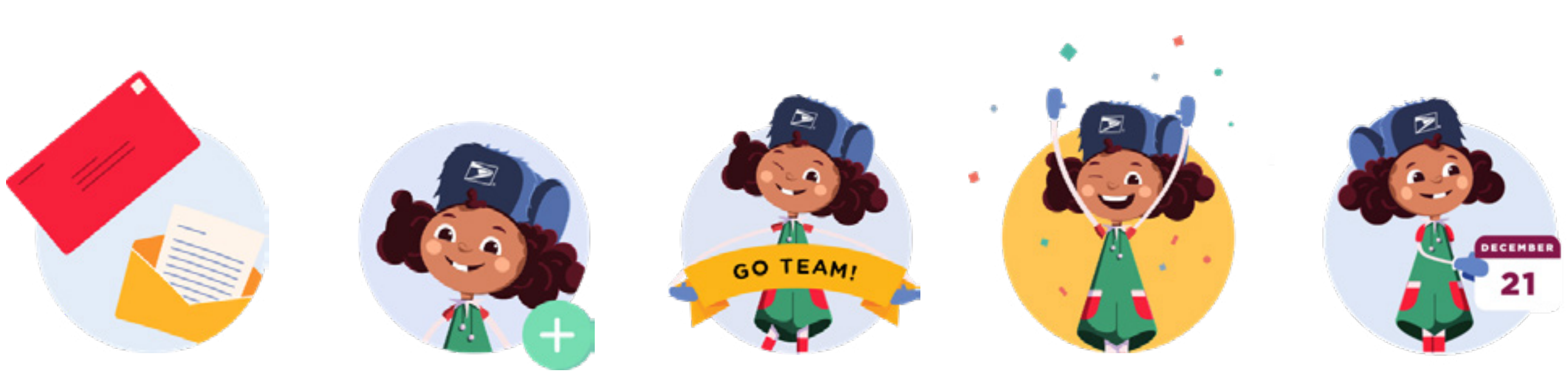
As stated previously, using circles is a design choice. When using graphic icons outside the circles, make sure the usage stays consistent throughout the messaging.

As the outside circles are animated, show one visual at a time so it's not distracting to the user.

See [page 93](#) for examples.

Graphic should not extend too far outside the circle.

Background color should be either pale blue or yellow.



04

Copy

Voice and Tone

Our tone changes depending on context, while our voice remains constant. We wear a warm, inviting, and cheerful attitude throughout our communications.

Sweet.

Not saccharine.

Authentic.

Not dramatic.

Generous.

Not charitable.

Audiences

Our communication is nuanced by whom we’re talking to. Adjust the messaging based on three segments—Adopters, USPS Employees, and Community Champions.

● Adopters

Generous people looking to do good during the holidays, Adopters are the broadest and most general audience we communicate with.

● USPS Employees

The mediators between Adopters and the families that benefit from the program, USPS Employees are the cornerstone of Operation Santa.

A USPS Employee is both the worker that sits behind a Post Office™ counter, (also referred to as Retail Worker), and the Postmaster who guides them.

● Community Champions

Organizations that promote the program by helping children write letters, and people from nonprofit environments such as community centers, after-school programs, parent-teacher associations, mentorship groups, etc., are all considered Community Champions.

Audiences

ADOPTERS

Inviting Adopters

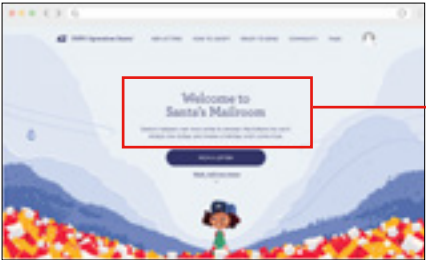
We use an inviting, softer tone on our consumer-facing mediums such as the home page and in retail locations.

Promotional Retail Poster



Addressed to Santa.
Adopted by You.

Adopter Website



Welcome to Santa’s mailroom

Santa’s helpers can now unite to answer the letters he can’t.
Adopt one today and make a holiday wish come true.

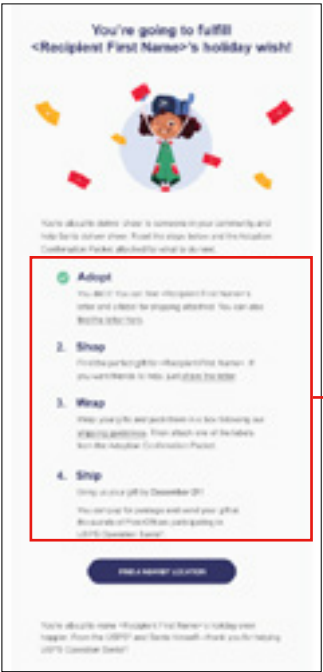
Audiences

ADOPTERS

Instructing Adopters

Signed-up users are then guided in a tone that’s more definitive and direct. We see this kind of messaging on the website and in our email communications.

Confirmation Email



Adopt

You did it! You can find <Recipient’s First Name>’s letter and a label for shipping attached. You can also find the letter here.

Shop

Find the perfect gift for <Recipient’s First Name>. If you want friends to help, just share the letter.

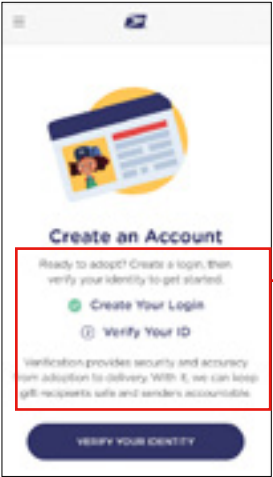
Wrap

Wrap your gifts and pack them in a box, following our shipping guidelines. Then attach one of the labels from the Adoption Confirmation Packet.

Ship

Bring us your gift by December 21! You can pay for postage and send your gift at thousands of Post Offices™ participating in USPS Operation Santa®.

Website Sign Up



Create an Account

Ready to adopt? Create a login, then verify your identity to get started. Verification provides security and accuracy, from adoption to delivery. With it, we can keep gift recipients safe and hold senders accountable.

Audiences

ADOPTERS

Social Media

On social media platforms, stay within our guidelines but keep the messaging relaxed, informative about the program, and most importantly—be relatable.

Instagram Post



uspsoperationsanta
Change someone’s holiday for the better with #USPSOperationSanta

Twitter Post



Ready to help Santa this year?
Visit uspsoperationsanta.com to adopt a letter that speaks to you.
#USPSOperationSanta

Audiences

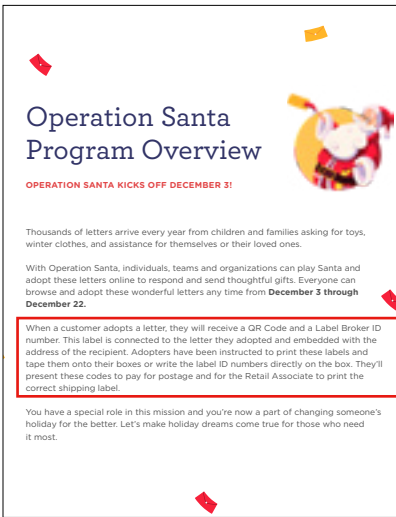
USPS EMPLOYEES

Internal Communications

Postal workers and their Postmasters play a vital role in the program. They should be equipped to grasp the internal workings and communications of USPS Operation Santa®.

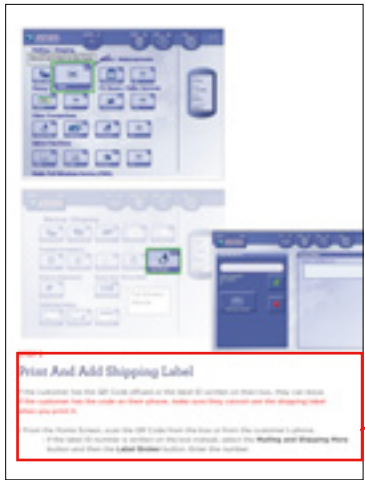
When writing to this audience, always make sure the verbiage is simple, clear, and direct.

Manual Overview



When a customer adopts a letter, they will receive a QR Code and a Broker Label ID number. This label is connected to the letter they adopted and embedded with the address of the recipient. Adopters have been instructed to print these labels and tape them onto their boxes or write the label ID numbers directly on the box. They'll present these codes to pay for postage and for the Retail Associate to print the correct shipping label.

Retail Instruction



Print and Add Shipping Label

If the customer has the QR Code affixed or their label ID written on their box, they can leave. If the customer has the QR Code on their phone, make sure they cannot see the shipping label when you print it.

From the home screen, scan the QR Code from the box or from the customer's phone.

Audiences

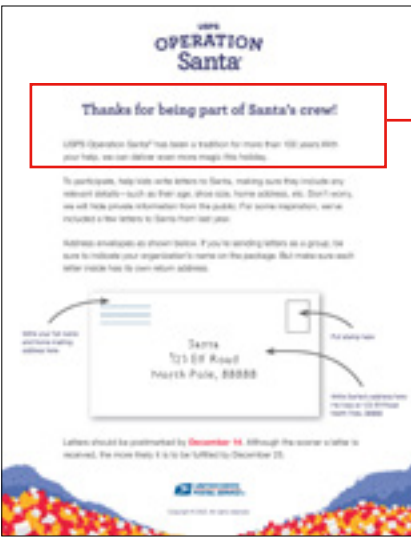
COMMUNITY CHAMPIONS

Letter Writing

Community Champions help spread the word about the program and aid deserving kids in getting their letters to Santa. When talking to them, keep the tone inviting and instructional.

As our Community Champions do quite a bit of heavy lifting, make their job easier with communication that is direct, active, and with a sense of urgency.

Letter Writing Kit



USPS Operation Santa® has been a USPS tradition for over 100 years. With your help, we can deliver even more magic this holiday.

To participate, help kids write letters to Santa, making sure they include any relevant details such as their age, shoe size, home address, etc. For some inspiration, we’ve included a few letters to Santa from last year.

Poster



Help Santa make a kid’s holiday magical.

Rules and Considerations to Write By

1. Santa exists.

As a public-facing program, let’s preserve Santa’s magic and surprise.

2. There’s only one Santa.

So you can’t “be someone’s Santa,” but you can “help Santa deliver cheer.”

3. There’s no Operation Santa without USPS.

The program must always be referred to as USPS Operation Santa®.

4. We call him Santa.

Saint Nicholas, St. Nick, Santa Claus... Santa has many names, but because we call the program USPS Operation Santa, we refer to him simply as “Santa.”

5. The Post Office™ is not a “drop-off location.”

We want to be clear to customers that they need to pay for shipping. Avoid the word “drop-off” and instead use terms like, “Ship gifts” // “Time to ship” // “Bring your gifts in for shipping.”

6. There are no “elves.”

Adopters and Community Champions are people who want to help deliver Santa’s letters and participate in the program, whereas “elves” help Santa at the North Pole.

7. It’s not our place to define “needs.”

Refrain from referring to letters as “from needy kids” or “people in need.” We do our best to fulfill all needs, no matter how big or small.

Print Marketing

ADOPTERS

Retail Frame Poster

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Type Hierarchy
See [page 23](#) for type usage.
- 3. Voice and Tone - Inviting Adopters
See [page 54](#) for usage on writing copy.
- 4. Santa Illustration
See [page 26](#) for usage on illustrations.
- 5. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.
- 6. USPS Logo
See [page 9](#) for usage.

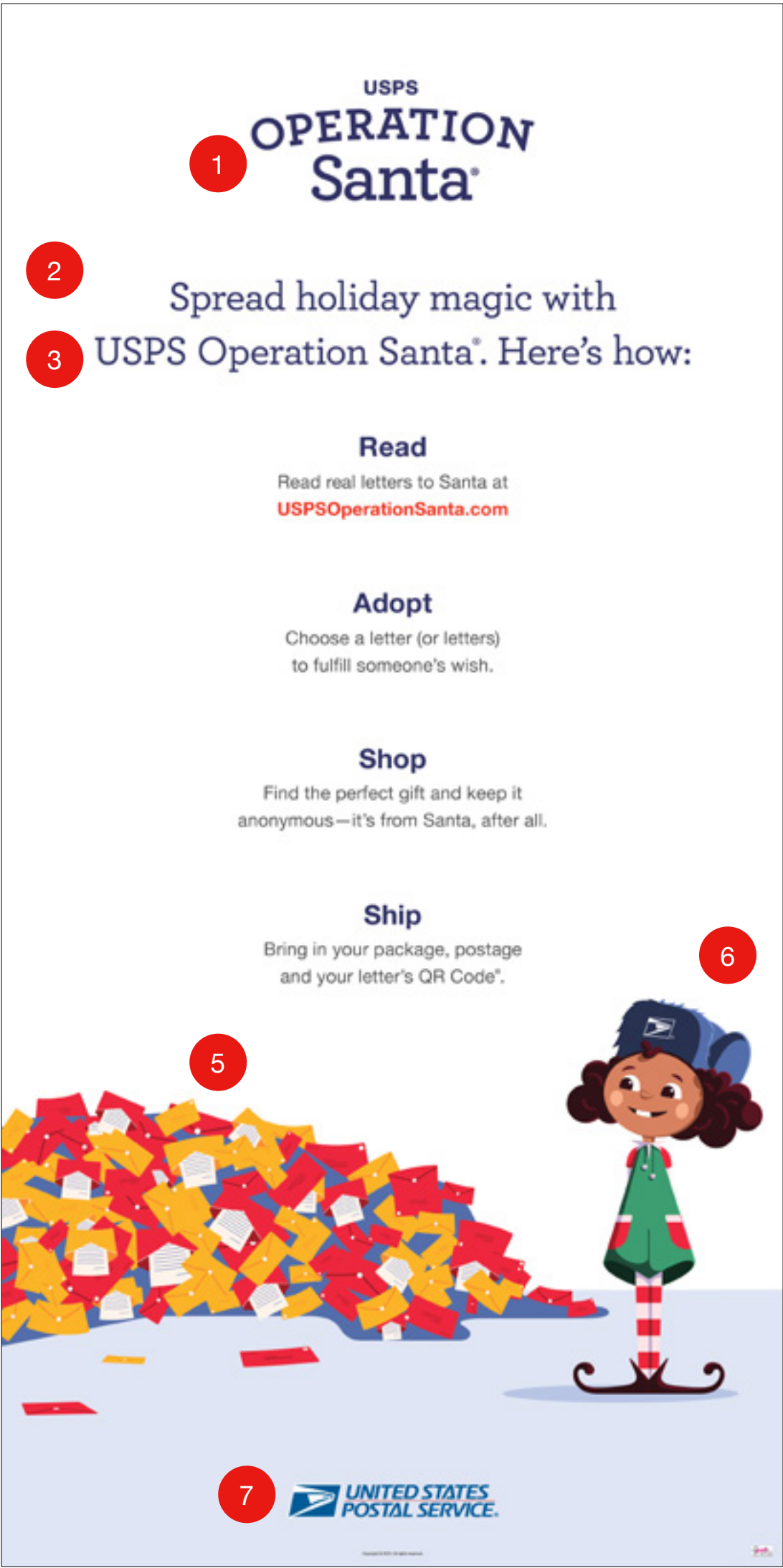
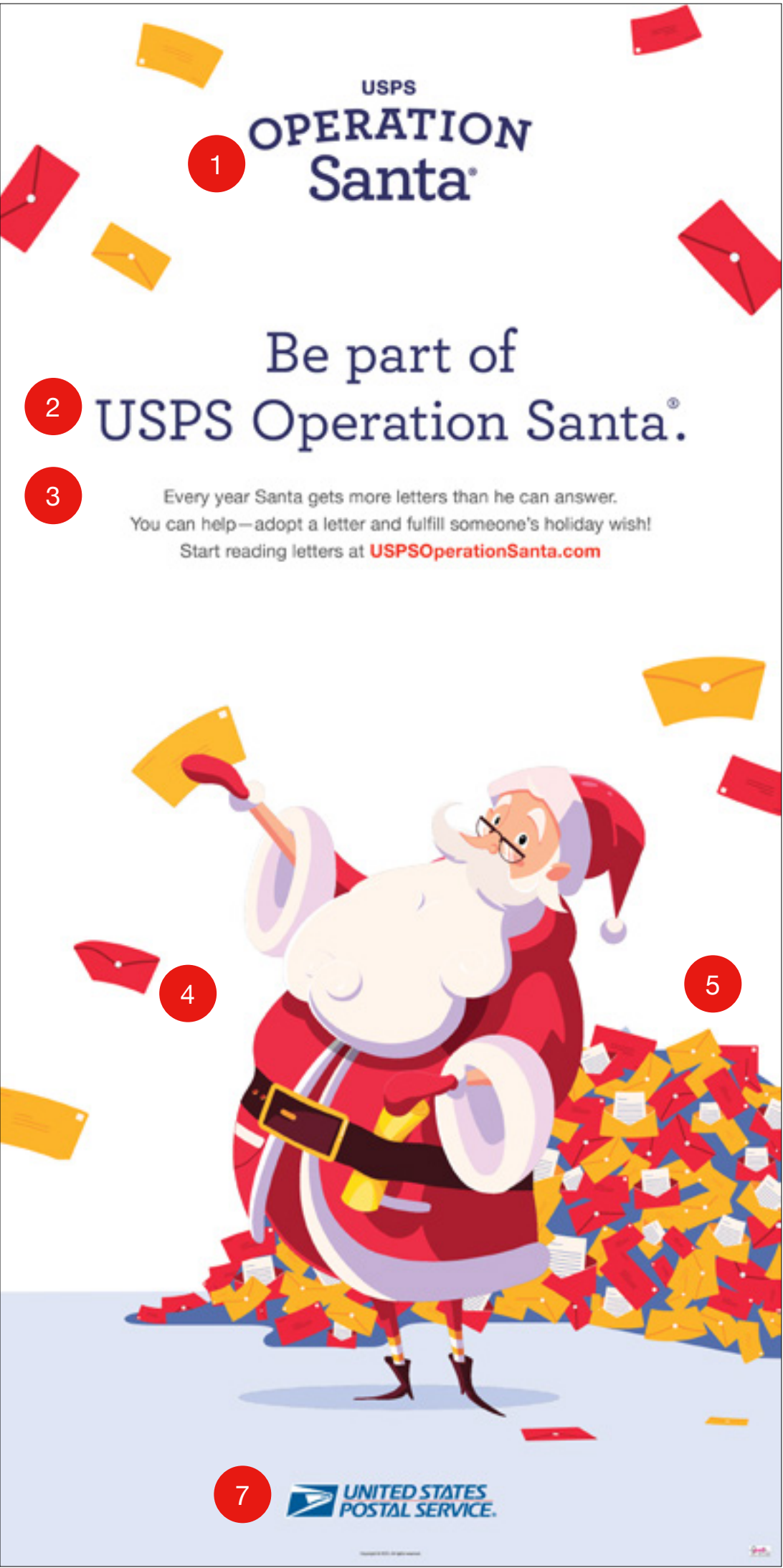


Print Marketing

ADOPTERS

Retail Vinyl Poster

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Type Hierarchy
See [page 23](#) for type usage.
- 3. Voice and Tone - Inviting Adopters
See [page 54](#) for usage on writing copy.
- 4. Santa Illustration
See [page 26](#) for usage on illustrations.
- 5. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.
- 6. Holly Illustration
See [page 27](#) for usage on illustrations.
- 7. USPS Logo
See [page 9](#) for usage.



Print Marketing

ADOPTERS

Retail Standee

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Type Hierarchy
See [page 23](#) for type usage.
- 3. Copy
See [page 51](#) for usage on writing copy.
- 4. Illustrations
See [page 25](#) for illustration usage.
- 5. USPS Logo
See [page 9](#) for usage.



Print Marketing

ADOPTERS

Retail Counter Card

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Illustration Usage Outside Circles
See [page 50](#) for guidelines.
- 3. Type Hierarchy
See [page 23](#) for type usage.
- 4. Voice and Tone - Inviting Adopters
See [page 54](#) for usage on writing copy.
- 5. Graphic Icons
See [page 31](#) for usage.
- 6. USPS Logo
See [page 9](#) for usage.



Print Marketing

ADOPTERS

Flyer

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Type Hierarchy
See [page 23](#) for type usage.
- 3. Graphic Icons
See [page 31](#) for usage.
- 4. Holly Illustration
See [page 27](#) for usage on illustrations.
- 5. Voice and Tone - Instructing Adopters
See [page 55](#) for usage on writing copy.
- 6. USPS Logo
See [page 9](#) for usage.



Print Marketing

ADOPTERS

Lapel Pin and Sticker

- 1. Type Hierarchy
See [page 23](#) for type usage.
- 2. Space Constraints
See [page 13](#) for restrictions.
- 3. USPS Logo
See [page 9](#) for usage.
- 4. Santa Illustration
See [page 26](#) for usage on illustrations.



Lapel Pin



Sticker

Print Marketing

COMMUNITY CHAMPIONS

Promotional Poster

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Type Hierarchy
See [page 23](#) for type usage.
- 3. Voice and Tone - Community Champions
See [page 58](#) for usage on writing copy.
- 4. Santa Illustration
See [page 26](#) for usage on illustrations.
- 5. Holly Illustration
See [page 27](#) for usage on illustrations.
- 6. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.
- 7. USPS Logo
See [page 9](#) for usage.



Print Marketing

COMMUNITY CHAMPIONS

Letter Writing Kit

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Type Hierarchy
See [page 23](#) for type usage.
- 3. Voice and Tone - Community Champions
See [page 58](#) for usage on writing copy.
- 4. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.
- 5. USPS Logo
See [page 9](#) for usage.

1

USPS
OPERATION
Santa®

2

Thanks for being part of Santa’s crew!

2

USPS Operation Santa® has been a tradition for more than 100 years. With your help, we can deliver even more magic this holiday.

3

To participate, help kids write letters to Santa, making sure they include any relevant details—such as their age, shoe size, home address, etc. Don’t worry, we will hide private information from the public. For some inspiration, we’ve included a few letters to Santa from last year.

3

Address envelopes as shown below. If you’re sending letters as a group, be sure to indicate your organization’s name on the package. But make sure each letter inside has its own return address.

Write your full name and home mailing address here

Santa
123 Elf Road
North Pole, 88888

Put stamp here

Write Santa’s address here.
He lives at 123 Elf Road
North Pole, 88888

4

Letters should be postmarked by **December 14**. Although the sooner a letter is received, the more likely it is to be fulfilled by December 25.

5

UNITED STATES
POSTAL SERVICE®

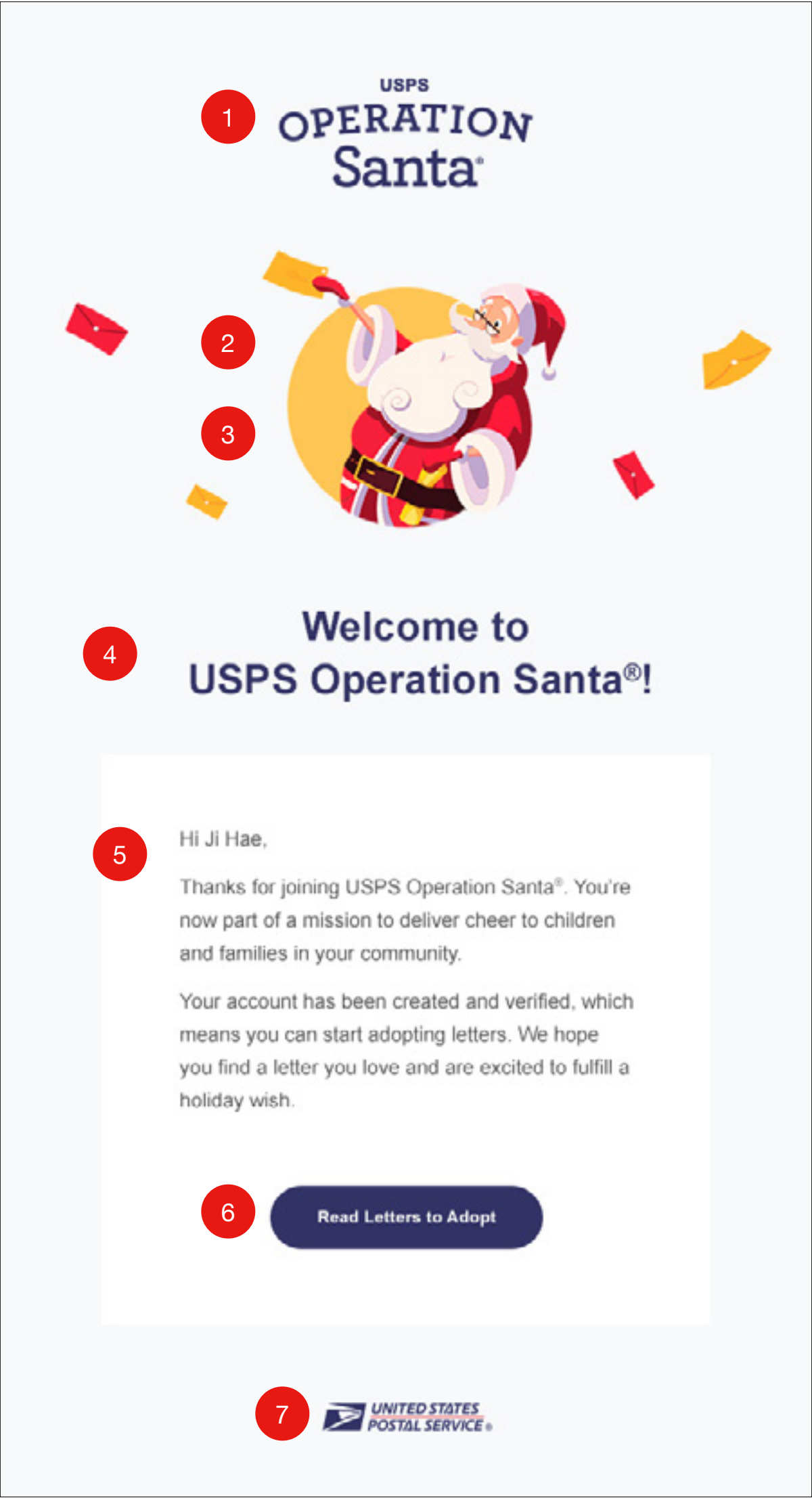
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Digital Marketing

ADOPTERS

Welcome Email

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Santa Illustration
See [page 26](#) for usage on illustrations.
- 3. Illustration Usage Outside Circle
See [page 50](#) for examples.
- 4. Type Hierarchy
See [page 23](#) for type usage.
- 5. Web Safe Typeface
See [page 22](#) for usage.
- 6. UI Elements Primary Buttons
See [page 40](#) for usage.
- 7. USPS Logo
See [page 9](#) for usage.

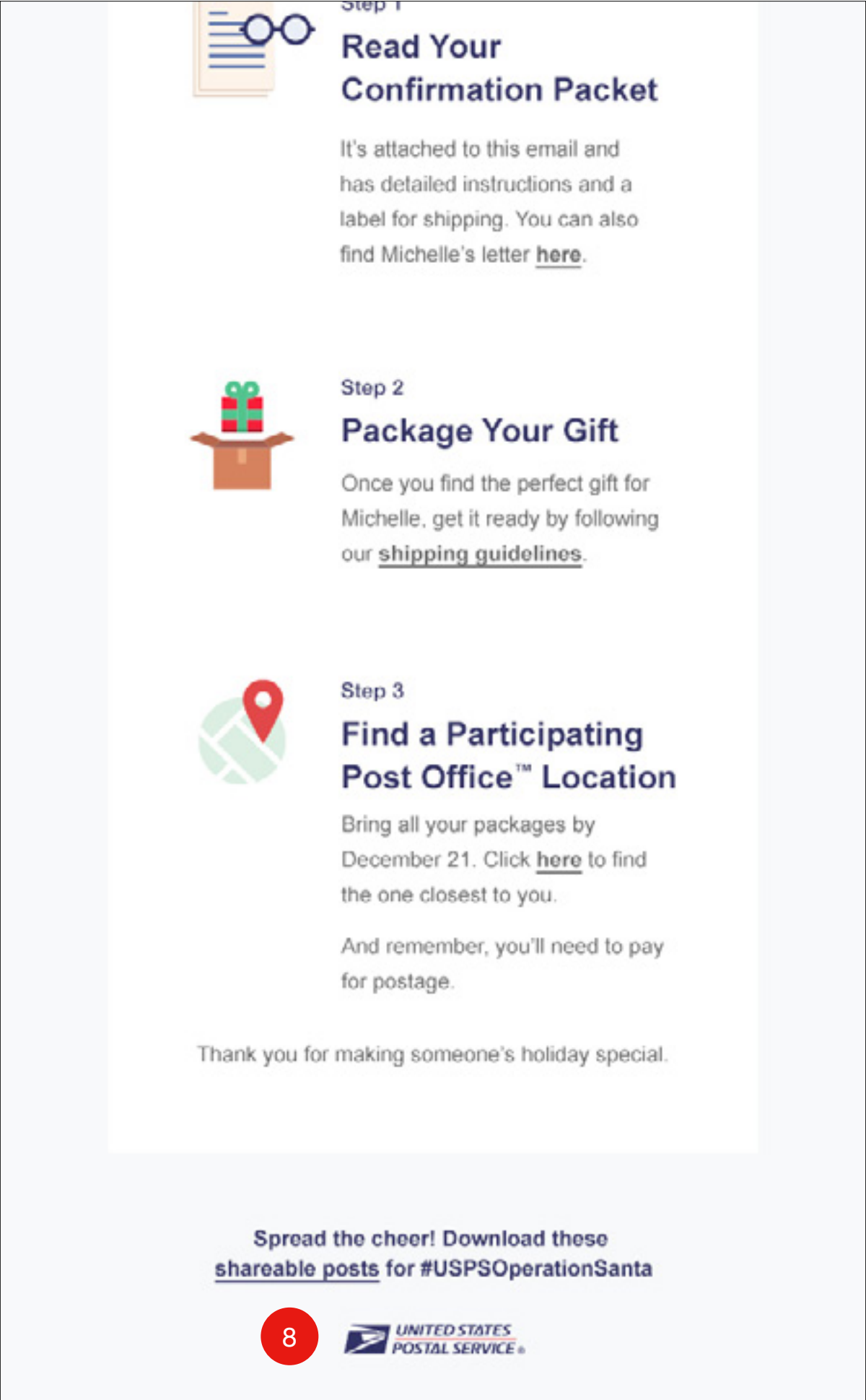
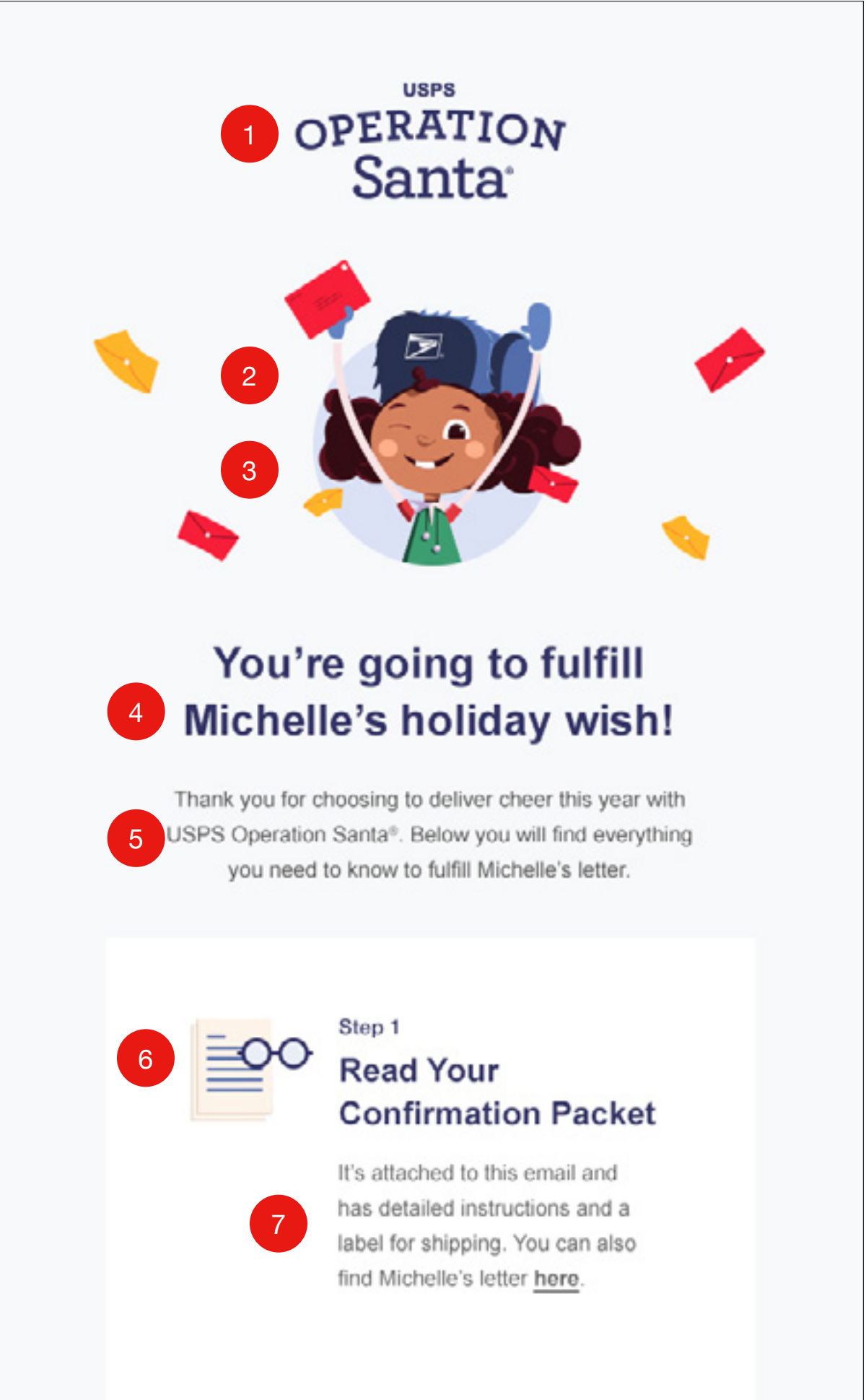


Digital Marketing

ADOPTERS

Confirmation Email

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Holly Illustration
See [page 27](#) for usage on illustrations.
- 3. Illustration Usage Outside Circle
See [page 50](#) for examples.
- 4. Type Hierarchy
See [page 23](#) for type usage.
- 5. Web Safe Typeface
See [page 22](#) for usage.
- 6. Graphic Icons
See [page 31](#) for usage.
- 7. Voice and Tone - Instructing Adopters
See [page 55](#) for usage on writing copy.
- 8. USPS Logo
See [page 9](#) for usage.



Digital Marketing

COMMUNITY CHAMPIONS

Letter Writing Email

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Web Safe Typeface
See [page 22](#) for usage.
- 3. Voice and Tone - Community Champions
See [page 58](#) for usage on writing copy.
- 4. Santa Illustration
See [page 26](#) for usage on illustrations.
- 5. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.
- 6. USPS Logo
See [page 9](#) for usage.

1

USPS
OPERATION
Santa®

2

Dear <First Name>,

3

For years, USPS Operation Santa® has been connecting letters addressed to Santa with anonymous, generous donors, making holiday dreams come true.

With your help, we'd like to deliver even more cheer to many more children and families this year. To do this, we need your help to spread the word about USPS Operation Santa; help assist children in your community write and mail a traditional letter.

To make this effort easier, we've created a website: [USPSOperationSanta.com/getinvolved](#). Here you will find a downloadable letter kit, past letter templates, and other essential resources to help write letters.

Visit our website and see how you can get involved with the program and make the holidays magical for the ones who need a helping hand in your community.

Thank you and happy holidays,

USPS Operation Santa



Digital Marketing

ADOPTERS

Display Banners

- 1. Horizontal Lockup
See [page 18](#) for usage.
- 2. Illustrations
See [page 25](#) for illustration usage.
- 3. Type Hierarchy
See [page 23](#) for type usage.
- 4. Buttons on Background Colors
See [page 42](#) for usage.

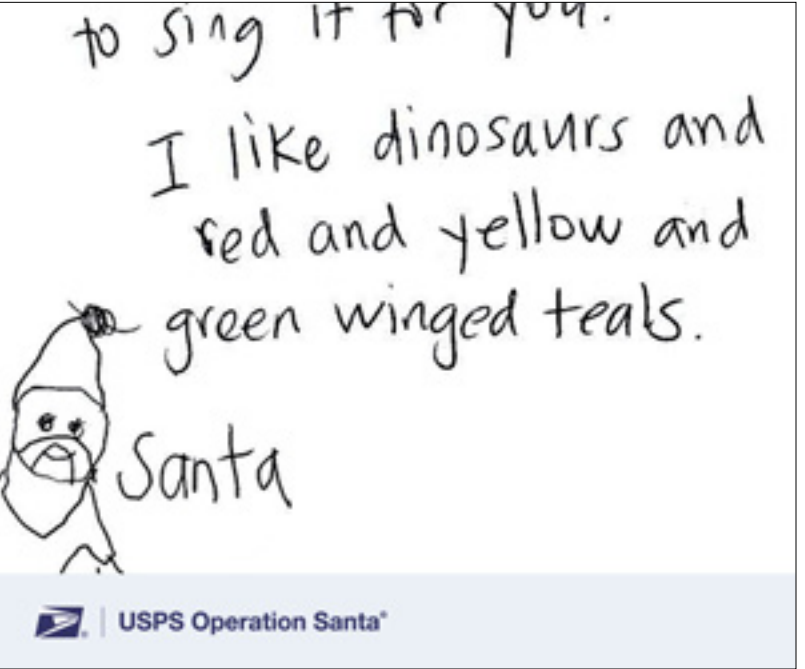
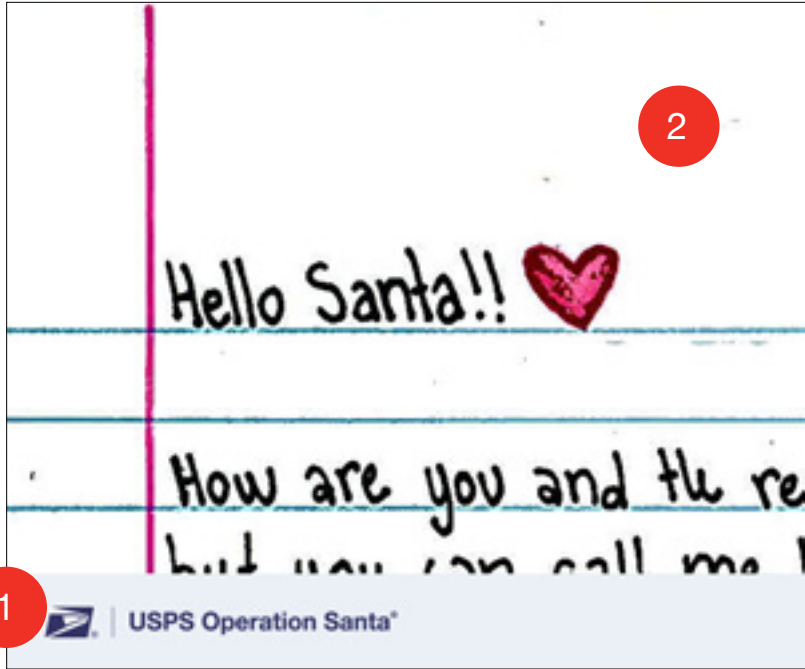


Digital Marketing

ADOPTERS

Display Banners

- 1. Horizontal Lockup
See [page 18](#) for usage.
- 2. Letter Images
See [page 32](#) for usage.
- 3. Type Hierarchy
See [page 23](#) for type usage.
- 4. UI Elements Primary Buttons
See [page 40](#) for usage.



Social Media

ADOPTERS

Facebook
Sponsored Post

- 1. Graphic Icons Avatar
See [page 31](#) for usage.
- 2. Voice and Tone - Social Media
See [page 56](#) for usage on writing copy.
- 3. Letter Images
See [page 32](#) for usage.

1



USPS Operation Santa
Sponsored · 🌐

2

Santa needs you—and your crew—to adopt letters, and to make someone’s holiday dream come true.

3



uspsoperation.com

USPS Operation Santa®

Addressed to Santa. Adopted by you.



uspsoperation.com

USPS Operation Santa®

Addressed to Santa. Adopted by you.



uspsoperation.com

USPS Operation Santa®

Addressed to Santa. Adopted by you.

Like

Comment

Share


Social Media

ADOPTERS

Facebook
Branded Content

- 1. Graphic Icons Avatar
See [page 31](#) for usage.
- 2. Voice and Tone - Social Media
See [page 56](#) for usage on writing copy.
- 3. Letter Images
See [page 32](#) for usage.
- 4. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.
- 5. Horizontal Lockup
See [page 18](#) for usage.

1

**USPS Operation Santa**
23 minutes ago · 🌐

2

Adopt letters addressed to Santa, and help children and families this holiday season.


3

Dear Santa,


my name is Kyle I have been a good boy this year, I'm 5 years old and my brother Carlos is 13 year old this year we want a control we really really want the cold control so we can play together. Please Santa we love you.


4


PS. we left cookies and milk at the window.


Love, Kyle and Carlos

5

 | **USPS Operation Santa®**

 Like

 Comment

 Share

Social Media

ADOPTERS

Twitter Branded Content

- 1. Graphic Icons Avatar
See [page 31](#) for usage.
- 2. Voice and Tone - Social Media
See [page 56](#) for usage on writing copy.




Social Media

ADOPTERS

Instagram
Sponsored Post


- 1. Graphic Icons Avatar
See [page 31](#) for usage.
- 2. Letter Image Rules
See [page 32](#) for usage.
- 3. Voice and Tone - Social Media
See [page 56](#) for usage on writing copy.

1

 USPS Operation Santa
Sponsored


...

2




Hello Santa!! ❤️

You are god and the rest... well I am Kassandra but you can call me Kassg. Well this year was tough for me. My mom is not working only my dad and brother but it is bearly for the rent but it is fine. Oh and something else bad was that one of my classmates have went up to heaven to rest he had cancer I was really sad. Now I am getting over it lets think of something happy right? Well I kinda want art supplies like a sketch book please. Drawing is my biggest passion I learned to actually draw real people well still trying. It is fine if not anything big. Or some small school supplies please. anything... Well bye santa. give a hug to every one. love love you all!



USPS Operation Santa®

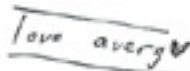
3

 910 likes

uspsoperationsanta Adopt letters addressed to Santa and make someone's holiday wishes come true with #USPSOperationSanta

Dear Santa,

This year I would really really really like a puppy this year. Ever since we had to put our dog lola down I have been so so lonley. This year I really want a [redacted]. Also want a eletric scooter. Another thing I want is a size 2 size kids high heels. My first Before last is an about Art set. My last thing is a teal [redacted]


 Love avery

USPS Operation Santa®

Dear Santa,

hello, how are you? My name is Julian I am 10 years old. My wish is money for my parents it too would help us a lot. They are having a rough time with the bills. We also need Internet so I can study and so my dad can look up my brothers grades. I also want bikes so we can ride as a family

Thank you very much
Merry Christmas

 hope to be

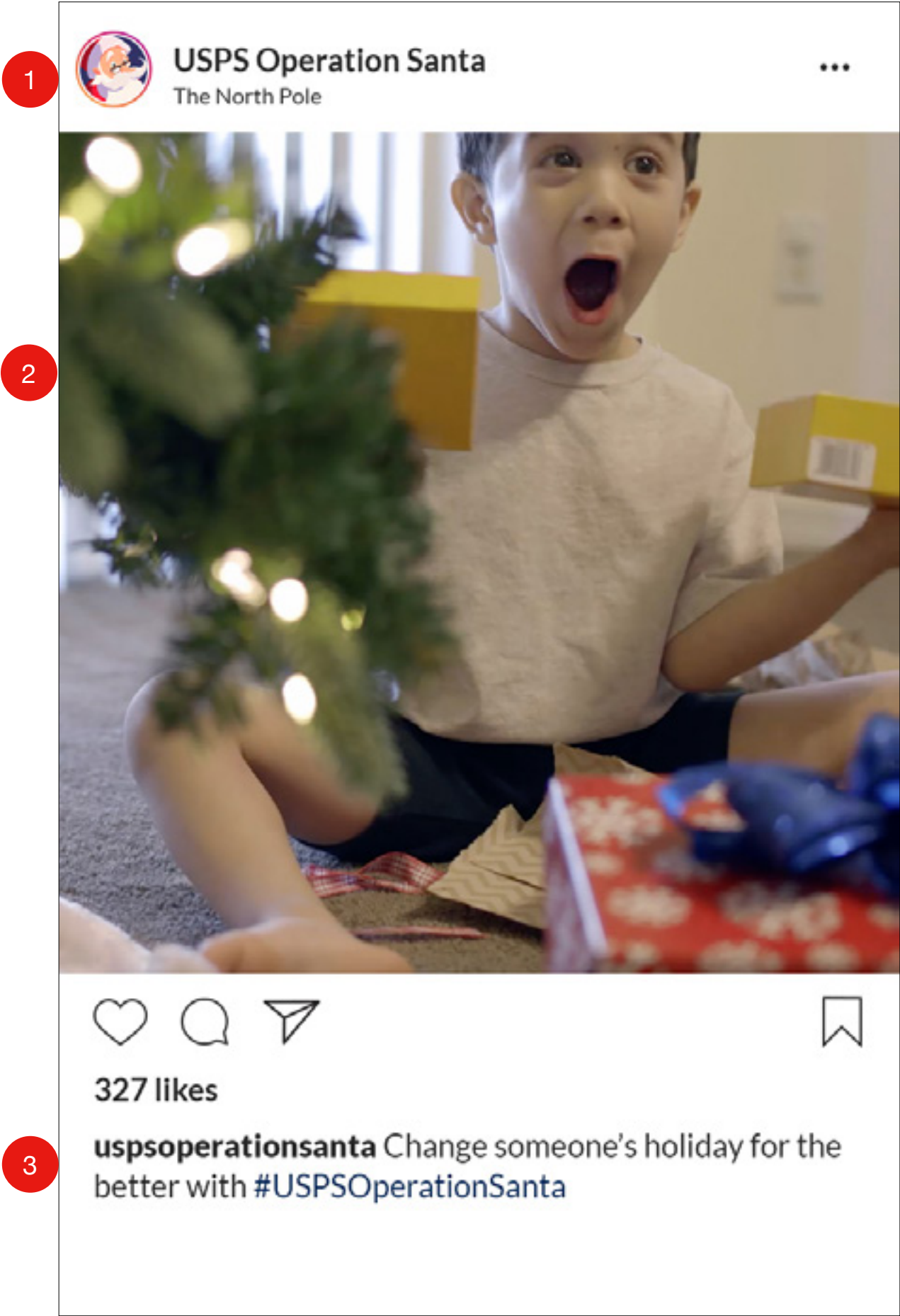
USPS Operation Santa®

Social Media

ADOPTERS

Instagram
Branded Content

- 1. Graphic Icons Avatar
See [page 31](#) for usage.
- 2. Visual Content Stock
See [page 35](#) for usage.
- 3. Voice and Tone - Social Media
See [page 56](#) for usage on writing copy.



Social Media

ADOPTERS

Shareable Posts

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Holly Illustration
See [page 27](#) for usage on illustrations.
- 3. Illustration Usage Outside Circle
See [page 50](#) for examples.
- 4. Voice and Tone - Social Media
See [page 56](#) for usage on writing copy.
- 5. Type Hierarchy
See [page 23](#) for type usage.
- 6. USPS Logo
See [page 9](#) for usage.
- 7. Santa Illustration
See [page 26](#) for usage on illustrations.
- 8. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.



Social Media

ADOPTERS

Shareable Posts

- 1. Primary Logo
See [page 7](#) for usage.
- 2. Voice and Tone - Social Media
See [page 56](#) for usage on writing copy.
- 3. Type Hierarchy
See [page 23](#) for type usage.
- 4. Santa Illustration
See [page 26](#) for usage on illustrations.
- 5. Illustration Usage Outside Circle
See [page 50](#) for examples.
- 6. Holly Illustration
See [page 27](#) for usage on illustrations.
- 7. USPS Logo
See [page 9](#) for usage.



Public Relations

ADOPTERS

Press Release

1. Primary Logo
See [page 7](#) for usage.
2. USPS Logo
See [page 9](#) for usage.

Download Template Here

1

USPS

OPERATION

Santa®

For Immediate Release

Contact: [Your Name & Organization]
Phone: [Phone Number]
Email: [Email Address]

[Main Press Release Headline]

[Subhead]

[City, State, Month, Date] -- Ignim laborpore, tet explis doloreris aut ea vel inc tes mil et lab illorem exceperis iur? ullabor sum dolupid quodistist peri con cone samendi orempore pel maximust, ut lanisci tibusae qui- ant.

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2

UNITED STATES

POSTAL SERVICE®

Page X of Y

Internal Communications

USPS EMPLOYEES

Retail Instructions

1.

Primary Logo

See [page 7](#) for usage.
2.

Type Hierarchy

See [page 23](#) for type usage.
3.

Voice and Tone - USPS Employees

See [page 57](#) for usage on writing copy.
4.

USPS Logo

See [page 9](#) for usage.

1

USPS

OPERATION Santa®

2


How to Process USPS Operation Santa Packages

Thank you for your part in USPS Operation Santa®! There are two important steps to processing these special packages: **collect proper postage**, and **protect the confidentiality** of letter-writers.


To begin the transaction:

- Thank the customer for participating in USPS Operation Santa.
- Ask how many letters they adopted. Each letter has one Label Broker QR code.
- Ask how many packages they have per letter. Each QR code can print up to 12 shipping labels.

Have customer repackage gifts if there are more than 12 boxes per QR code or if a package is too small for a 4x6 label.




Collect Postage

1. Press the new Operation Santa button  to start the workflow. It is found in Mailing/Shipping More > Operation Santa.
2. Enter the number of packages presented.
3. Request the customer's QR code and scan it or key in the Label Broker ID number.
4. Select a Priority Mail option and weigh the first package.
5. Print the **summary form** and tape this securely to the package.
6. Print the **postage label** and attach this to the package.

Repeat steps 4-6 for each package for the one QR code. If the customer has more than one QR code, repeat steps 1-6.

7. Collect total postage from the customer.



Protect Confidentiality


Print shipping labels only when the customer has left the counter!

1. Once the customer has left, select OK and print shipping labels.
2. Match each shipping label to a package's summary form. The numbers on a summary form should match the last six digits of a shipping label's tracking number.
3. Apply the shipping label and discard the summary form.

You can find detailed instructions in the New Functionality Guide.

Thank you for participating in USPS Operation Santa!

4



Internal Communications

USPS EMPLOYEES

Retail Digest

1. Primary Logo
See [page 7](#) for usage.
2. USPS Logo
See [page 9](#) for usage.

 Download Template Here



[Main Headline]
[Subhead]

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Page X of Y



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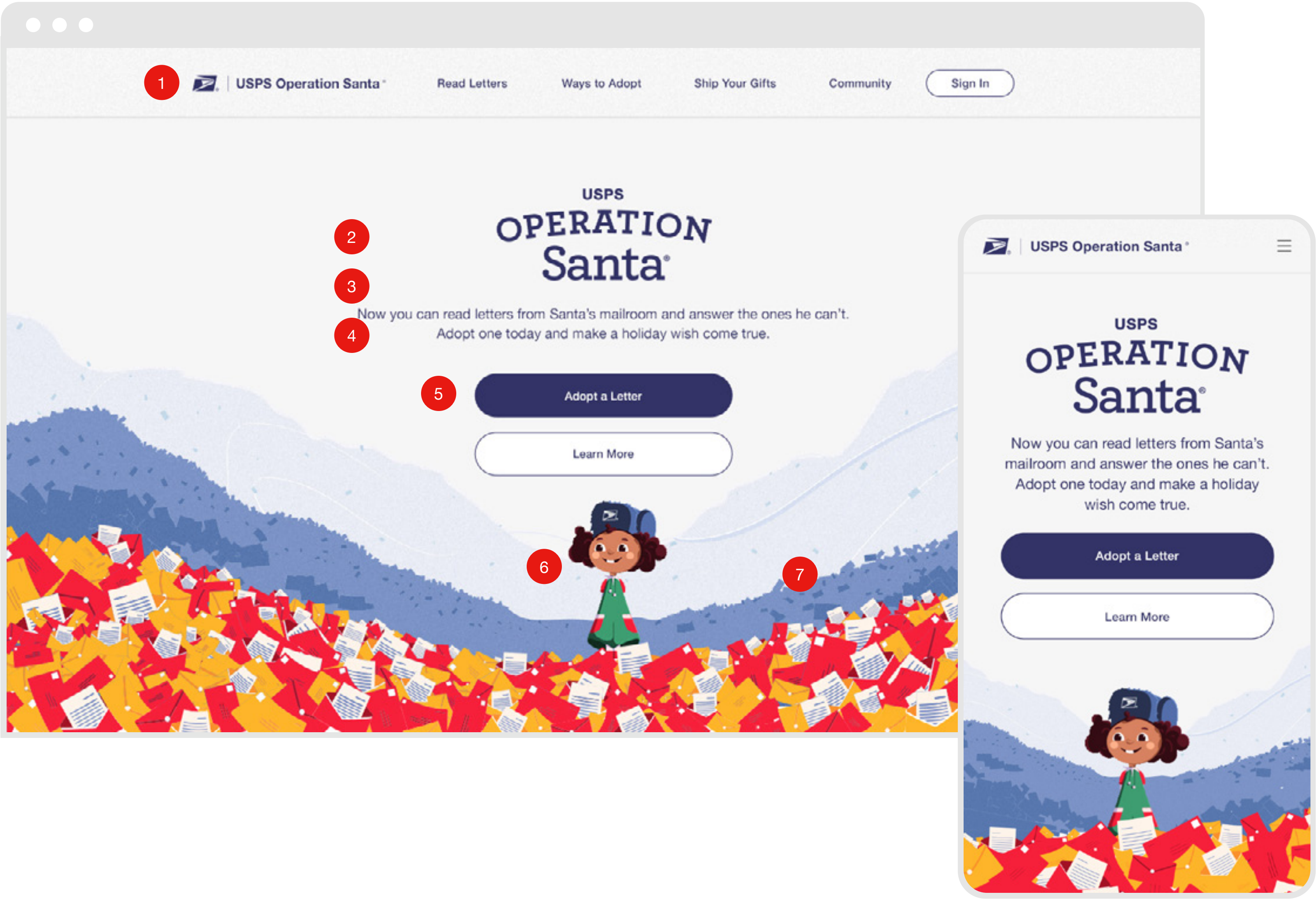
Page X of Y

Website

ADOPTERS

Adopters Website

- 1. Horizontal Lockup
See [page 18](#) for usage.
- 2. Primary Logo
See [page 7](#) for usage.
- 3. Type Hierarchy
See [page 23](#) for type usage.
- 4. Digital Type Styles
See [page 39](#) for type usage.
- 5. UI Elements Primary Buttons
See [page 40](#) for usage.
- 6. Holly Illustration
See [page 27](#) for usage on illustrations.
- 7. Miscellaneous Illustration
See [page 28](#) for usage on illustrations.

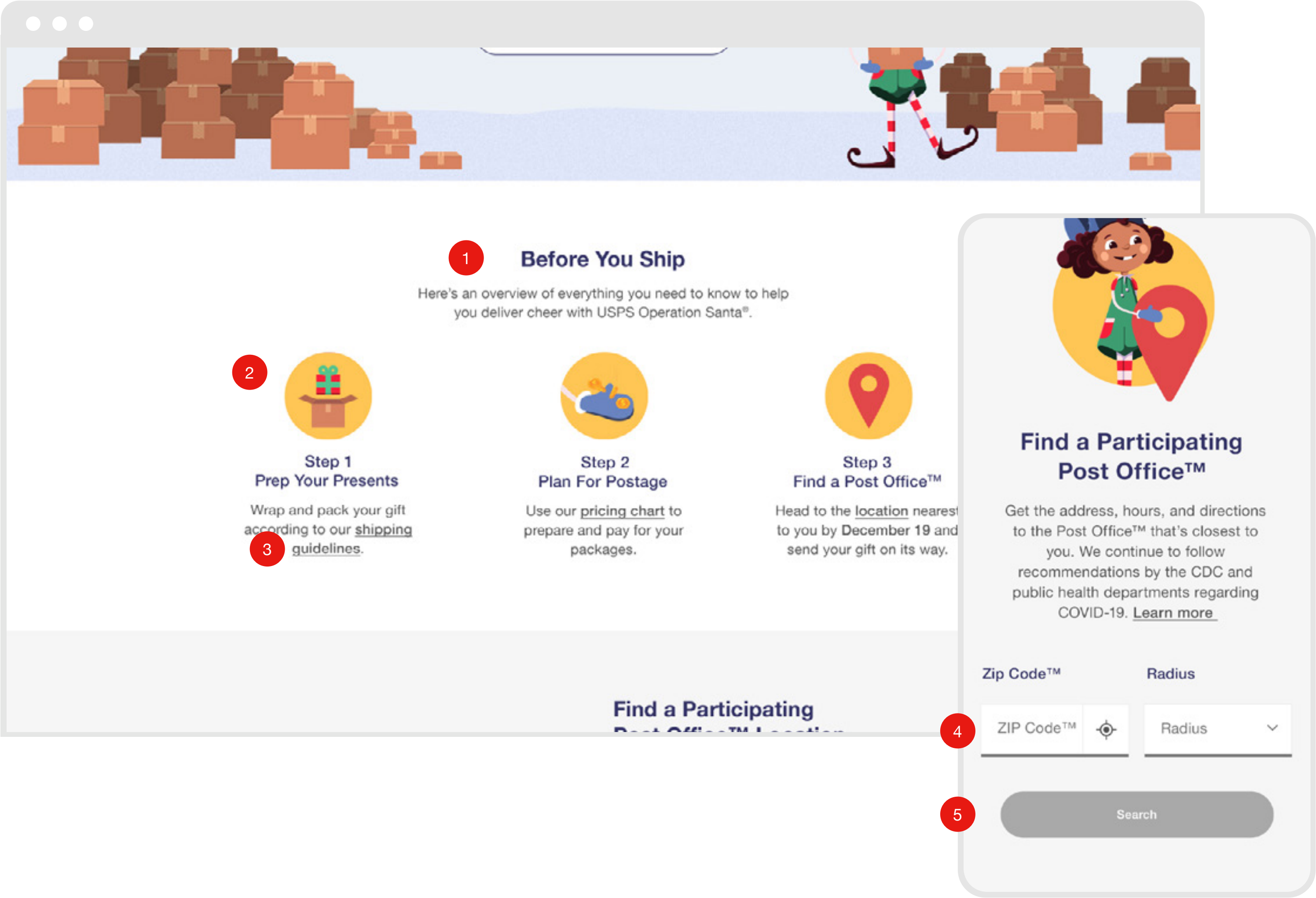


Website

ADOPTERS

Adopters Website

- 1. Digital Type Styles
See [page 39](#) for type usage.
- 2. Illustration Usage Inside Circles
See [page 49](#) for examples.
- 3. Underline Text Link - Digital Type Styles
See [page 39](#) for usage.
- 4. UI Elements Interactions
See [page 44](#) for usage.
- 5. UI Elements Primary Buttons
See [page 40](#) for usage.

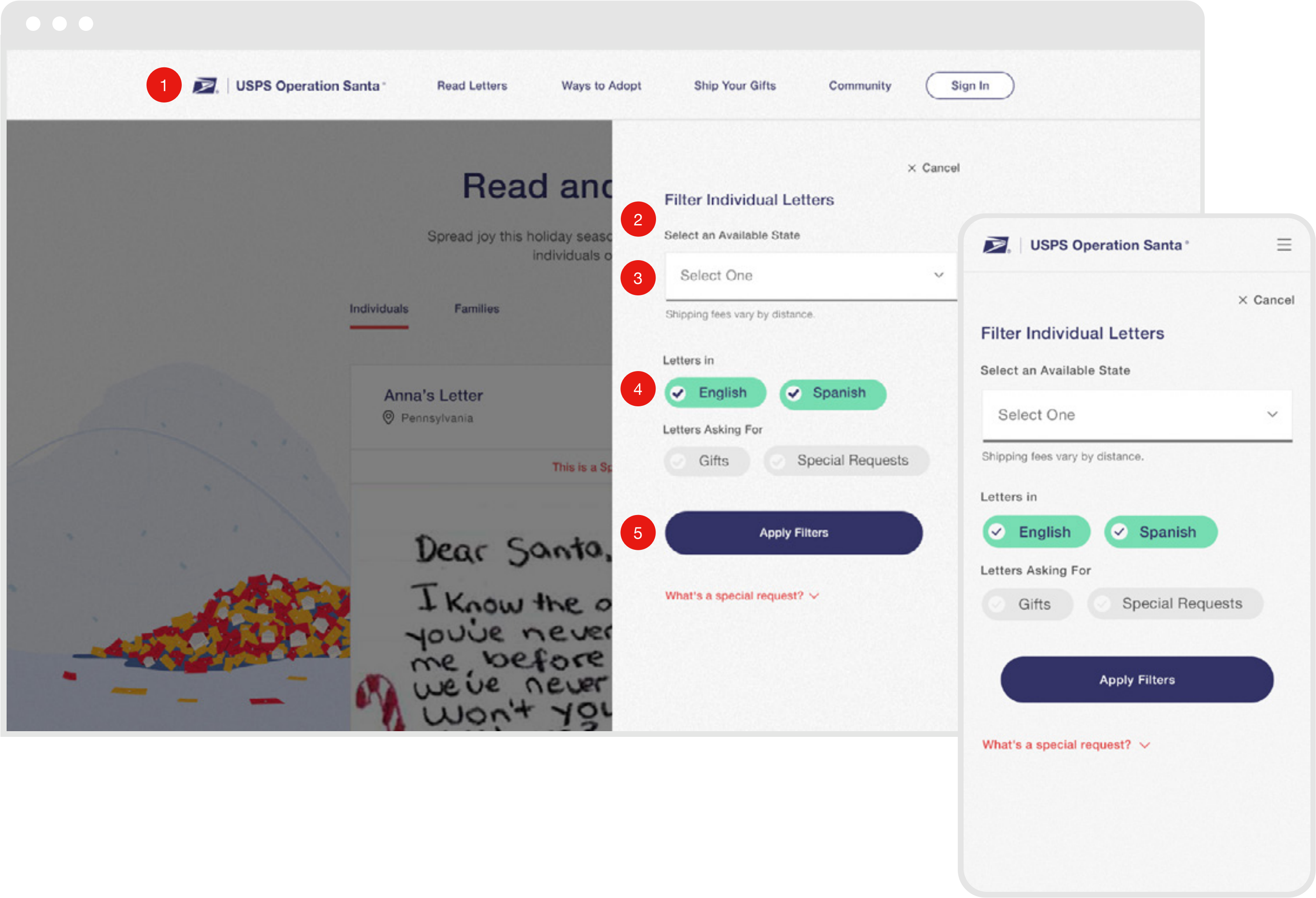


Website

ADOPTERS

Adopters Website

- 1. Horizontal Lockup
See [page 18](#) for usage.
- 2. Digital Type Styles
See [page 39](#) for type usage.
- 3. UI Form Field Dropdowns
See [page 44](#) for usage.
- 4. UI Interactions
See [page 46](#) for usage.
- 5. UI Elements Primary Buttons
See [page 40](#) for usage.

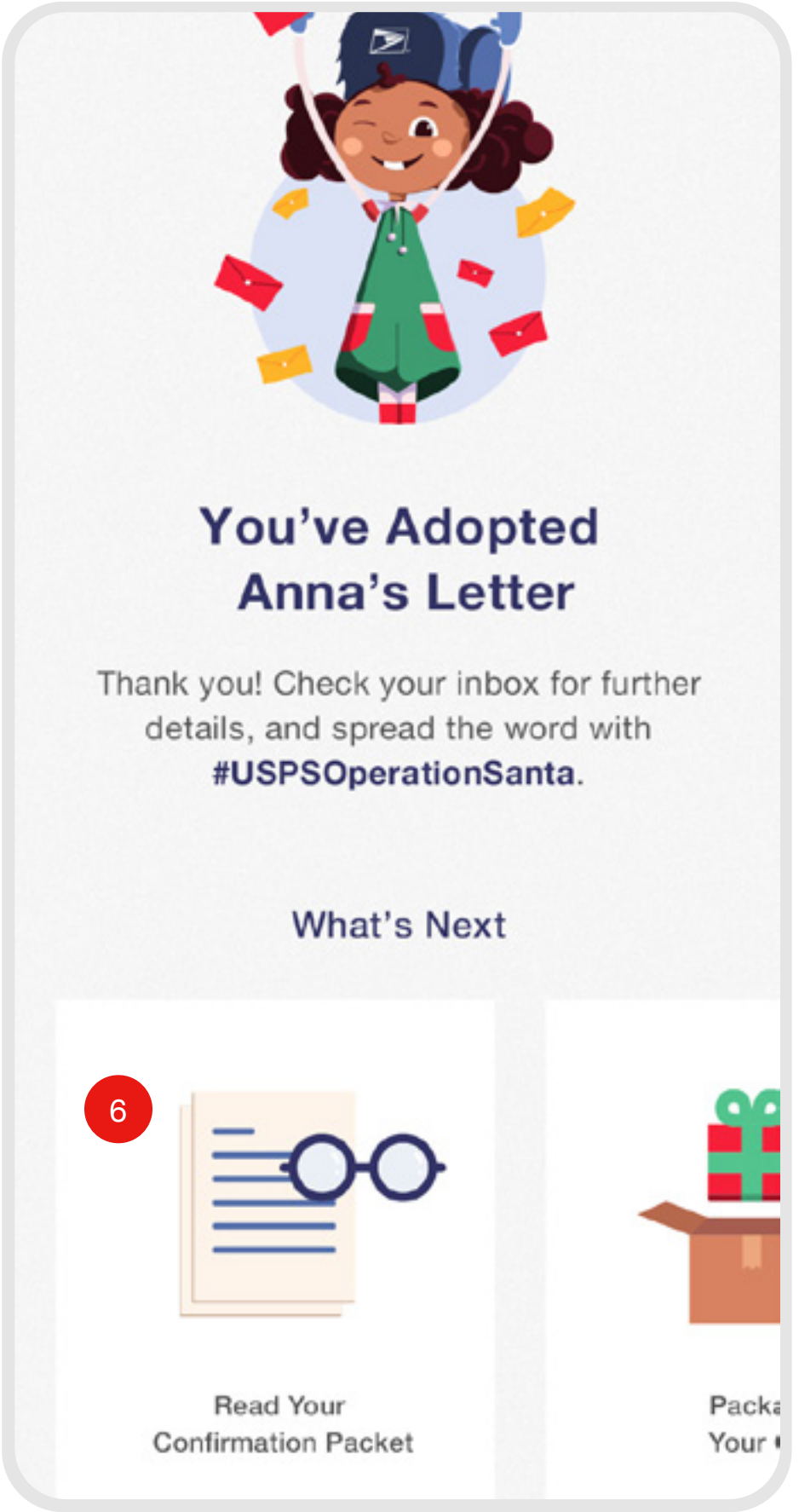
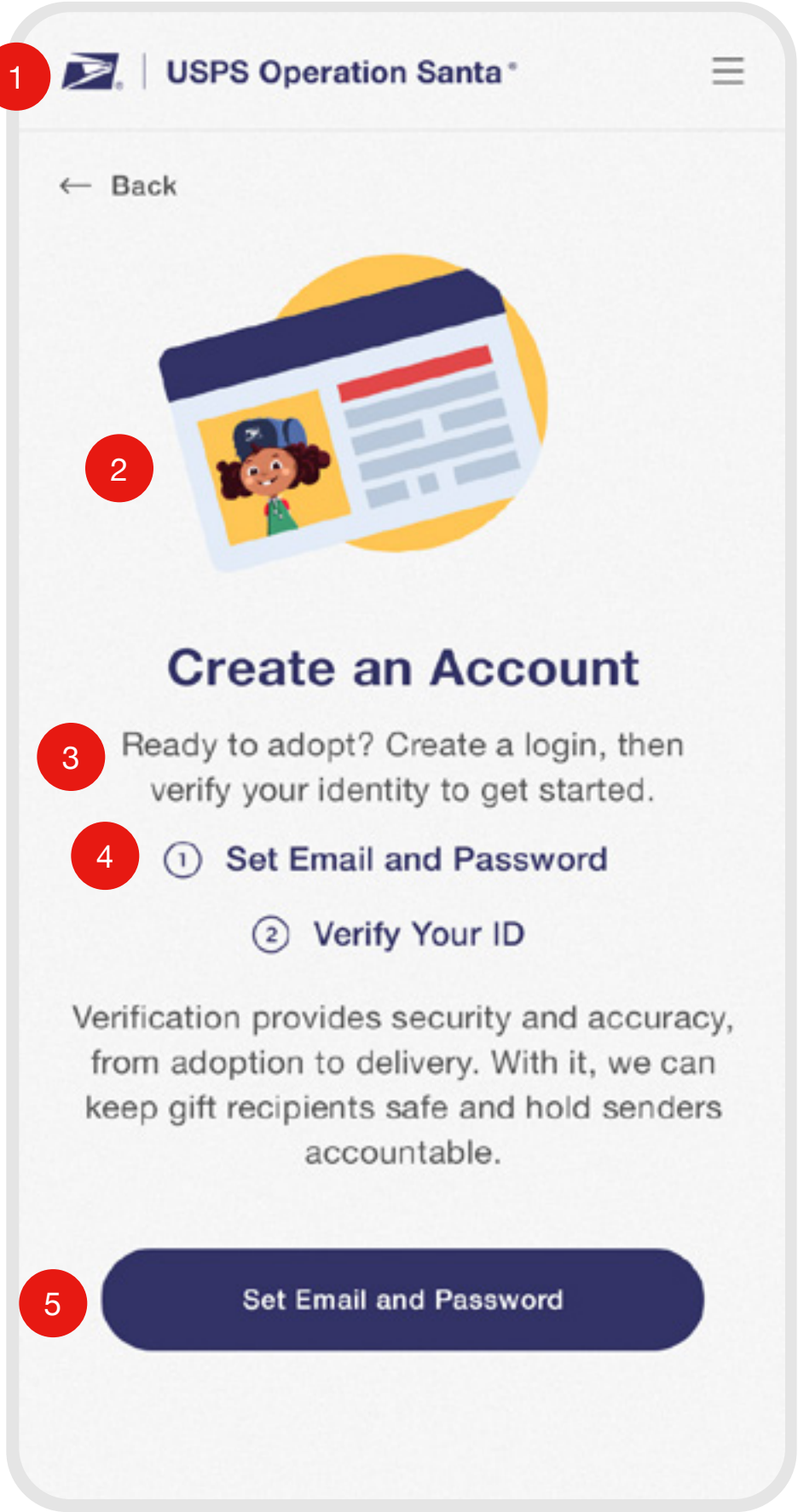


Website

ADOPTERS

Adopters Website

- 1. Horizontal Lockup
See [page 18](#) for usage.
- 2. Illustration Usage Outside Circle
See [page 50](#) for examples.
- 3. Digital Type Styles
See [page 39](#) for type usage.
- 4. UI Indicators
See [page 47](#) for usage.
- 5. UI Elements Primary Buttons
See [page 40](#) for usage.
- 6. Graphic Icons
See [page 31](#) for usage.

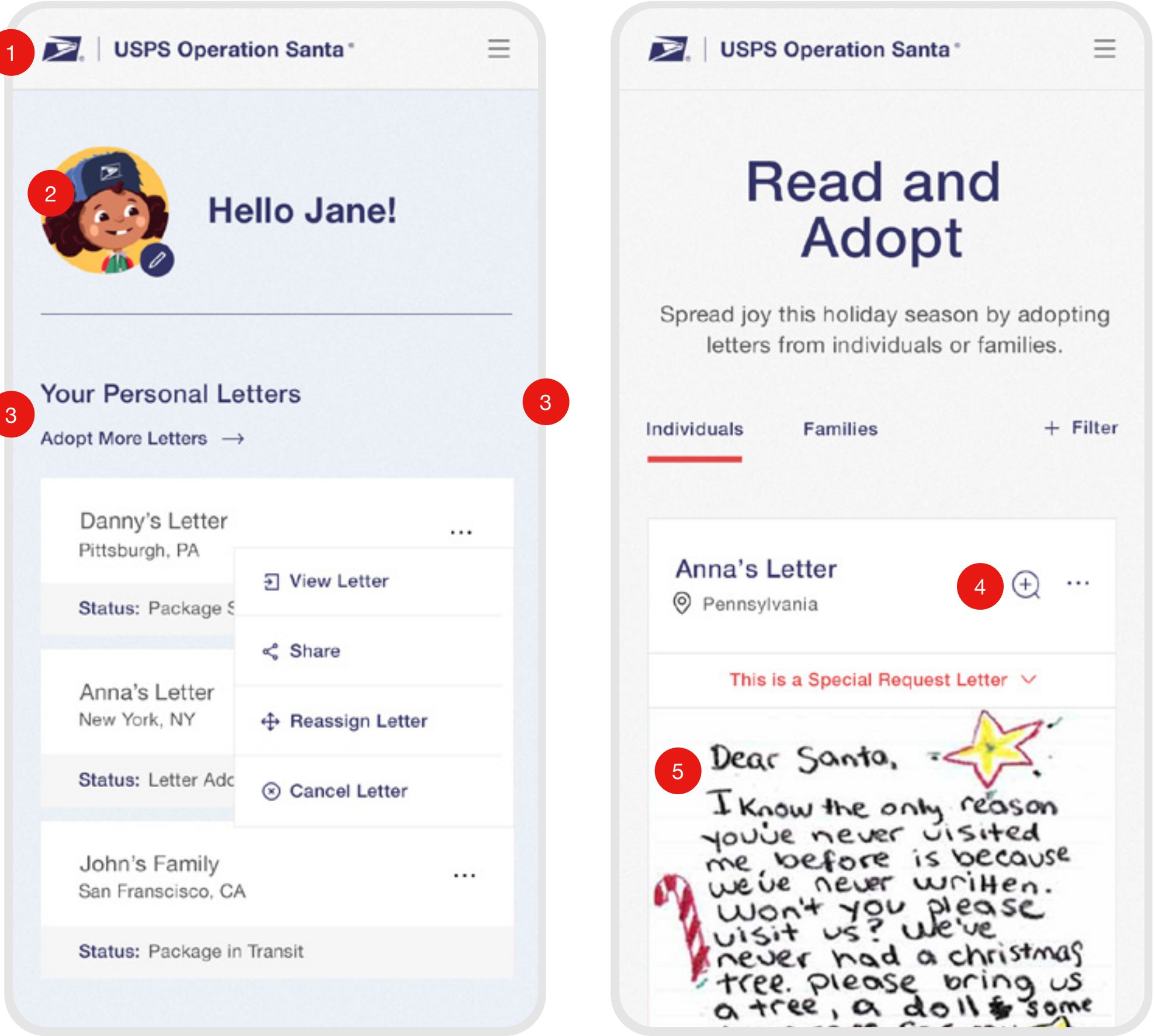


Website

ADOPTERS

Adopters Website

- 1. Horizontal Lockup
See [page 18](#) for usage.
- 2. Graphic Icons Avatar
See [page 31](#) for usage.
- 3. Digital Type Styles
See [page 39](#) for type usage.
- 4. Iconography
See [page 48](#) for usage.
- 5. Letter Images
See [page 32](#) for usage.

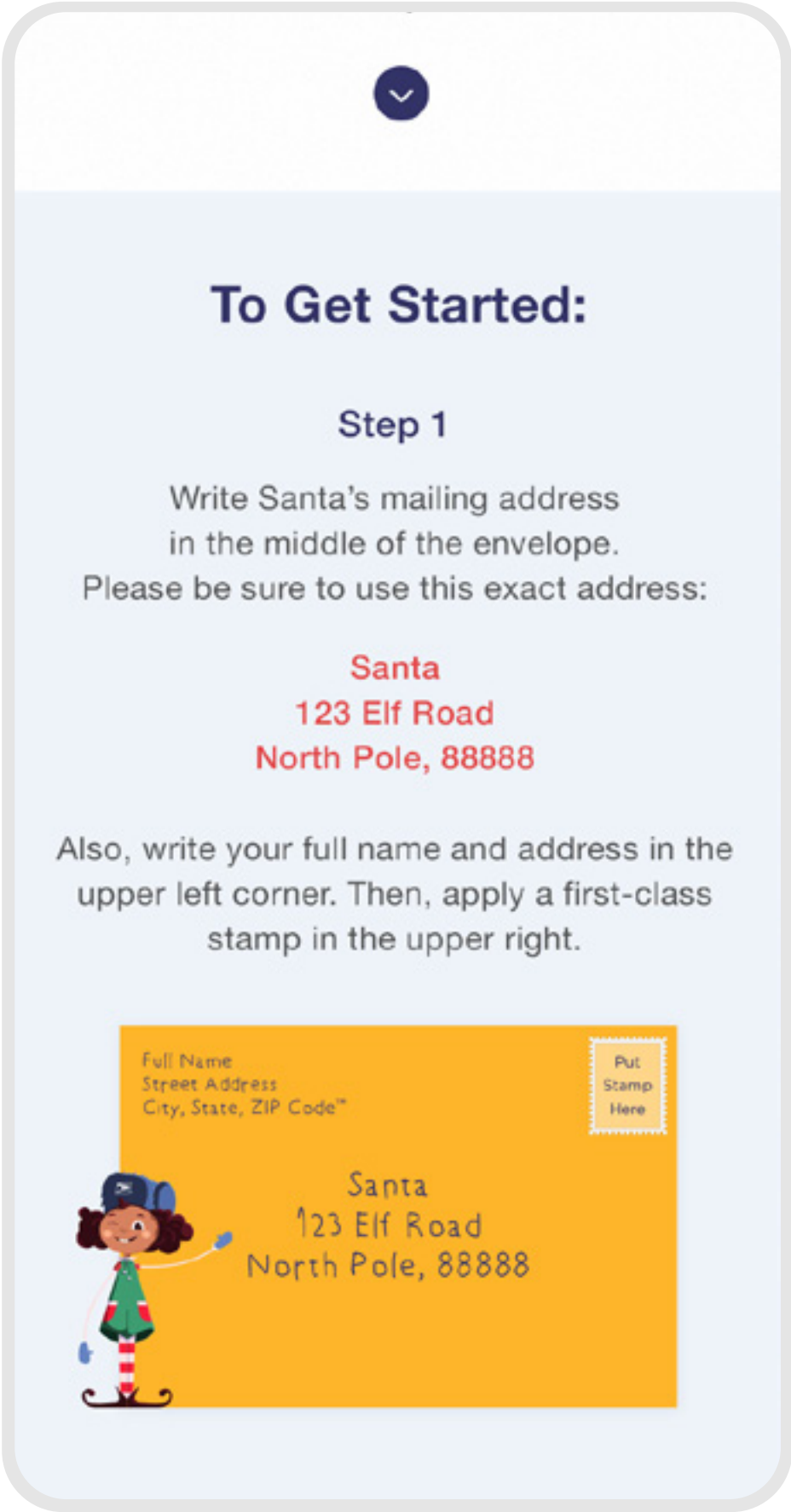
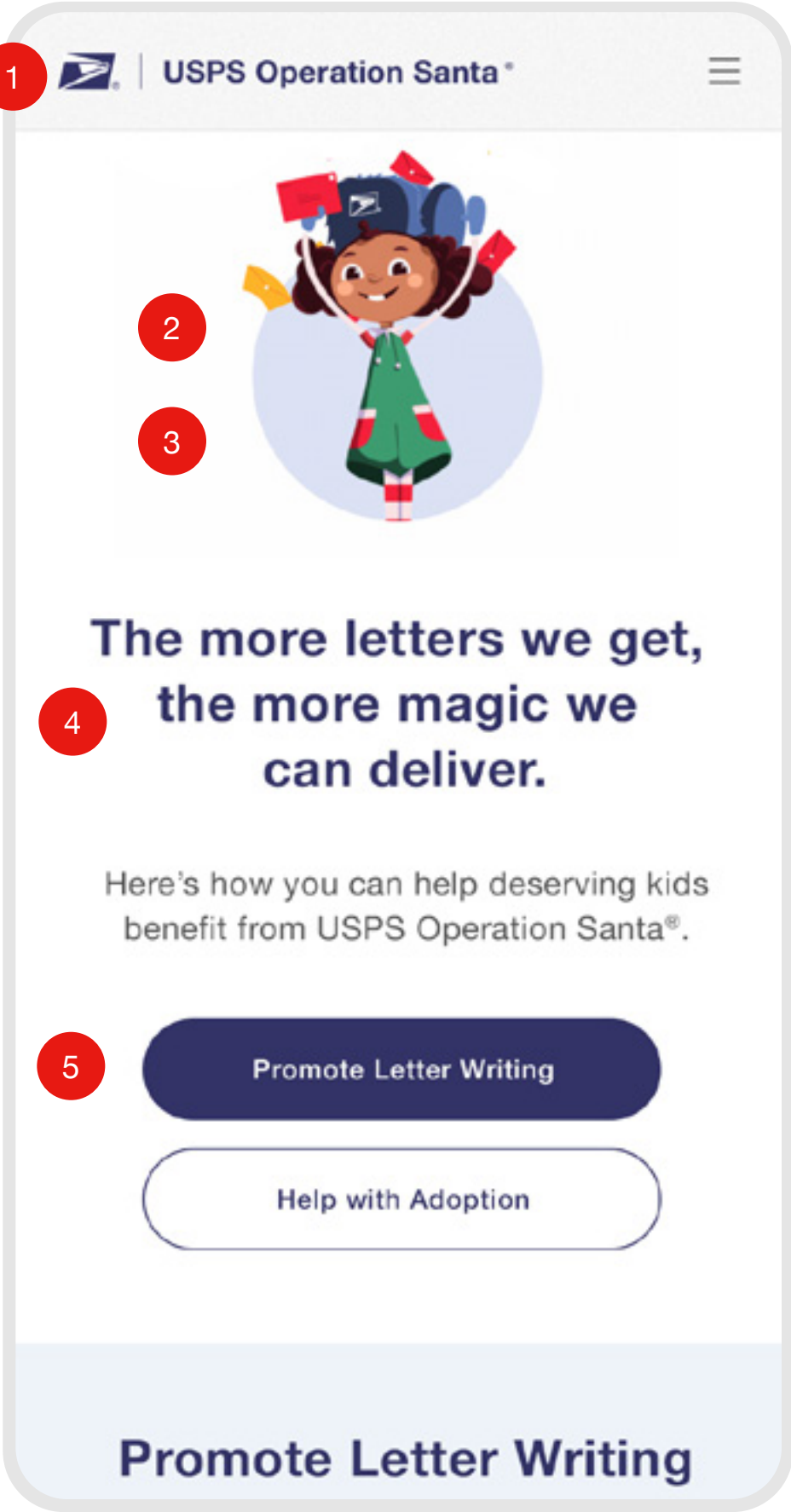


Website

COMMUNITY CHAMPIONS

Community Champions Website

- 1. Horizontal Lockup
See [page 18](#) for usage.
- 2. Holly Illustration
See [page 27](#) for usage on illustrations.
- 3. Illustration Usage Outside Circle
See [page 50](#) for examples.
- 4. Voice and Tone - Community Champions
See [page 58](#) for usage on writing copy.
- 5. UI Elements Primary Buttons
See [page 40](#) for usage.



Thank You!

