Reproduction (WEB) — USPS®/Priority:You Group Lineup 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.

WEB USE AND MULTIMEDIA: The SMALL USE USPS/Priority:You Group Lineup logo may be reproduced for web and multimedia. The preferred USPS/Priority:You Group Lineup logo horizontal format height is between 22 pixels (small use) and 40 pixels (large use) Eagle height. Special size requirements must be approved by the Manager, Brand and Policy.

SMALL USE: For web and multimedia (22 pixels Eagle height). The logos below have been optimized for web and multimedia only.

PRIORITY:YOU

2 Color: HTML Blue 333366, Red DA291C

PRIORITY:YOU

2 Color: HTML Black 101820, White

Reverse use

PRIORITY:YOU

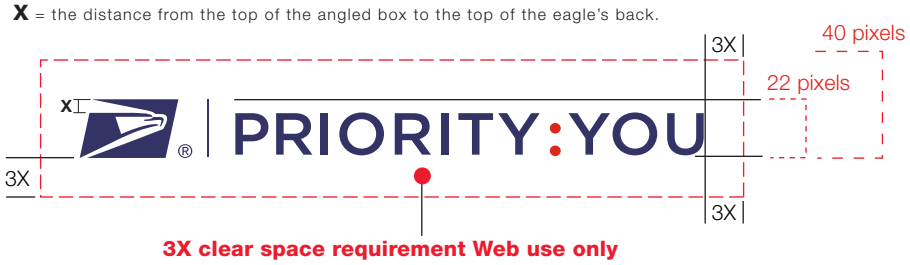
2 Color: HTML Blue 333366 and White

PRIORITY:YOU

2 Color: HTML Black 101820 and White

CLEAR SPACE REQUIREMENTS

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



3X clear space requirement Web use only

LARGE USE: For web and multimedia (40 pixels Eagle height).
The logos below have been optimized for web and multimedia only.

PRIORITY:YOU

2 Color: HTML Blue 333366, Red DA291C

PRIORITY:YOU

2 Color: HTML Black 101820 and White

PRIORITY:YOU

2 Color: HTML Blue 333366 and White

PRIORITY:YOU

2 Color: HTML Black 101820 and White

USPS WEB COLORS

USPS BLUE
Pantone 301
RGB: R 51, G 51, B 102
HTML: 333366

USPS RED
Pantone 485
RGB: R 218, G 41, B 28
HTML: DA291C

USPS BLACK
Pantone Black 6
RGB: R 16, G 24, B 32
HTML: 101820

WHITE

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

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