

# Reproduction (PRINT) – USPS®/Priority:You VERTICAL Lockup Logo (standard nomenclature)

The USPS/Priority:You logos (standard nomenclature) below have been specially created. Do not alter the logo or graphic arrangement when reproducing it. These logos have been designed for **PRINT** reproduction and are not intended for web use.

**FOR SMALL USE:** For any use 3/8" and less, but never smaller than 7/32" eagle symbol height.



## CLEARANCE REQUIREMENTS

USPS/Priority:You (vertical format) minimum clearance requirements



X= The distance from the top of the angled box to the top of the Eagle's back. Always display the USPS/Priority:You lockup logo prominently without interference from other graphic elements such as photographs, illustrations, body text, or frame boundaries. 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/Priority:You lockup logo and are shown above.

**FOR LARGE USE:** For any use larger than, but not equal to 3/8" eagle symbol height.



## USPS COLORS



**Pantone 301**  
**4c process coated**  
 (Pantone Color Bridge):  
 Cyan 100%  
 Magenta 53%  
 Yellow 4%  
 Black 19%  
**RGB:**  
 R 0, G 75, B 135  
**HTML:**  
 004B87



**Pantone 485**  
**4c process coated**  
 (Pantone Color Bridge):  
 Cyan 0%  
 Magenta 95%  
 Yellow 100%  
 Black 0%  
**RGB:**  
 R 218, G 41, B 28  
**HTML:**  
 DA291C



**Pantone Black 6**  
**4c process coated**  
 (Pantone Color Bridge):  
 Cyan 100%  
 Magenta 79%  
 Yellow 44%  
 Black 93%  
**RGB:**  
 R 16, G 24, B 32  
**HTML:**  
 101820



WHITE

## APPROVAL REQUIREMENTS

Approval is required from the manager of Brand & Policy for any application of the USPS/Priority:You logo.

To expedite the process, please mail or fax a preliminary layout. If you prefer to E-mail an electronic file, please send a PDF file.

E-mails must not exceed 3 megabytes.

Mail to:  
 Manager,  
 Brand & Policy  
 475 L'Enfant Plaza SW  
 Washington, DC 20260-3100

Fax to:  
 Manager,  
 Brand & Policy  
 202.268.2392

E-mail to:  
[imagereq@email.usps.gov](mailto:imagereq@email.usps.gov)

## INCORRECT USE

Never display the USPS Priority:You logo without the Eagle symbol.



## INCORRECT USE

Never place logo on patterned background or reverse the Eagle symbol.



Patterned background

Reverse eagle symbol