



Brand Guidelines

May 13, 2021



Brand Guidance Overview

The UPS brand identity system is designed with respect for our heritage and an eye towards our future. It’s all about building relevance in a worldwide market, while still creating moments of intimacy and connection for our customers.

When we work together to express and manage our brand consistently, we not only protect what has always made UPS unique, but help create new associations in line with our strategic goals.



First: 1919
Our logo made its first appearance in 1919.



Second: 1937
By the time our second logo was released in 1937, we'd added another important asset to our brand, the name "UPS," for United Parcel Service.



Third: 1961
In 1961, renowned brand designer Paul Rand created the third evolution of our logo.



Fourth: 2003
Paul Rand's design endured for 42 years until March 2003, when our fourth logo was launched to address the addition of the new global channels of commerce.



Now: 2021
Our current logo takes the best of our visual legacy and translates it into a more modern, digital-first emblem. Designed to perform across a world of experiences and touchpoints, the modernized shield is the best of where we've been and where we're going.

Brand Relevance

Building On a Strong Foundation

According to Interbrand, UPS ranks in the top 25 on the list of the best global brands.* This puts us in good company with some of the world’s most iconic and influential businesses, like Apple, Google, and Disney. Brands like these are change makers and paradigm busters. We want UPS to be thought of as a bold, dynamic brand. Always a leader, not a follower. And we’re going to do it by increasing our brand relevance. Why is brand relevance so important? A Bain & Co. study tells us the most talked about brands grow 2.5 times faster than the category average.

Measuring Brand Relevance

- Our brand relevance metric evaluates UPS’s brand perceptions in three key areas:
- **Consideration**, i.e. “UPS is my preferred provider”
 - **Momentum**, i.e. “UPS is on its way up”
 - **Environmental, Social & Governance (ESG)**, i.e. “UPS cares more about social responsibility than other companies”

Driving the Conversation Forward

To continually improve upon our metric, we must constantly and clearly communicate who we are, what we’re doing, and how we help our customers. It is imperative that our brand gets noticed and becomes part of the cultural conversation.

As CMO Kevin Warren puts it: “To build our reputation as an innovative, global logistics leader, we need to continue to act on our purpose—moving our world forward by delivering what matters—and we need to tell people about it.”

*As ranked in “Best Global Brands 2020”
<https://interbrand.com/best-global-brands/ups/>”

Brand relevance is about aligning to our purpose, but also ensuring that customers clearly recognize all the ways we deliver on their needs — a key driver of consideration. **Importantly, the brand also needs to express our forward momentum and commitment to responsible operations, today and tomorrow. When we think about crafting and refining our brand over time, it needs to be in service of these very ideals.**

Brand at a Glance

Primary Logo (2-color flat)



Alternate Logos (please see guidance for use)



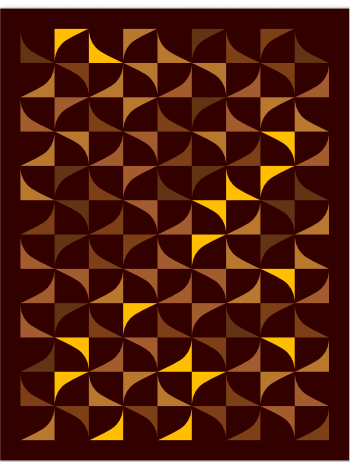
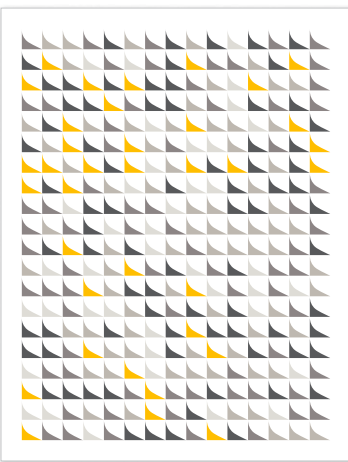
Typography

Primary Font: UPS Berlingske Sans	Secondary Font: UPS Berlingske Serif	Alternative Fonts: Verdana Georgia Tahoma	Web Only: Roboto
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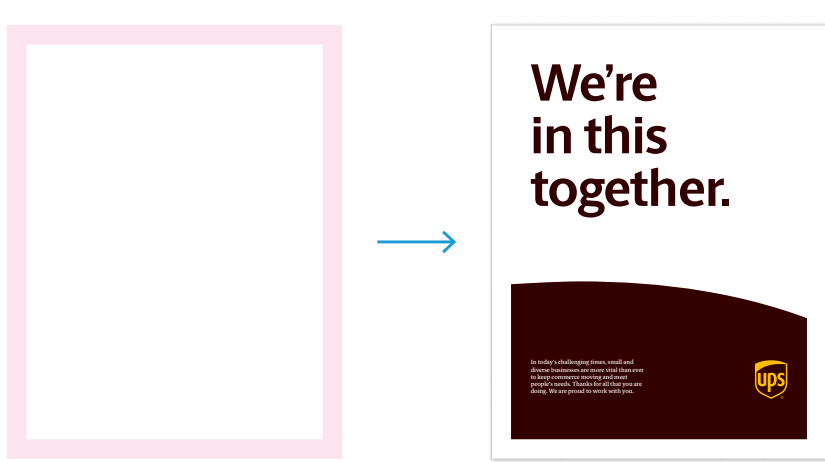
Tone of Voice Core Attributes

Clear	Fresh	Empathetic	Established
Honest	Optimistic	Warm	Confident
Buttressed-up	Innovative	Responsive	Expert

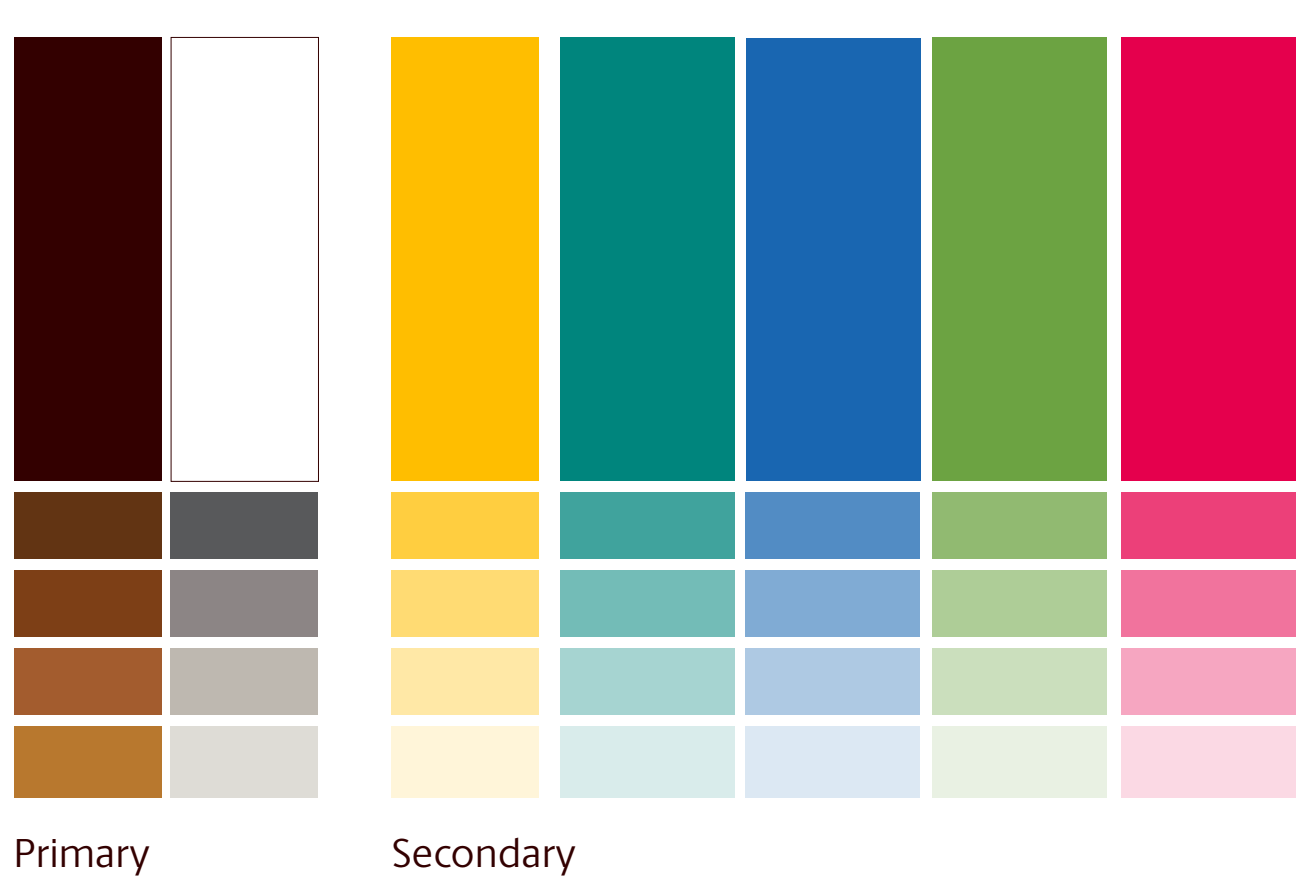
Patterns



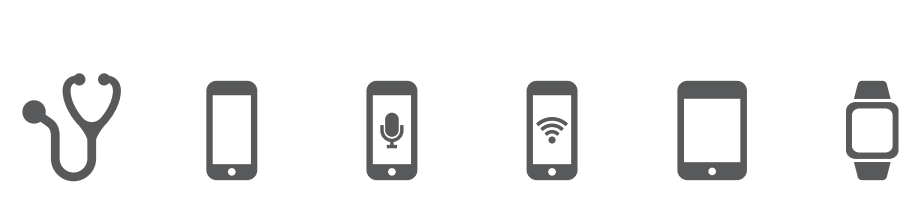
Frame



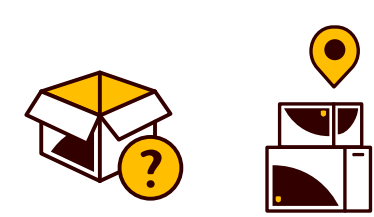
Color



Functional Icons



Storytelling Icons



Illustrations



Arc

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Email brand@ups.com for any brand-related questions or guidance.

Email brandcreative@ups.com for customer-facing creative services.

Visit brand.ups.com for brand assets.

Logo

The UPS shield is arguably one of the most iconic brand assets in the world, working together with our proprietary color palette and visual system to boldly express our brand promise in the moments that matter to our customers. For that reason, we have created specific rules and specialized assets to ensure that the shield always looks its best and tells a clear story.

Overview

The UPS 2-color flat logo is the primary logo.
This rendering of the shield is our primary mark and is used in most applications. The UPS 2-color flat logo expresses a simple, modern approach, and is easier to reproduce consistently across media than former versions.

Primary Logo

- The UPS 2-color flat logo is the primary logo; we often refer to our logo as, “the shield”
- The graphic construction of the UPS 2-color flat logo uses the latest techniques to ensure high quality reproduction

Alternate UPS logos have specific use cases. Use these logos only when it is not possible to use the primary logo.

Secondary Logo with Keyline

- The UPS 2-color flat logo with a keyline is the alternate for the primary logo only when it is impossible to create the optimal contrast between the logo and its background
 - Non-optimal contrast backgrounds may include digital color backgrounds that do not pass accessibility requirements
 - Non-optimal contrast backgrounds may also include photographic backgrounds where complex subject matter or color contrast contribute to a lack of legibility

UPS 1-Color Logos (Limited Use)

- UPS 1-color logos include the UPS 1-color white and UPS 1-color black logos
- UPS 1-color white logos are used in full-color communications when a full-color logo conflicts with a color background (e.g., illustrations) or on 1-color brown print applications (e.g., UPS Simple Rate box)
- UPS 1-color black logos are used only in 1-color black print applications

Dimensional Logo (Limited Use)

- For limited use only until application can be converted to primary logo, please consult the brand team before using
- Note that accurately reproducing the gradients employed within the dimensional logo is cost- and time-prohibitive

Primary Logo (2-Color Flat)



Secondary Logo with Keyline 2-color flat with keyline	1-Color Logos (Limited Use) 1-color white1-color black		Dimensional logo (Limited use)
Used in digital spaces in order to meet accessibility requirements, and over complex photo backgrounds.	Used when a full color logo conflicts with a color background (e.g., illustration), or for 1-color printing.	Used for 1-color black printing only.	Limited use application. Consult the Brand Team for use.

Use Specifications

Primary Logo Colors

Our primary logo uses UPS Gold and UPS Brown. The secondary logo includes a keyline that is colored UPS Brown. The Pantone specification for UPS Brown is unique as the color is proprietary to UPS. Contact the Brand Team for exact color formula.

Registration Mark

A registered trademark symbol (*) indicates that UPS holds a registration for the logo in the U.S. and in many other countries. This trademark symbol always appears on the right-hand side under the shield.

Clear Space

Minimum clear space is the area surrounding a logo that must be kept free of any text or graphic elements. Clear space is measured by the width of the letter “u” in the shield. Please note that this is the minimum clear space. To help maintain visual impact on all our communications, always allow for a generous space around the UPS logo.

Clear space guidance applies to all versions of the UPS logo.

Minimum Size

Because legibility of the UPS logo artwork is critical, it must be sized large enough to be read easily on every application, print or digital. Our logo can be scaled to as large a size as needed, but it should not be used at sizes smaller than the minimums shown here.

- The minimum print size of the UPS logo is 0.375”/9.5mm wide
- The minimum digital size of the UPS logo is 54 pixels wide
- Minimum size guidance applies to all versions of the UPS logo

Primary Logo Color Specifications



UPS Gold
PANTONE: 7408 C / 109 U
C0, M30, Y100, K0
R255, G190, B0
HEX: #FFBE00

UPS Brown
PANTONE: UPS Brown 0607298*
C0, M60, Y72, K98
R51, G0, B0
HEX: #330000

*Contact Brand Team for exact color formula

Registration mark
Appears in:
UPS Gold

Clear space



Minimum Size

Print: 0.375”
27pt
9.5mm
Digital: 54px



Color Backgrounds

Our logos appear on a limited amount of color backgrounds, to provide excellent contrast and legibility and reinforce our visual brand identity.

Primary Logo

- The primary logo can appear on white or light-color backgrounds that provide adequate contrast
- UPS Brown and the extended brown palette are acceptable color backgrounds for the primary logo
- The primary logo may not appear on secondary palette colors or tints

Secondary Logo with Keyline

- The secondary logo with keyline is not shown over color backgrounds as there are no applications where it would be appropriate

1-Color Logos (Limited Use)

- 1-color white logos can appear on UPS Brown in 1-color print applications, otherwise use the primary logo
- Secondary color palette colors — UPS Teal, Blue, Green and Red— are acceptable color backgrounds for the 1-color white logo
- Additional color backgrounds for 1-color white logos may include illustrations
- 1-color black logos are used only in 1-color black print applications and will appear on either black or white

Logo Reproduction on Color in Digital Environments

For questions about using the logo with different digital technologies or applications, please contact the Brand Team or visit Design Lab on Brand Central at brand.ups.com.










Primary Logo	White	UPS Brown	
			
	UPS Brown 1	UPS Brown 2	UPS Brown 3
			
			UPS Brown 4
1-Color White	UPS Brown		UPS Secondary Color Palette
			
1-Color Black	White	Black	
			

Photo Backgrounds

While our primary and secondary logos may appear over photography, contrast and legibility are of utmost importance.

Primary Logo (Preferred)

- The primary logo can appear on light or dark photo backgrounds with excellent contrast
- Photographic backgrounds must be free of complex information that interferes with legibility

Secondary Logo with Keyline (Limited Use)

- Use the secondary logo with keyline when the contrast and legibility of the primary logo is compromised
- The secondary logo with keyline can be shown on photo backgrounds of varying tonality and visual complexity

UPS 1-Color White Logos

- Do not use UPS 1-color white logos over photographs

If the tonality or visual complexity of the photograph interferes with the contrast and legibility of the secondary logo with keyline, then you must consider either an alternate placement or a different photograph.

Primary Logo



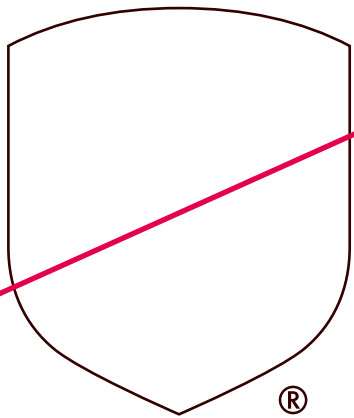
Incorrect Use

To ensure a clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.

Do not outline the logo.



Do not separate logo elements.



Do not change the colors of the logo.



Do not use the logo on unapproved color backgrounds.



Do not apply effects such as drop shadows to the logo.



Do not use the logo as a container for any graphic or image element.



Incorrect Use

To ensure a clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.

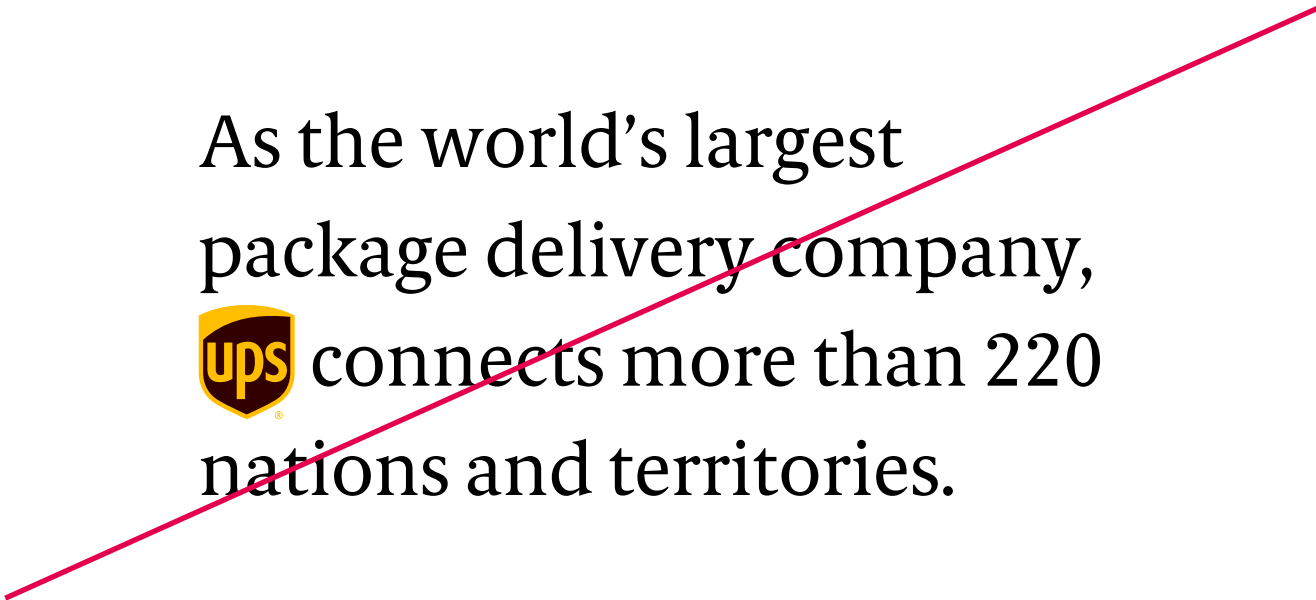
Do not create new logo lockups.



Do not position the UPS logo next to any other entity name.



Do not use the logo in-line with text.



Do not place the logo on a busy or colorful photo.



Do not lockup with graphic elements such as icons.



Do not allow digital application themes to change logo colors.



UPS Healthcare and The UPS Store Logos

UPS Healthcare:

- UPS Healthcare has a separate set of guidelines.
- The Healthcare logo version with the tagline “Quality Focused. Patient Driven.” is only used on assets that do not have a long shelf life or can be easily updated. For the full Healthcare guidelines, visit UPS Brand Central.
 - The UPS Helthcare white logo can only be used with a UPS Dark Blue background.

Primary Logo



Horizontal Logo: White on UPS Dark Blue background



Vertical Logo: White on UPS Dark Blue background



Horizontal Logo: One color on white background. Use of this logo version is limited only to when production limitations require it.



Vertical Logo: One color on white background. Use of this logo version is limited only to when production limitations require it.



Horizontal Logo with Tagline: White on UPS Dark Blue background

The UPS Store:

The logo is primarily used on a white background. Please visit UPS Brand Central to view The UPS Store brand guidelines and see an in-depth look at all use cases for its logo.

Contact creativeserv@upsstore.com for questions regarding the brand.



Primary Logo on White Background



Primary Logo on Color Background

Color

Our color palette pays homage to UPS brown — a color full of positive associations and equities. Sitting alongside our iconic brown are warm tones, golden hues, and bright accents. Designed for digital engagement as well as traditional touchpoints, this palette celebrates the multifaceted nature of our organization and our customers.

Overview

Color is an essential component of the UPS design system. UPS has a long heritage of identification with the familiar dark brown color of uniforms and delivery vehicles.

Our color palette consists of UPS Dark Brown (Pantone UPS Brown 0607298), a set of progressively lighter brown tones, and white. The secondary color palette consists of four bright colors, grays and gold.

How to Use Color

- UPS Brown is a specially formulated mix, proprietary to UPS (Pantone UPS Brown 0607298)
- The primary color palette includes a range of four lighter tones of brown which are used as background colors
- White is a primary brand color and should be used extensively within all materials
- UPS Gold may be used to color patterns, storytelling icons, illustrations, and occasionally as a text color
- UPS Gray 1 is a primary text color, along with white and UPS Brown. It is also used to color functional icons and patterns
- Secondary colors should be used sparingly and as small highlights, not in large areas

Placing the Logo on Color

- It is strongly preferred to place the logo on white, UPS Brown or one of the range of browns (1–4)
- The primary UPS logo may never be used over a secondary color

Primary	<div>White White is a dominant color in the UPS identity system and should be used extensively on any page.</div> <div>UPS Browns UPS Brown and the tones of brown in the primary color palette make up between 25%-50% of color application on a page.</div>	<div>White</div> <div>UPS Brown</div> <div><div>UPS Brown 1</div><div>UPS Brown 2</div><div>UPS Brown 3</div><div>UPS Brown 4</div></div>			
	<div>UPS Gold UPS Gold will always appear as part of the logo and may be used for text, patterns, storytelling icons, and illustrations.</div> <div>UPS Gray 1 Along with white and UPS Brown, gray is a primary text color and is used for functional icons and patterns.</div> <div>Secondary Color Palette The secondary colors — UPS Teal, Blue, Green and Red — are for visual accent and make up less than 10% of color on the page.</div>	<div>UPS Gold</div> <div>UPS Gray 1</div> <div><div>UPS Teal</div><div>UPS Blue</div><div>UPS Green</div><div>UPS Red</div></div>			
Secondary					

Color

Specifications

To keep our colors consistent, always use the specifications shown in this chart. This page provides specifications for 4C printing and digital use.

When matching our colors outside of the modes listed here, use the color’s Pantone number as a target.

- **Please note that these colors are custom colors and are not standard Pantone conversions. For questions regarding print or color, please contact brandcreative@ups.com.**

Additional colors that are part of the UPS brand, but not part of the core UPS identity outlined in this document, include UPS Healthcare Dark Blue and The UPS Store Sky. Specifications for these colors are shown below.

UPS Healthcare UPS Dark Blue PMS: 655 C100 M75 Y0 K64 R14 G37 B84 HEX: #0E2554	The UPS Store UPS Sky PMS: 7703 C75 M2 Y10 K10 R0 G152 B189 HEX: #0098BD
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UPS Healthcare and The UPS Store utilize their own set of guidelines that can be found on [UPS Brand Central](#). To learn more about The UPS Store brand, please contact creativeserv@upsstore.com for any questions or comments.

UPS Brown PMS: UPS Brown 0607298* C0 M60 Y72 K98 R51 G0 B0 HEX: #330000 *Contact Brand Team for exact color formula	White C0 M0 Y0 K0 R255 G255 B255 HEX: #FFFFFF	UPS Gold PMS: 7408 C / 109 U C0 M30 Y100 K0 R255 G190 B0 HEX: #FFBE00	UPS Teal PMS: 7717 C C96 M0 Y47 K19 R0 G133 B125 HEX: #00857D	UPS Blue PMS: 2144 C C95 M50 Y0 K0 R25 G102 B177 HEX: #1966B1	UPS Green PMS: 7737 C C60 M0 Y92 K10 R108 G163 B66 HEX: #6CA342	UPS Red PMS: 193 C C0 M100 Y60 K0 R229 G0 B77 HEX: #E5004D
UPS Brown 1 PMS: 732 C C0 M70 Y100 K70 R98 G52 B19 HEX: #623413	UPS Gray 1 PMS: Cool Gray 10 C C0 M0 Y0 K80 R88 G89 B91 HEX: #58595B	UPS Gold 75% C0 M18 Y85 K0 R255 G206 B64 HEX: #FFCE40	UPS Teal 75% C74 M0 Y38 K14 R64 G163 B157 HEX: #40A39D	UPS Blue 75% C62 M38 Y0 K0 R83 G140 B196 HEX: #538CC4	UPS Green 75% C45 M0 Y69 K8 R145 G186 B113 HEX: #91BA71	UPS Red 75% C0 M77 Y36 K0 R236 G64 B122 HEX: #EC407A
UPS Brown 2 PMS: 725 C C0 M65 Y100 K50 R125 G63 B22 HEX: #7D3F16	UPS Gray 2 PMS: 408 C C0 M16 Y18 K55 R140 G133 B133 HEX: #8C8585	UPS Gold 55% C0 M12 Y65 K0 R255 G219 B115 HEX: #FFDB73	UPS Teal 55% C56 M0 Y28 K5 R115 G188 B183 HEX: #73BCB7	UPS Blue 55% C43 M27 Y6 K0 R129 G171 B212 HEX: #81ABD4	UPS Green 55% C33 M0 Y51 K6 R174 G204 B151 HEX: #AECC97	UPS Red 55% C0 M56 Y19 K0 R241 G115 B157 HEX: #F1739D
UPS Brown 3 PMS: 470 C C0 M60 Y90 K30 R163 G92 B46 HEX: #A35C2E	UPS Gray 3 PMS: Warm Gray 3 C C9 M11 Y13 K20 R190 G184 B176 HEX: #BFB8AF	UPS Gold 35% C0 M8 Y42 K0 R255 G232 B166 HEX: #FFE8A6	UPS Teal 35% C30 M6 Y18 K0 R166 G212 B210 HEX: #A6D4D2	UPS Blue 35% C26 M13 Y0 K0 R175 G201 B228 HEX: #AFC9E4	UPS Green 35% C21 M0 Y32 K3 R204 G223 B189 HEX: #CCDFBD	UPS Red 35% C0 M38 Y13 K0 R246 G166 B193 HEX: #F6A6C1
UPS Brown 4 PMS: 7511 C0 M45 Y90 K20 R184 G120 B46 HEX: #B8782E	UPS Gray 4 PMS: Warm Gray 1 C C10 M10 Y11 K0 R216 G212 B215 HEX: #D8D4D7	UPS Gold 15% C0 M2 Y16 K0 R255 G245 B217 HEX: #FFF5D9	UPS Teal 15% C8 M0 Y3 K4 R217 G237 B235 HEX: #D9EDEB	UPS Blue 15% C12 M6 Y0 K0 R220 G232 B243 HEX: #DCE8F3	UPS Green 15% C10 M0 Y15 K0 R233 G241 B227 HEX: #E9F1E3	UPS Red 15% C0 M16 Y4 K0 R251 G217 B228 HEX: #FBD9E4

Tints

This page shows the available tints derived from the UPS color palette. Consistent use of color tints aids legibility and branding recognition. Use only the tint values shown here. Please see the notes below for when to use these tints.

Gray Tints

- Gray tints may be used to color patterns, functional icons, charts, graphs, table fills and other information graphics
- Gray tints may be used as text color with a background color that provides adequate contrast

Gold Tints

- Gold tints may be used to color patterns, illustrations, charts, graphs, table fills and other information graphics
- Gold tints are never used as text colors

Secondary Color Tints

- UPS Teal, Blue, Green, Red tints may be used for charts, graphs, table fills and other information graphics
- Never secondary color tints for text, patterns, illustrations, functional or storytelling icons, or as background colors

Gray Tints	Gold Tints	Secondary Color Palette Tints			
	UPS Gold 75%	UPS Teal 75%	UPS Blue 75%	UPS Green 75%	UPS Red 75%
UPS Gray 2	UPS Gold 55%	UPS Teal 55%	UPS Blue 55%	UPS Green 55%	UPS Red 55%
UPS Gray 3	UPS Gold 35%	UPS Teal 35%	UPS Blue 35%	UPS Green 35%	UPS Red 35%
UPS Gray 4	UPS Gold 15%	UPS Teal 15%	UPS Blue 15%	UPS Green 15%	UPS Red 15%

Color and Type

Our colors have been evaluated for how they perform with typography in regards to accessibility standards outlined by WCAG 2.0.

The type colors listed represent one of the following:

- AAA compliance between those type colors and the background color with 12 pt type
- AA compliance between those type colors and the background color with 14 pt type
- AA18+ compliance between those type colors and the background color with 18 pt type or 14 pt bold type

<div>UPS Brown</div> <div>White: AAA</div> <div>Gold: AAA</div>	<div>White</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AAA</div> <div>UPS Gray 2: AA18+</div> <div>UPS Teal: AA</div> <div>UPS Blue: AA</div> <div>UPS Green: AA18+</div> <div>UPS Red: AA</div>	<div>UPS Gold</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA18+</div>	<div>UPS Teal</div> <div>White: AA</div> <div>UPS Brown: AA18+</div>	<div>UPS Blue</div> <div>White: AA</div> <div>UPS Brown: AA18+</div>	<div>UPS Green</div> <div>White: AA18+</div> <div>UPS Brown: AA</div>	<div>UPS Red</div> <div>White: AA</div> <div>UPS Brown: AA18+</div>
<div>UPS Brown 1</div> <div>White: AAA</div> <div>Gold: AA</div>	<div>UPS Gray 1</div> <div>White: AAA</div>	<div>UPS Gold 75%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Teal 75%</div> <div>White: AA18+</div> <div>UPS Brown: AA</div>	<div>UPS Blue 75%</div> <div>White: AA18+</div> <div>UPS Brown: AA</div>	<div>UPS Green 75%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA18+</div>	<div>UPS Red 75%</div> <div>White: AA18+</div> <div>UPS Brown: AA</div>
<div>UPS Brown 2</div> <div>White: AAA</div> <div>Gold: AA</div>	<div>UPS Gray 2</div> <div>White: AA18+</div>	<div>UPS Gold 55%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Teal 55%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA18+</div>	<div>UPS Blue 55%</div> <div>UPS Brown: AAA</div>	<div>UPS Green 55%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA18+</div>	<div>UPS Red 55%</div> <div>UPS Brown: AA</div>
<div>UPS Brown 3</div> <div>White: AA</div> <div>Gold: AA18+</div>	<div>UPS Gray 3</div> <div>UPS Brown: AAA</div>	<div>UPS Gold 35%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Teal 35%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Blue 35%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA18+</div>	<div>UPS Green 35%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Red 35%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA18+</div>
<div>UPS Brown 4</div> <div>White: AA18+</div>	<div>UPS Gray 4</div> <div>UPS Brown: AAA</div>	<div>UPS Gold 15%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Teal 15%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Blue 15%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Green 15%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>	<div>UPS Red 15%</div> <div>UPS Brown: AAA</div> <div>UPS Gray 1: AA</div>

Typography

We communicate in many moments, and across many touchpoints. For that reason, our approach to typography balances visual appeal with consistency and legibility. Rooted in our core Berlingske type family, our primary, secondary and system fonts deliver on clear, compelling design.

Primary Fonts

Super-Family: Berlingske

Berlingske is a type “super family,” with both serif and sans serif styles that are compatible and offer design flexibility. It is a modern, versatile face with smooth, clean lines and shapes and provides a harmonious style for all UPS communication. It is functionally suited to digital use and also reflects a technologically smart approach to typography for UPS.

There are a large number of weights and styles, and with almost half a million glyphs (individual characters) there is very good provision for languages.

To ensure consistency between different design applications, a selection of weights and styles have been licensed for UPS use.

Please reference [Type hierarchy](#) for type usage.

Preferred Primary Font

UPS Berlingske Sans

Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

Medium

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

ExtraBold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

UPS Berlingske Serif Tx

Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

Medium

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

ExtraBold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#\$\$%&*

Lorem Ipsum,
 Dolar at itsu

Del maximaio vollendit
optum explit voluptas
doluptiusam reped quam
ressint rest autet volorendi
nest, voloriam untio eatia
dolut qui doluptat harios
sandam iumenis similissum
reperum equam assin re

Digital-Only Fonts

NOTE: Our DX team will begin implementation of the “Roboto” font where currently possible. For now this rollout will concentrate on .com, then expand into our digital applications.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn’t compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

For an in-depth look into digital guidance, please visit Design Lab at UPS Brand Central.

Roboto

Light
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#%&*

Regular
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#%&*

Medium
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#%&*

Lorem Ipsum,
Dolar at itsu

System Fonts

System fonts are fonts that are preloaded on any Mac or PC. When the Berlingske Type Family is unavailable, the universal system fonts Verdana and Georgia may be used instead. Tahoma may be used for web environments.

- Verdana is our preferred system font replacement for UPS Berlingske Sans
- Georgia is our preferred system font replacement for UPS Berlingske Serif Tx
- The preferred font is Verdana for both headers and body copy

Preferred System Font Choice

Verdana

Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#%&*

Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#%&*

Lorem Ips,
Dolar at.

Georgia

Regular

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#%&*

Bold

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#%&*

Del maximaio vollendit
optum explit voluptas
doluptiusam reped quam
ressint rest autet volorendi
nest, voloriam untio eatia
dolut qui doluptat harios
sandam iumenis similissum

Type Hierarchy

The chart on the right shows the basic hierarchy of standard sizes to use when setting type to ensure clear presentation of your information.

Type Principles

To keep our documents consistent, we follow a few principles when using typography in layouts:

- Set headlines in title or sentence case. Avoid all uppercase treatments of text
- We prefer to align all copy flush left
- Use our typographic hierarchy to prioritize information
- Use UPS Brown or Gray 1 for body copy on white backgrounds whenever possible
- Use italics sparingly, for emphasis or highlighted quotes only
- Do not use the UPS logo in body copy. Instead, set the letters “UPS” in the same font as your copy. Be sure to capitalize all of the letters

Style Name	Font Weight	Type Sample
Headline	UPS Berlingske Sans ExtraBold	Lorem ipsum dolor sit amet.
Title	UPS Berlingske Sans Bold	Lorem ipsum dolor sit amet.
Quote	UPS Berlingske Sans Medium Italic	<i>“Lorem ipsum dolor sit amet.”</i>
Callout	UPS Berlingske Sans Medium	Lorem ipsum dolor sit amet. Sectetuer adipiscing elit, sed diam nonummy.
Body Head	UPS Berlingske Sans Bold	Lorem ipsum dolor sit amet.
Body	UPS Berlingske Sans Regular	Lorem ipsum dolor sit amet. Sectetuer adipiscing elit, sed diam nonummy. nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.
Long Body	UPS Berlingske Serif Tx Regular	Lorem ipsum dolor sit amet. Sectetuer adipiscing elit, sed diam nonummy. Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit
Legal	UPS Berlingske Sans Cn Regular	Lorem ipsum dolor sit amet. Sectetuer adipiscing elit, sed diam nonummy. Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

In Use



Headline

Headline 42
lenem eum
accullam aut

Title

Title 20 maximus, qui ut qui
dolo con num reptatu rehent

Body Head

Body head 12 Lorem ipsum dolar et non

Long Body

Long Body 10 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis Duis aute irure dolor in reprehenderit in Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Body head 12 Lorem ipsum dolar et non

Body 12 Lorem ipsum dolor sit amet, consectetur adipiscing elit, eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis Duis aute irure dolor in reprehenderit in. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Callout 18 lorem ipsum dolar et non consectetur adipiscing, eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Callout

Body

Table head 12

Table cell head 10		
Table cell 1	140	256
Table cell 2	133	245
Table cell 3	237	624
Table cell 4	260	687

“Quote 12 qui quos evendio. Rum quid ma pro experrupt. Estem il id ut escia quo modipsum hit fugiae rehenet hil id qui del inum idis quo dit, quibearum eos remporp oriorrores eum es is dem.”

Quote

Firstname Surname,
Chief Executive Officer, UPS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Legal

International Languages

NOTE: Our DX team will begin testing of the “Google Noto” font with developers to ensure performance.

Typography for Asia and the Middle East requires completely different character sets. Working with the type foundry that created Berlingske has resulted in the selection of Google Noto type styles to provide for Arabic, Simplified and Traditional Chinese, Hebrew, Japanese, and Korean.

Thai uses Sarabun, which is a Google font.

There are multiple weights available in each of these typefaces, regular, demi light and bold, which are stylistically compatible with Berlingske. They share the same kind of smooth clean lines and shapes seen in Berlingske. They are well suited to digital applications.

Please reach out to the Brand Team at brand@ups.com for any questions regarding the use and appearance of international fonts.

Arabic — Kufi Arabic — Regular, Bold

ایلی ن فصل لری اوچون کی تاب تانی تم
ایلی ن فصل لری اوچون کی تاب تانی تم

Chinese, Simplified — Demi Light, Bold

有 理性和良心,并应以兄弟关系的精神
有 理性和良心,并应以兄弟关系的精神

Japanese — Demi Light, Bold

語 ト ち そ 始 必 べ い 橋 61 発 あ わ と 中 米 ヲ
語 ト ち そ 始 必 べ い 橋 61 発 あ わ と 中 米 ヲ

Thai — Regular, Bold

กิดขึ้นที่ลูกค้าภาคเอกชนหรือ
กิดขึ้นที่ลูกค้าภาคเอกชนหรือ

Hebrew — Regular, Bold

שכל או ניווט משפטית הקהילה
שכל או ניווט משפטית הקהילה

Chinese, Traditional — Demi Light, Bold

理性和良心，並應以兄弟關係的精神
理性和良心，並應以兄弟關係的精神

Korean — Demi Light, Bold

헌법에 의하여 체결·공포된 조약과
헌법에 의하여 체결·공포된 조약과

Photography

Our approach to photography is all about celebrating individuals from all backgrounds — on all types of journeys — and their unique place in the world. In ways both subtle and bold, our photography celebrates what makes UPS unique.

Overview

Color and Photography

Tonally, our photography draws on the UPS color palette, with warm brown hues subtly infused in each image. This ensures that our communications are unmistakable — and unmissable.

In the diagram here, you'll see that these colors can play a leading role in photography or an accent. But importantly, all these images carry a proprietary UPS feel and are connected through color.

Photography Usage Rights

Please ensure that proper usage rights are obtained prior to image usage. When shooting new photography or video, please refer to the “Location, Model, Music, and Photographer Release Guidelines” that you can download from [UPS Brand Central](#).

Be aware that any recognizable image or recording of a person (including audio recordings), whether or not they work for UPS, requires a signed release from that person, unless that individual is a public official.



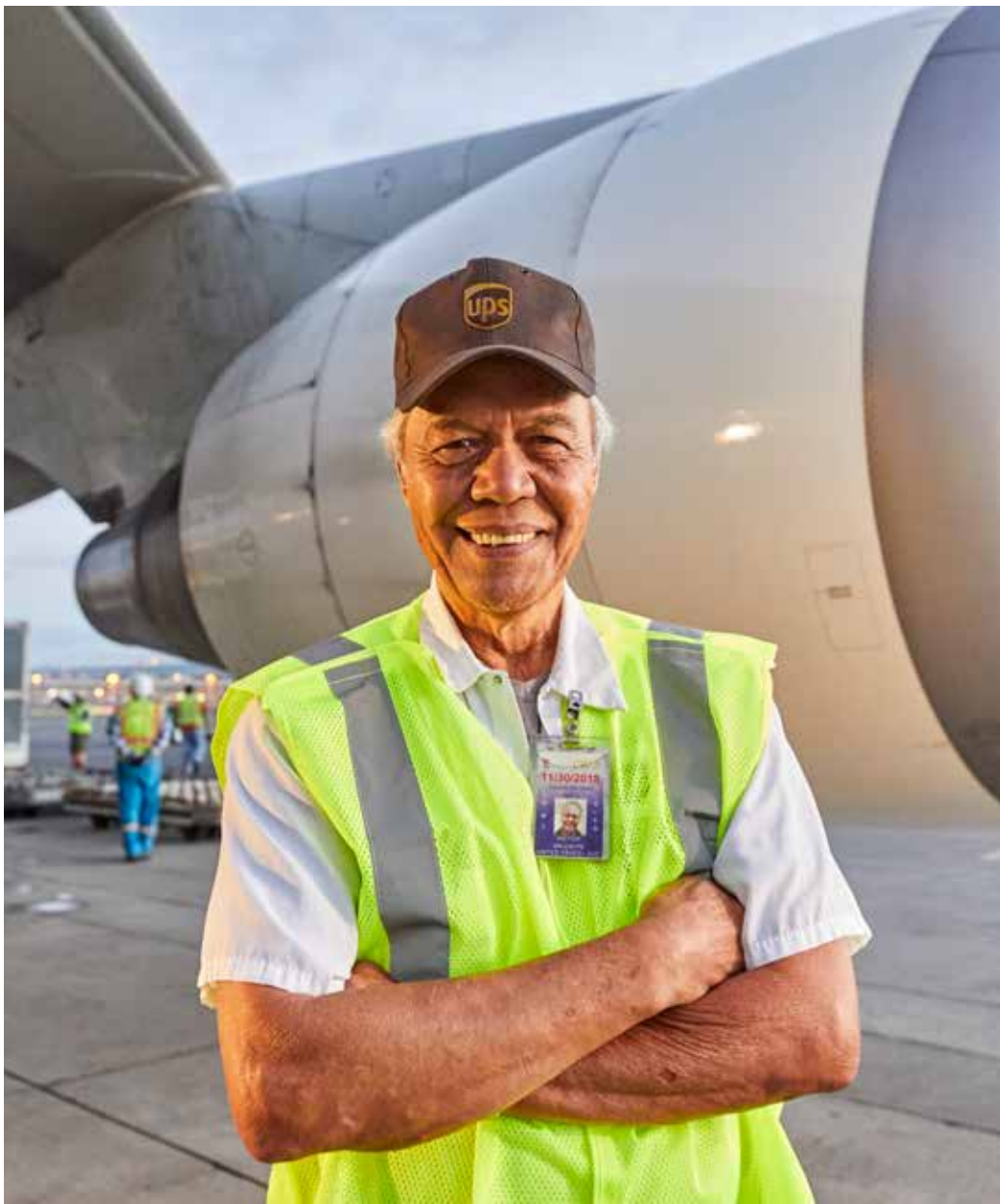
People

Our photography leans heavily on images of our customers and all the ways UPS delivers for them. Whether we are highlighting business owners or end-consumers, we strive to capture them at their most confident. Backgrounds, clothing, or scenic details should include references to our color palette. Although we always want our brand colors represented, it is still good practice to add in pops of color.



Our People

We love to celebrate the people of UPS, whether we're capturing them in a confident stance, or looking into a candid moment of professionalism. Backgrounds, uniforms, or scenic details should include references to our color palette.



UPS in Places

Our incredible operations help us deliver what matters to every corner of the world. These images capture our people, fleet, or packaging in the vast places we travel. Backgrounds, uniforms, or scenic details should include references to our color palette.



Incorrect Use

This document includes a lot of helpful standards for proper imagery use. However, it's also important to keep in mind the things we shouldn't do.

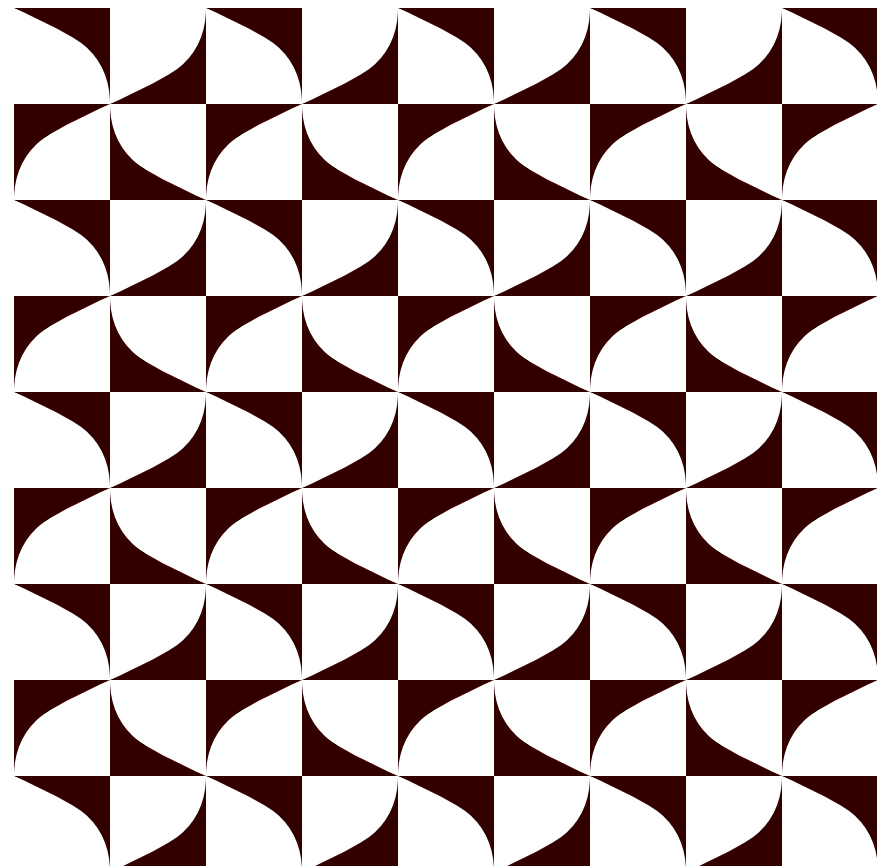
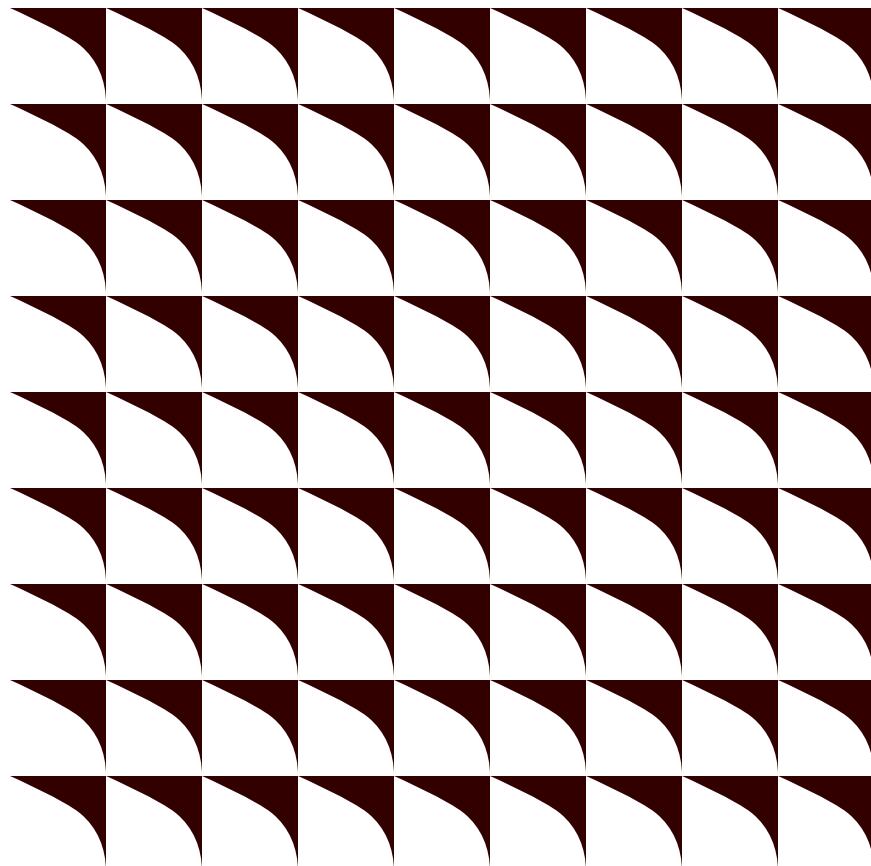
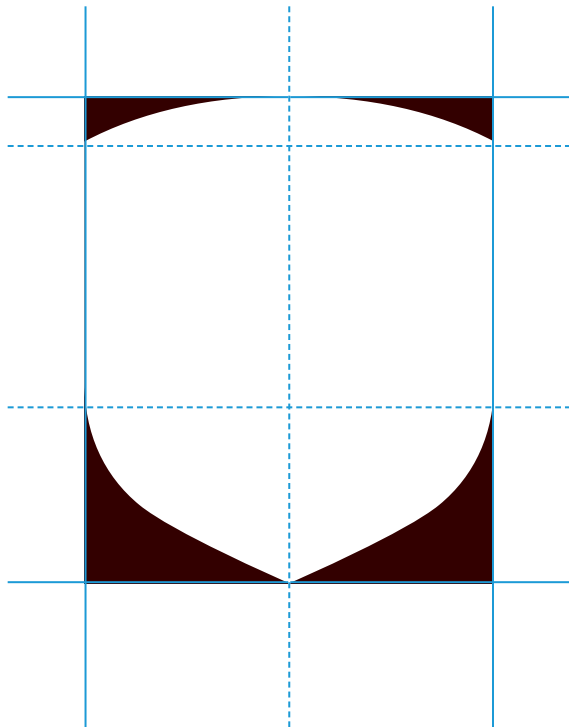
<p>Do not use photographs that are posed and that look contrived.</p> 	<p>Do not use photographs with optical distortion such as from a wide angle lens.</p> 
<p>Do not use photographs without warm tones, or an overall cool temperature.</p> 	<p>Do not use photographs that have been desaturated.</p> 
<p>Do not use photographs that have been heavily manipulated.</p> 	<p>Do not use photographs that are very busy or complex.</p> 

Patterns

Patterns add texture and visual appeal to touchpoints that may not be suitable for photography, such as apparel or divider slides in PowerPoint. Our patterns give us the flexibility to make even the smallest brand moments feel proprietary, without overextending other visual elements. The patterns evoke colors and shapes from our system to create supporting materials that feel onbrand.

Overview

Our patterns are inspired by the shapes and outlines of the UPS shield. These abstractions provide a consistent texture to add additional appeal to communications and apparel. Patterns are a great way to add the feel of an illustration without much back-end work required.



Patterns and Color

Our patterns use set color combinations, using hues from our palette randomized across the pattern.

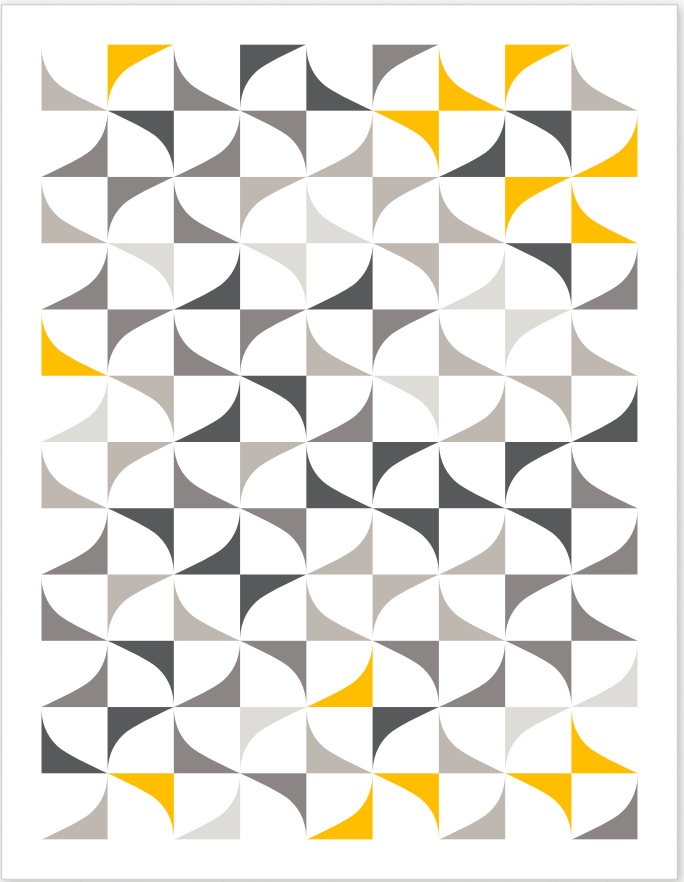
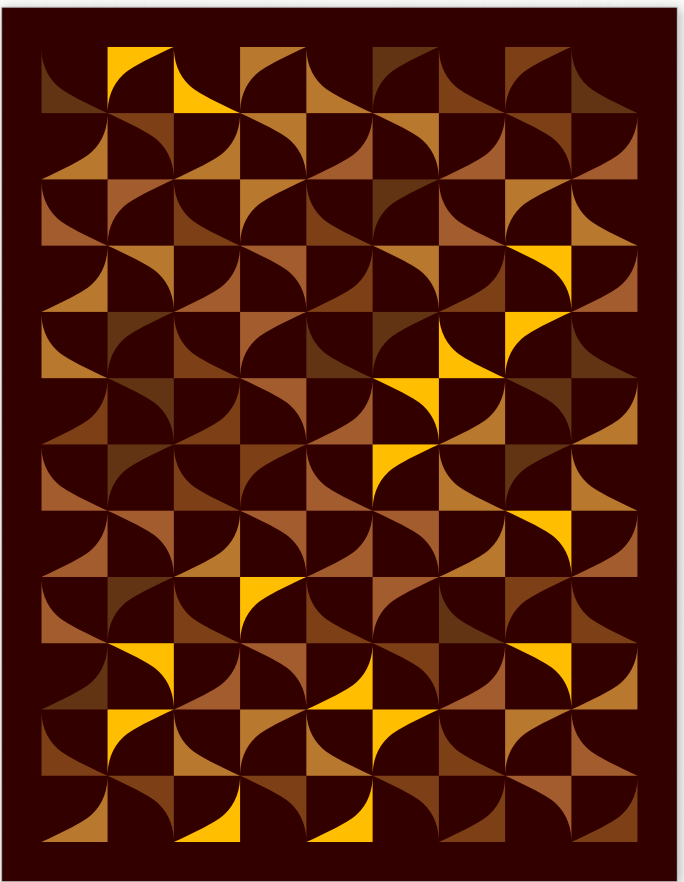
- Patterns with white backgrounds use UPS Gold and UPS Grays
- Patterns with brown backgrounds use UPS Gold and UPS Browns

The UPS logo can be placed in a layout using a pattern provided there is clear space separating the pattern and the logo.

Type may be placed in a layout using a pattern provided there is clear space separating the pattern and the type, or the type has adequate contrast over the pattern. There are only two patterns approved for use at this time. See examples at right.

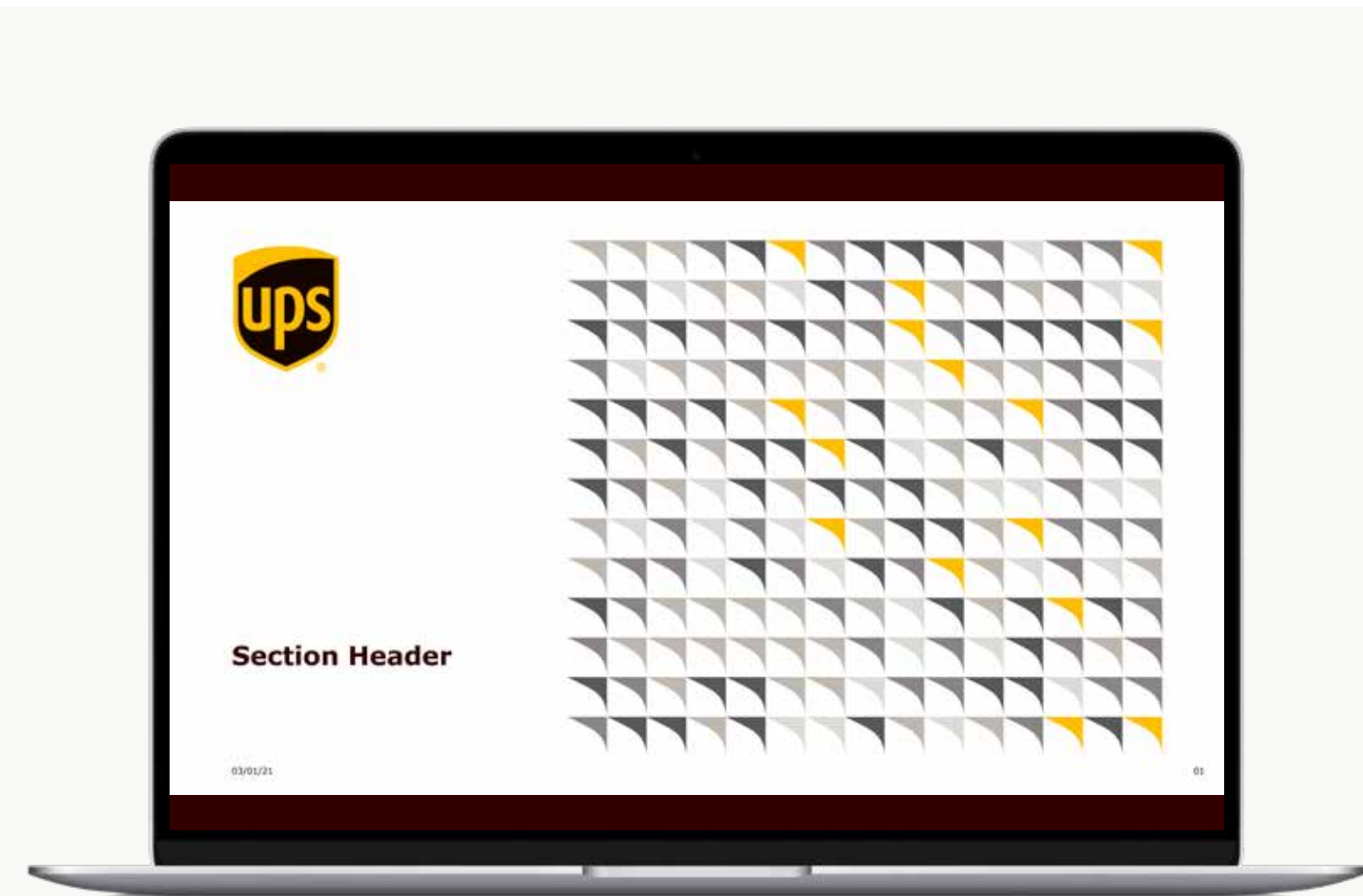
- The patterns should be used sparingly
- Do not rotate the pattern
- Do not create your own pattern
- Do not change up the colors of the current patterns
- Do not use a blend mode on the patterns
- Try to keep the sizing of the shapes relatively small. The shield should take up no more than 2-3 shapes in height

Please contact the Brand Team for files and guidance on usage.

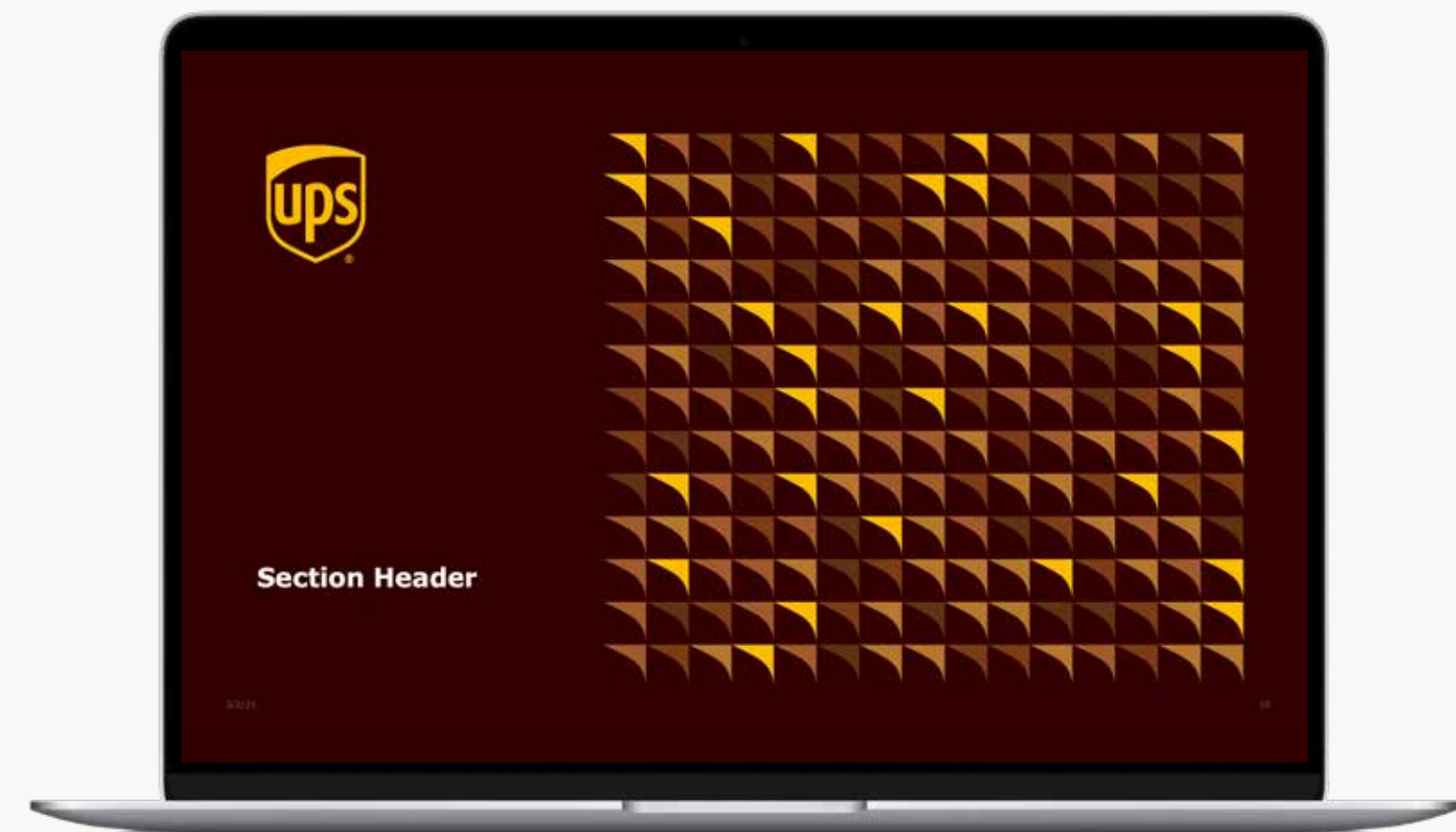


The size of the patterns is dictated by the size of the logo in your collateral. The individual elements within the pattern should be 1/2 or 1/3 the height of the shield.


In Use



PowerPoint



Flyer



**Ibus nos eum
aliaecus sita**

Orrum quia estis venis si odionsequame nihil ipidi volorup

Mo invelig eniet, volupta que sapicatat qui dolut res volore solesto tatistint, anis eossequam eicae

Getting your cross-border shipments to your customers quickly and easily while improving your bottom line is critical.

With UPS's World Ease® service, you've experienced the benefits of consolidation, but as your business grows, UPS Trade Direct® service can provide additional flexibility and cost savings, while giving you the control you need.

UPS Trade Direct® service is an integrated, multi-modal solution that combines UPS Supply Chain Solutions® freight and customs clearance capabilities with UPS package or freight final delivery to anywhere in North America.

FEATURE	UPS WORLD EASE®	UPS TRADE DIRECT®	WHAT IT MEANS FOR YOU?
Speed	Uses one international service level per consolidation	Variable – One freight move (Ground or Air). Individual shipments can be labeled with any domestic package or freight service option	UPS Trade Direct® service offers greater flexibility to select the speed you need for each shipment
Shipment Size	Packages under 150 lbs.	Packages and palletized freight. Solution works for shipments with at least 220 lbs. per consolidation	UPS Trade Direct® service can handle all packages and freight
Transportation Cost	Each individual shipment is rated (removed individually) with international package rates	One freight charge to move goods across the border. Domestic package and freight charges for each shipment	Using domestic services within UPS Trade Direct® may provide greater cost savings
Customs Clearance	One customs entry for the entire consolidation	One customs entry for the entire consolidation	One customs entry can mean faster clearance and lower risk for holds
Visibility	End-to-end visibility	End-to-end visibility	Ability to know where your shipments are at all times
Billing Invoice	All transportation charges are billed on package invoice. Customs clearance charges are billed separately	All UPS Trade Direct® service charges, including customs clearance charges are billed together on a single, consolidated invoice	Simplify payment process by getting all information on a single invoice

We're here to help. For more info contact a UPS representative today.

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Dare to go global



Web Banner

Promo
Material



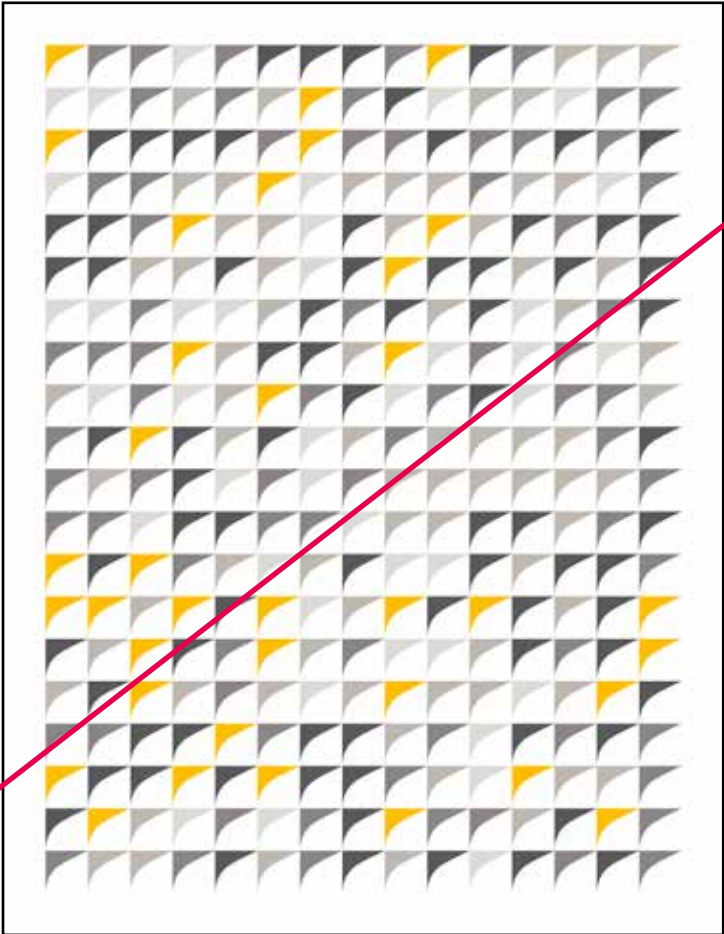
Incorrect Use

The examples on this page show what not to do when working with our patterns.

Do not place text over pattern that doesn't have enough contrast.



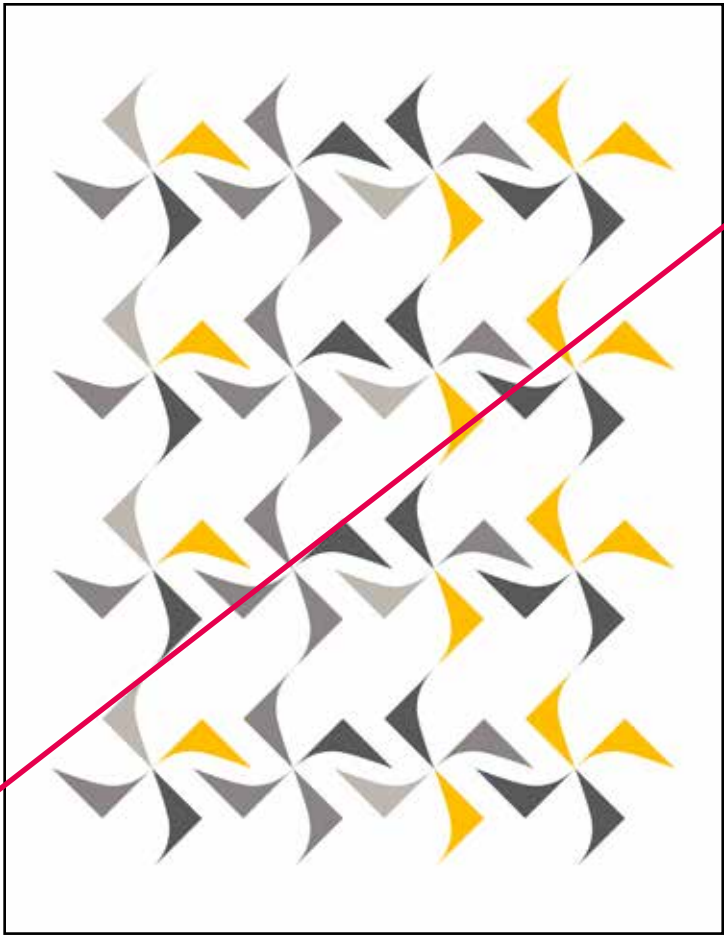
Do not flip the elements in a pattern.



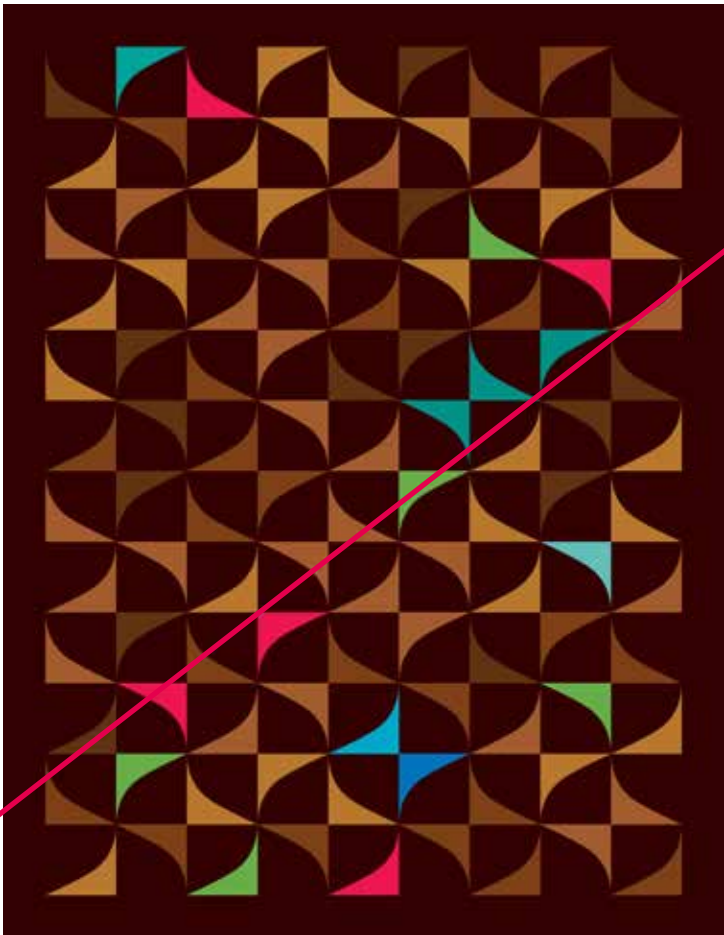
Do not rearrange any of the elements.



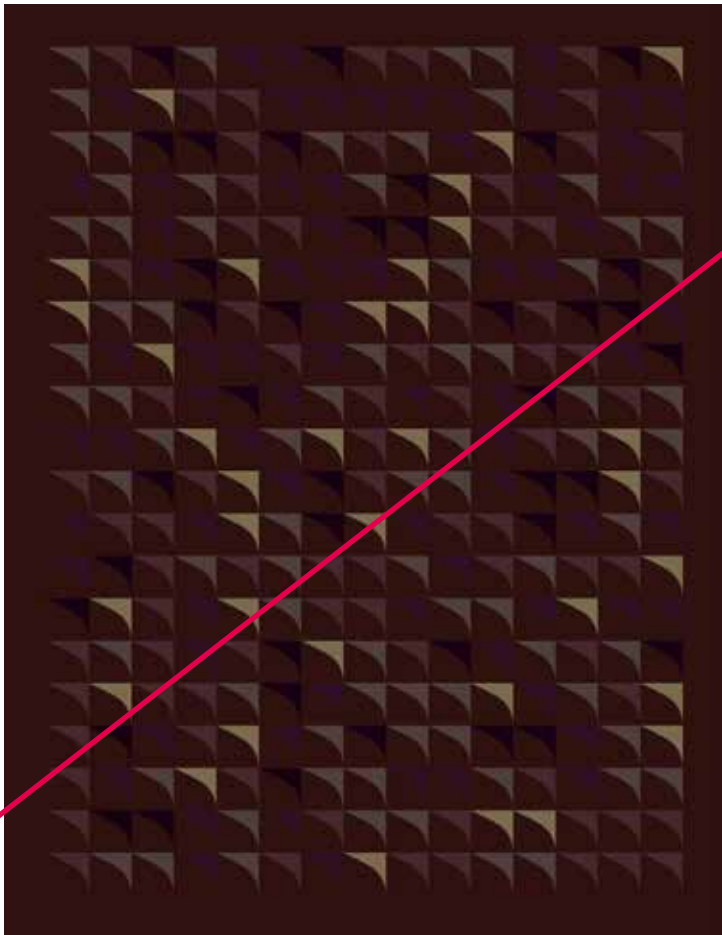
Do not create your own patterns.



Do not change the colors in pattern.



Do not apply a blend mode to the pattern.



Layouts

Layouts are where the magic happens, combining imagery, graphic elements, our logo and typography to tell a complete story.

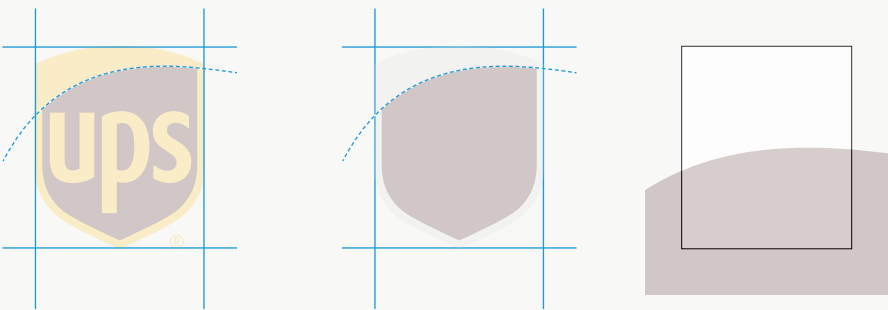
Overview

Our layouts begin with a dynamic design element that ties into our brand—the Arc.

The Arc is a proprietary shape drawn from the forms of our logo and designed to create floods of color and space in layouts. This device works hand in hand with photography and type and provides the final polish to create truly on-brand communications.

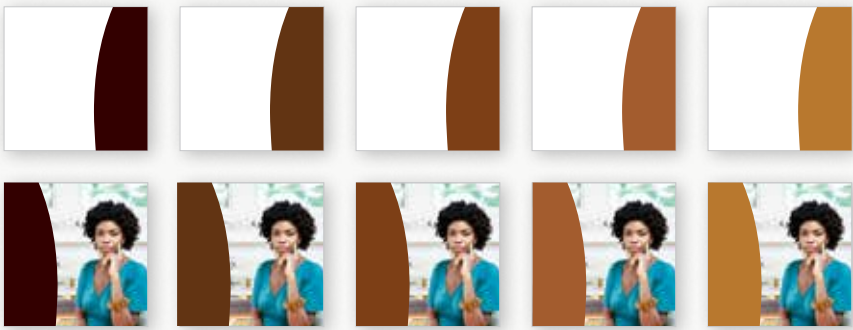
Additionally, we have two layout types: with and without a white frame. The white frame is used for printed communications and provides a “safety zone” around a piece. For digital applications, we remove the frame and extend graphic elements and photography to the edges of a touchpoint.

Arc



- The Arc shape is derived from the upper curve of the UPS Shield

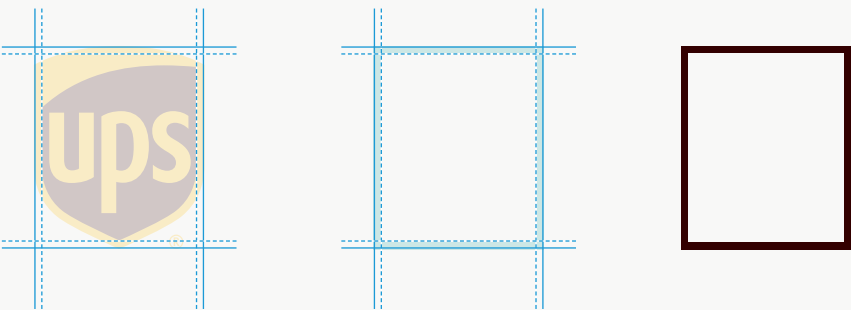
- Various orientations and proportions.
- Appears in UPS Browns with photographic or white background



- Appears in white with photographic background



Frame

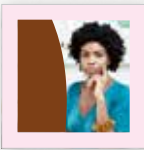


- The Frame is created by referencing the outer margin of the UPS Shield

- Used in print applications
- Only appears in white
- Can be used with Arc

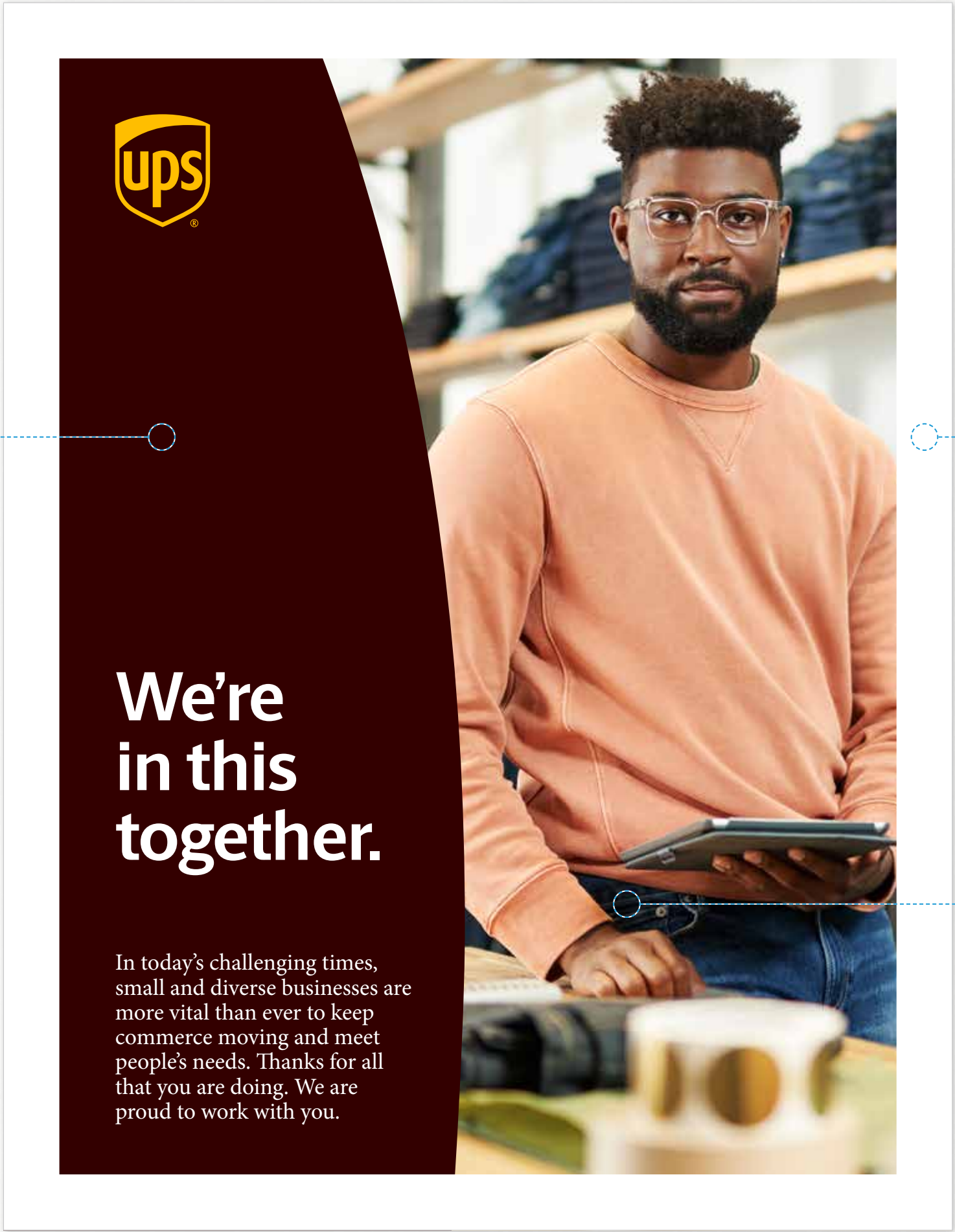
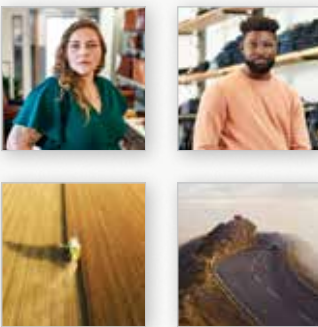


- Can be used with photography



Photography

- Focuses on people or places



Arc

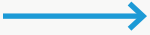
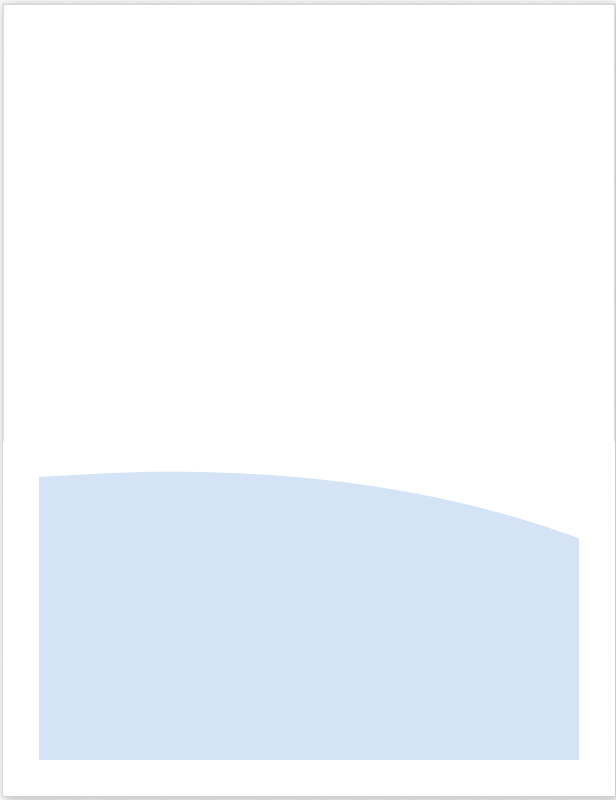
The Arc is a graphic element derived from our logo that helps create interesting layouts and provides structure. The Arc is not required to be used in applications; it is just one of many brand-approved graphical devices to help elevate your work.

The Arc can be used with or without a frame. It appears in white or one of our UPS Browns.

There are various orientation options and proportions available to accommodate a wide variety of applications and formats.

There is an Arc guidance file located on Brand Central that contains more technical instructions on how to use the Arc.

- Arc can only use primary colors
- Photography cannot be placed within the Arc
- Arc cannot take up more than 1/2 the page
- Do not manipulate the Arc's curve by rotating or stretching the angle
- Always use the Arc at full width and do not crop it
- Do not overlap the Arc with content or graphics

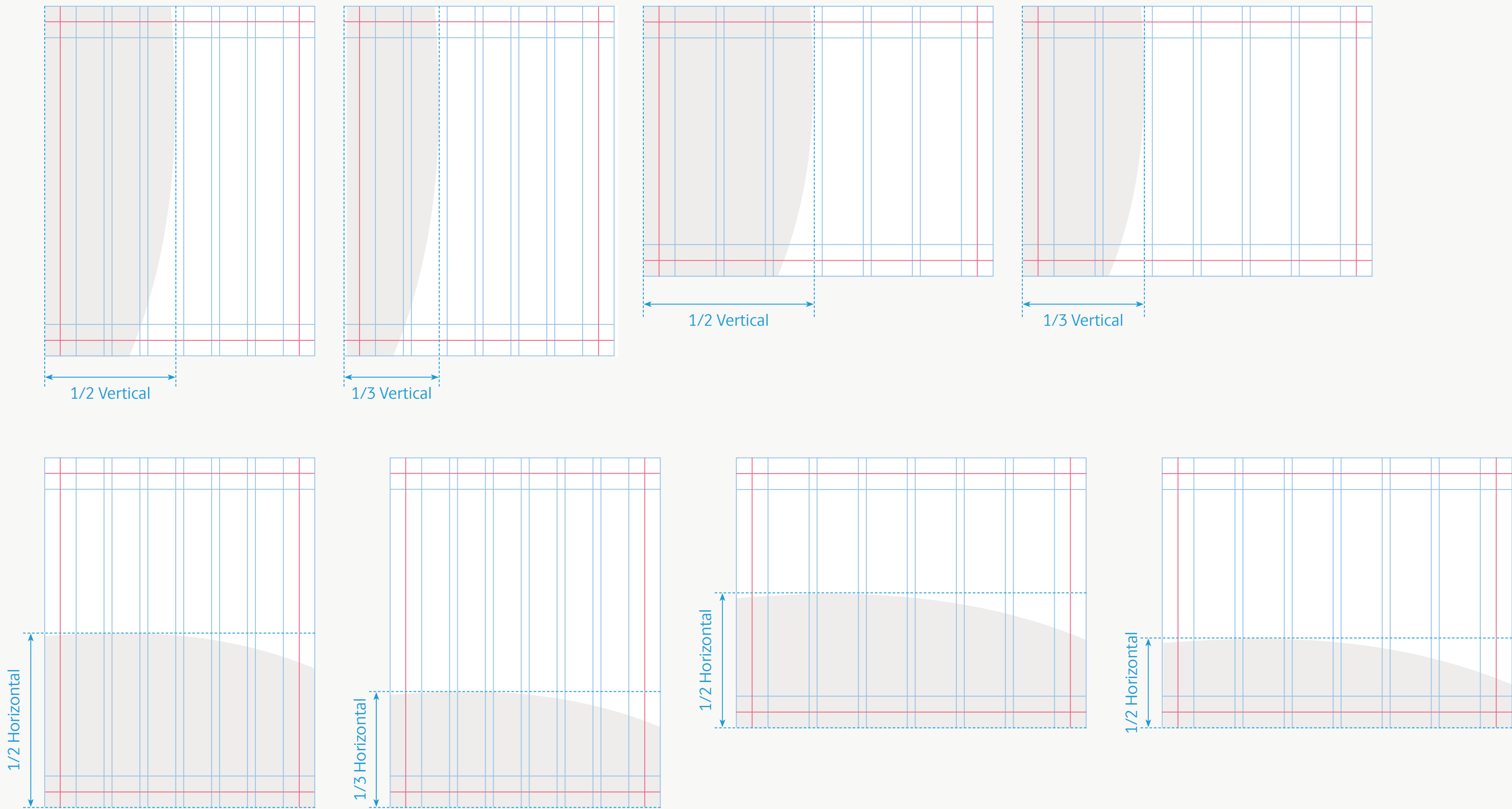


Arc Proportions

The Arc covers either 1/2 or 1/3 of an application and can be oriented vertically or horizontally. For tall, vertical applications, use the horizontal format.

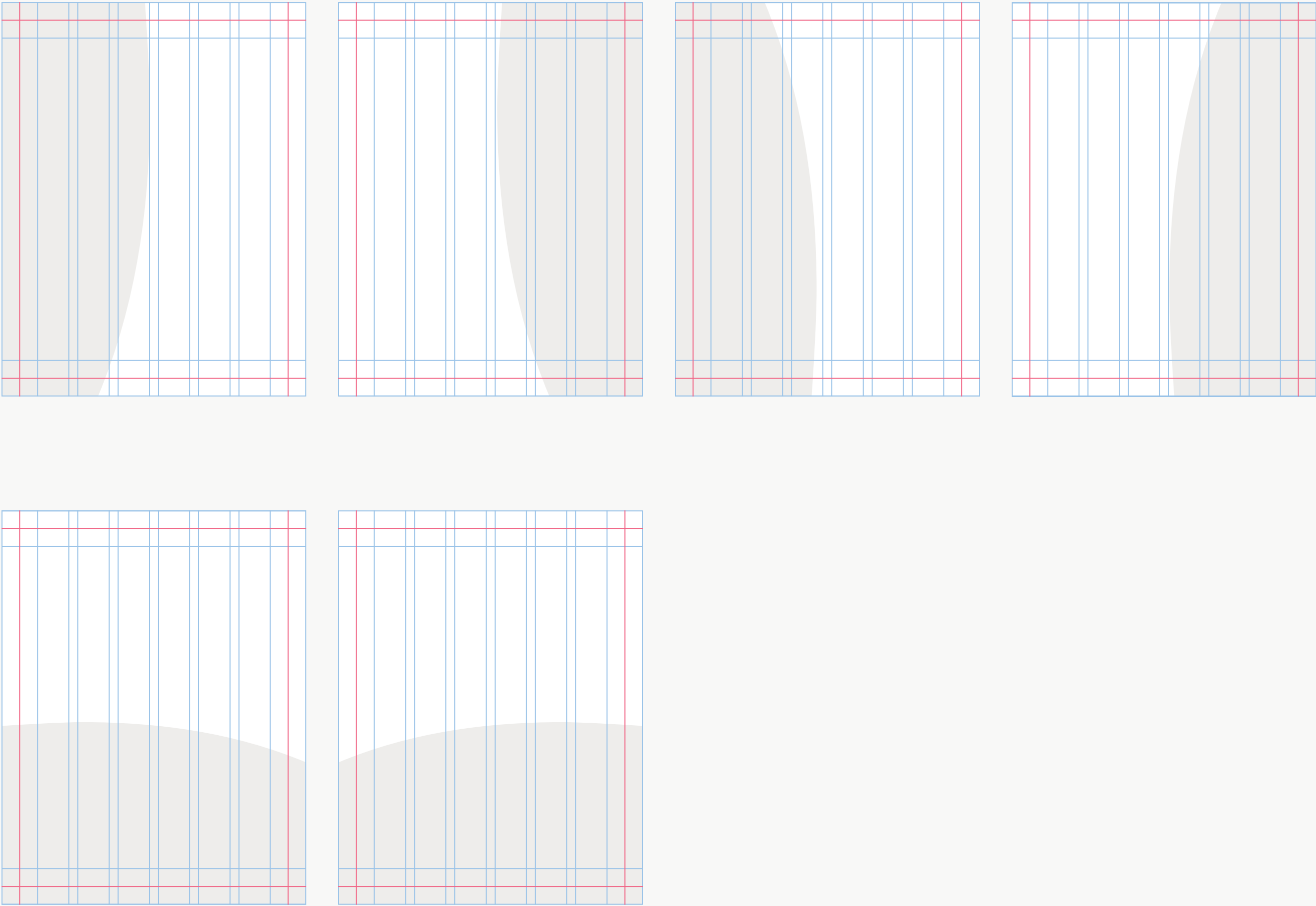
The Arc device will be available for download in Adobe InDesign and Adobe Illustrator formats on [UPS Brand Central](#).

For use with PowerPoints, please download the latest PowerPoint template on [UPS Brand Central](#).



Arc Orientation

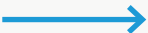
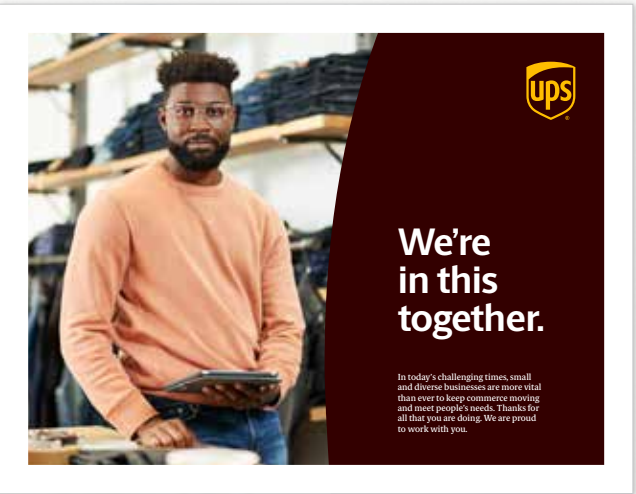
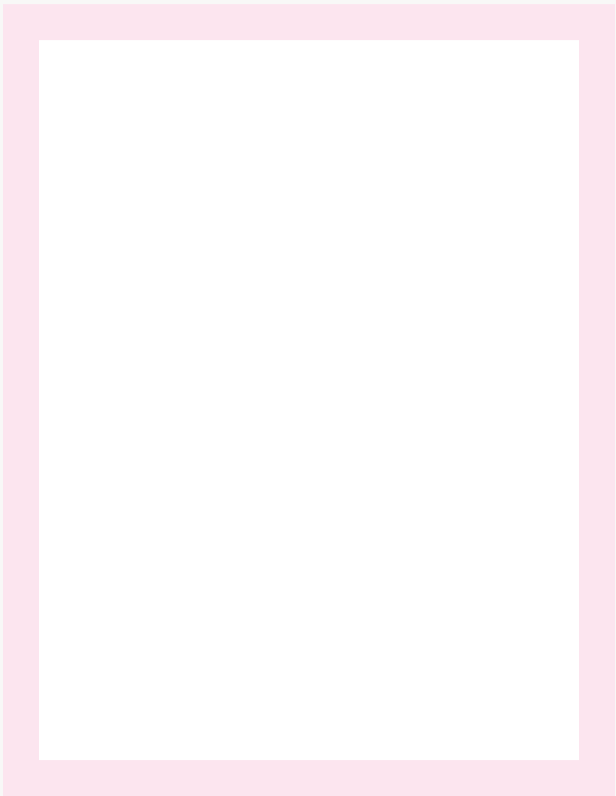
- The Arc sweeps either top to bottom or left to right, across the application format.
- Arc is oriented vertically or horizontally
 - 1/2 and 1/3 proportions can be used for all orientations shown
 - When oriented horizontally, it only appears on the bottom of the application
 - When oriented vertically, the Arc can be flipped on the horizontal or vertical axis



Frames

Frames are based on the grid and are built using the dimensions of the application. There are four size types: Small, Medium, Large and Display. See [Grid System](#) for more information.

- Small, Medium and Large frames are set sizes
- Display size frames are 50% of the margin width
- Frames appear in white only
- Frames can be used together with the Arc
- Frames are used for print applications and are not used in digital applications



Layout and Color

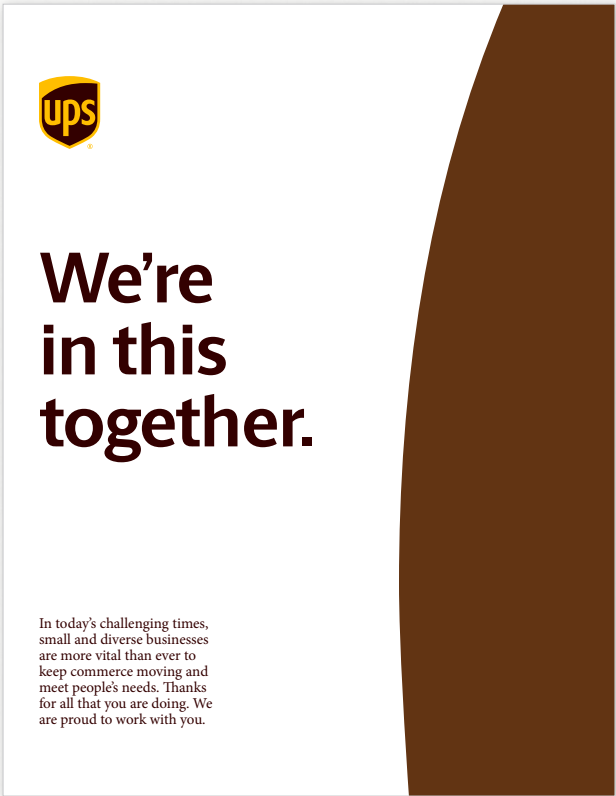
All possible color combinations for the Arc are shown here. We use UPS Browns when the layout background is white. For photographic backgrounds, we use white or UPS Browns for the Arc.

Please note that we do not use other colors.

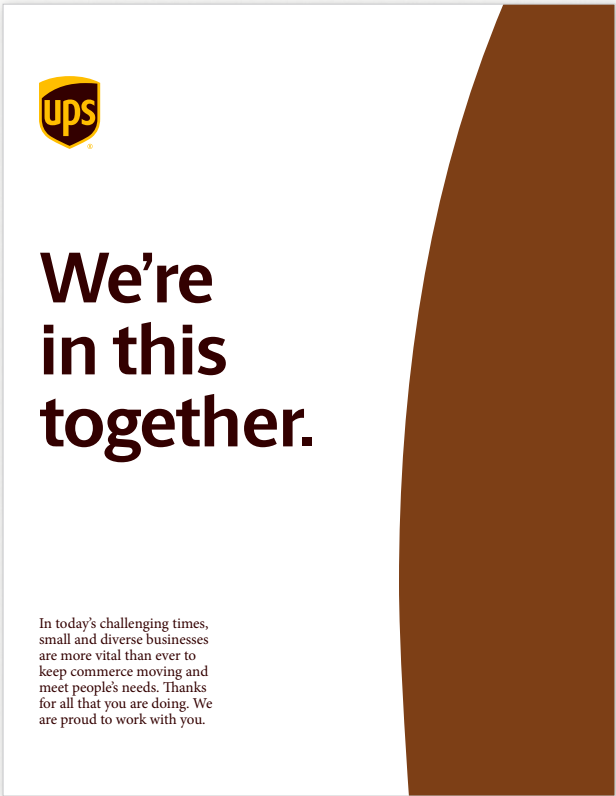
White Background and Shield Colors



White background/UPS Brown



White background/UPS Brown 1



White background/UPS Brown 2



White background/UPS Brown 3



White background / UPS Brown 4

Photographic Backgrounds and Shield Colors



Photo background/White



UPS Brown/Photo background



UPS Brown 1/Photo background



UPS Brown 2/Photo background



UPS Brown 3/Photo background

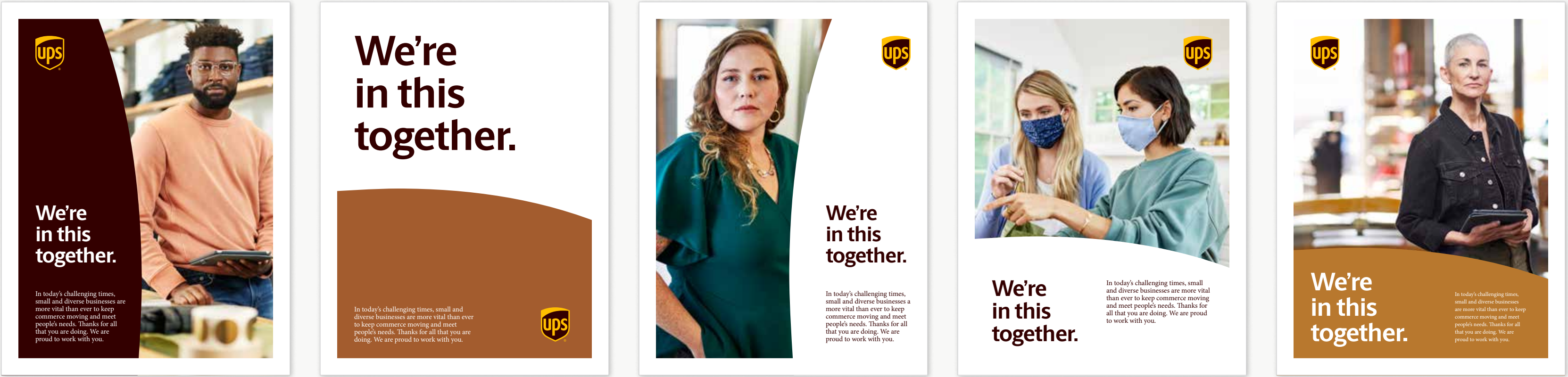


UPS Brown 4/Photo background

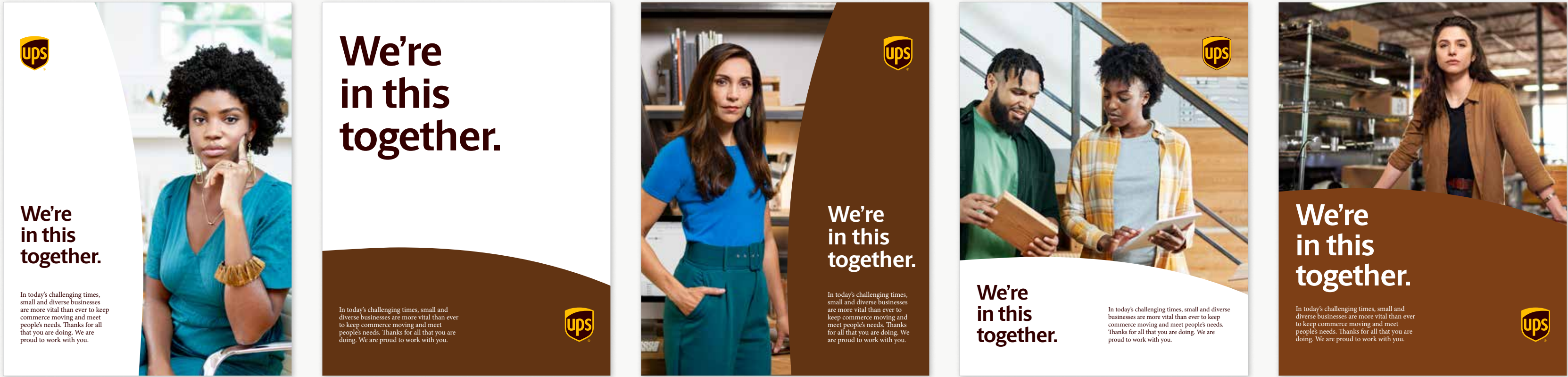
Layout Examples

Examples on this page show some of the possible combinations of color, Arc, photography, type and logo placement — with or without a frame.

With Frame



Without Frame



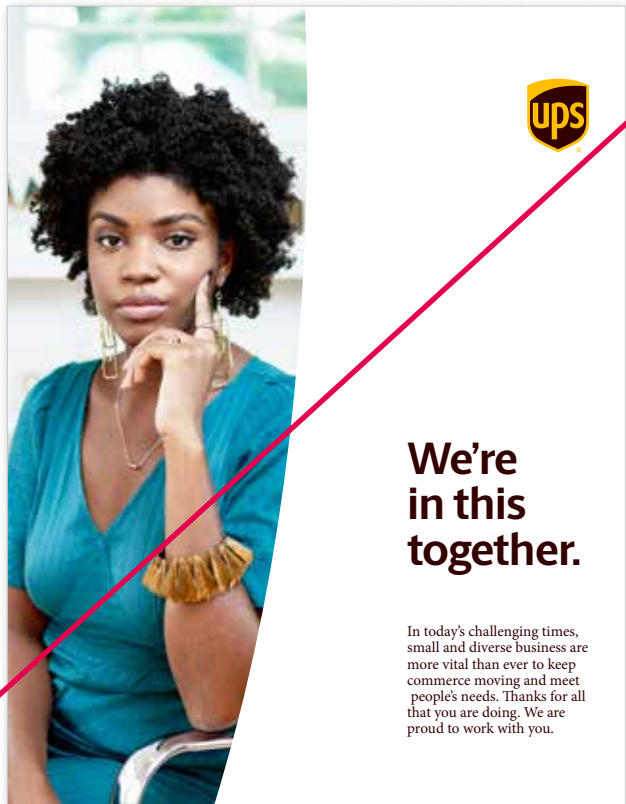
Incorrect Use

It's important to maintain a consistent feel to all of our applications. The examples on this page illustrate some potential incorrect uses of the visual identity in layouts.

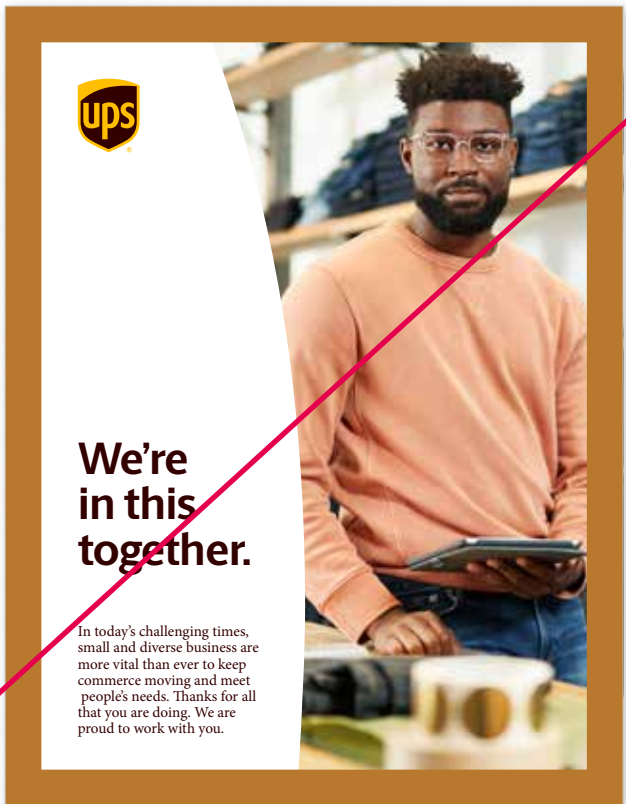
Do not allow the Arc to cover more than 1/2 of the application.



Do not place photographs inside the Arc.



Do not fill the frame with color.



Do not flip the horizontal orientation of the Arc.



Do not color the Arc with secondary colors.



Do not allow the logo and photography to clash.



Icons

Iconography plays two roles in our brand: first, it can help customers navigate an experience more clearly, without the use of language; and second, it adds visual appeal and an illustrative quality to our communications. Our two styles of iconography are designed to help you create communications that are as visually appealing as they are easy to navigate.

Functional Icons

Icons are best used as a functional device for navigation. In infographics, icons should be used sparingly to aid comprehension and support the communication.

Standard icons should always be filled in with either UPS Gray 1–4, or reverse out in white over UPS Brown and UPS Brown 1–4. Should you need to adjust an icon to fit the UPS iconography style, always select the simplest icon version for what you need, and make sure of the following:

- No overly rounded corners
- No overly detailed icons

Icons can appear either on white or over shades of UPS Browns.

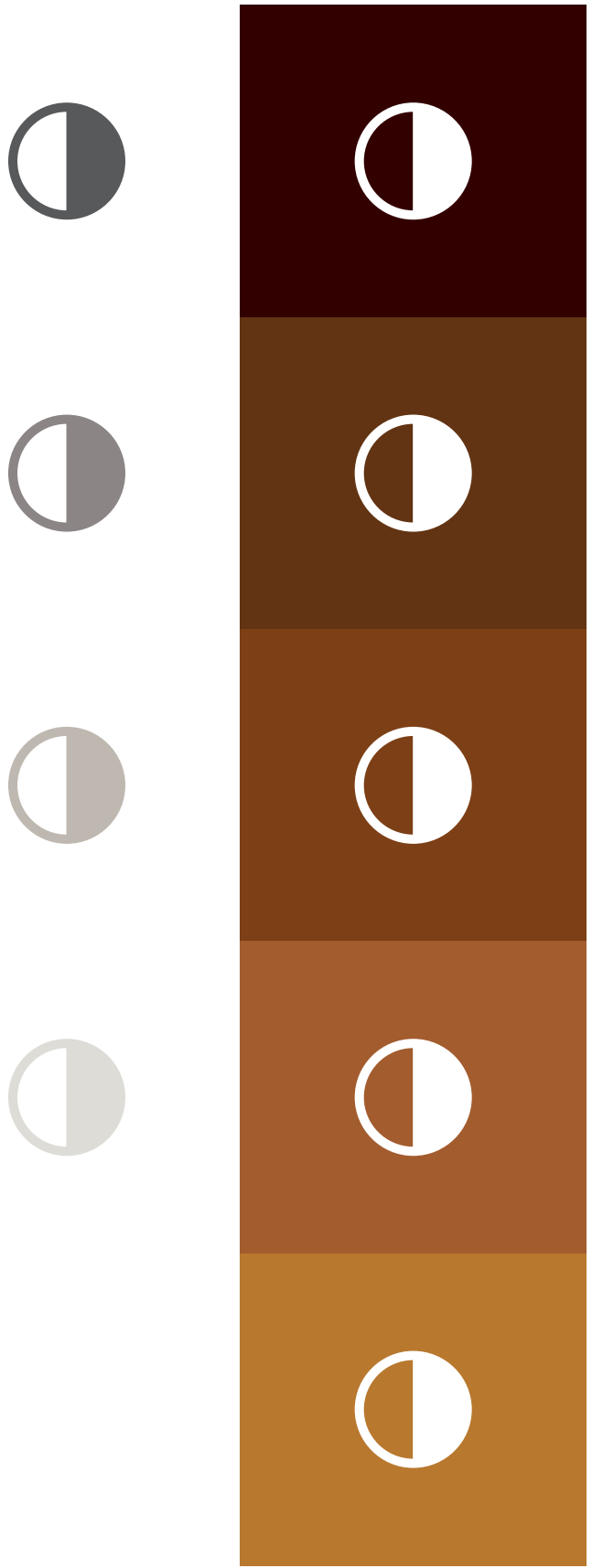
- When using icons on a white background, they should appear in a shade of UPS Grays
- When using icons on a brown background, they should appear in white

For additional versatility in digital applications, icons may be outlined. Icons are available for download from UPS Brand Central.

Functional Icons



Functional Icon Colors



Storytelling Icons

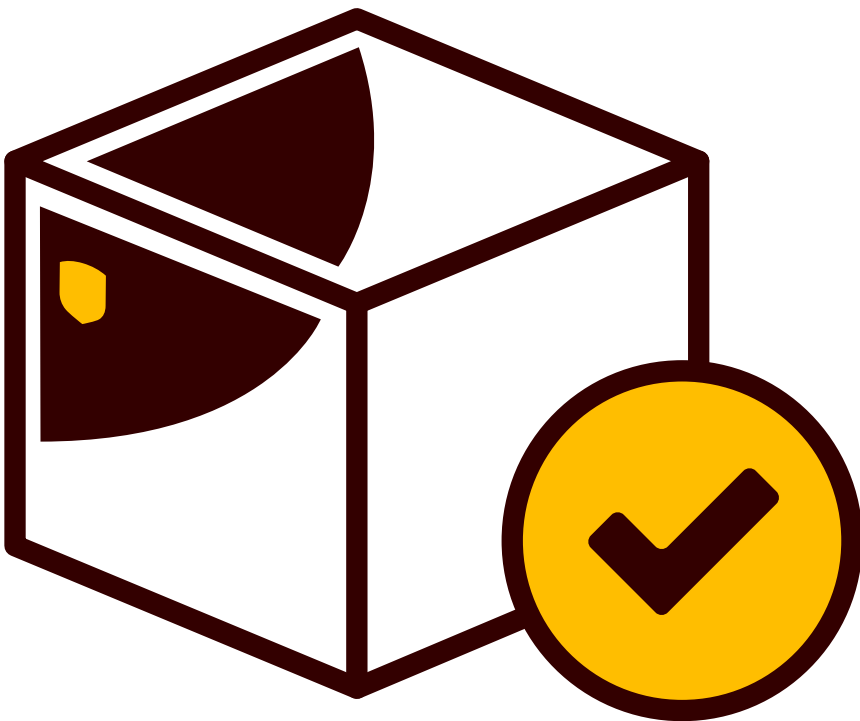
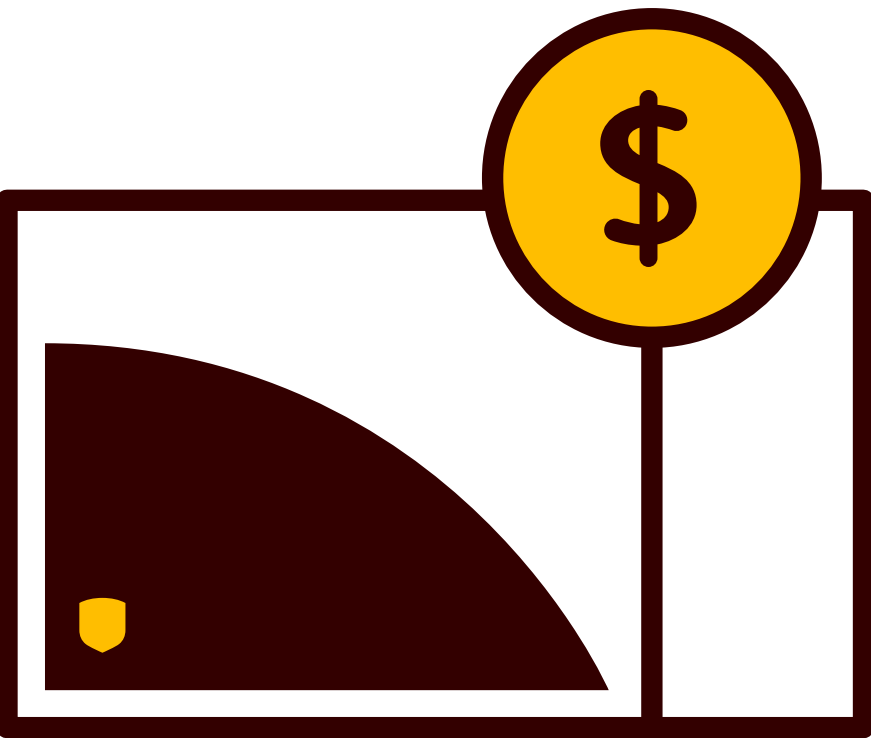
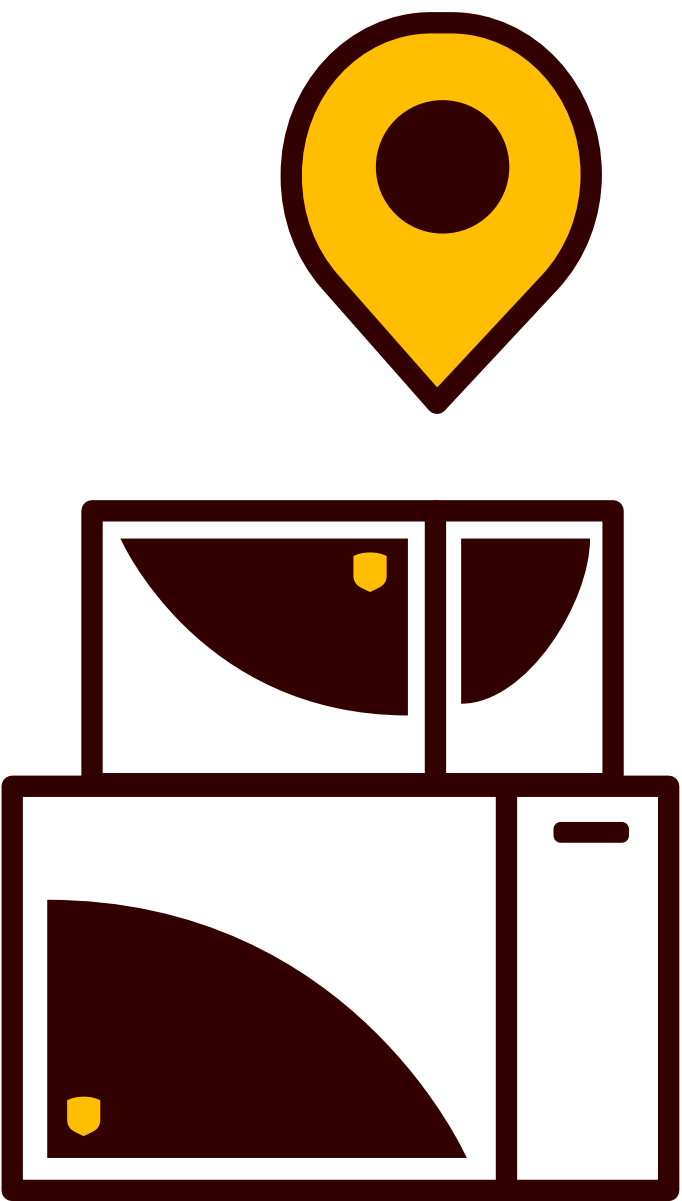
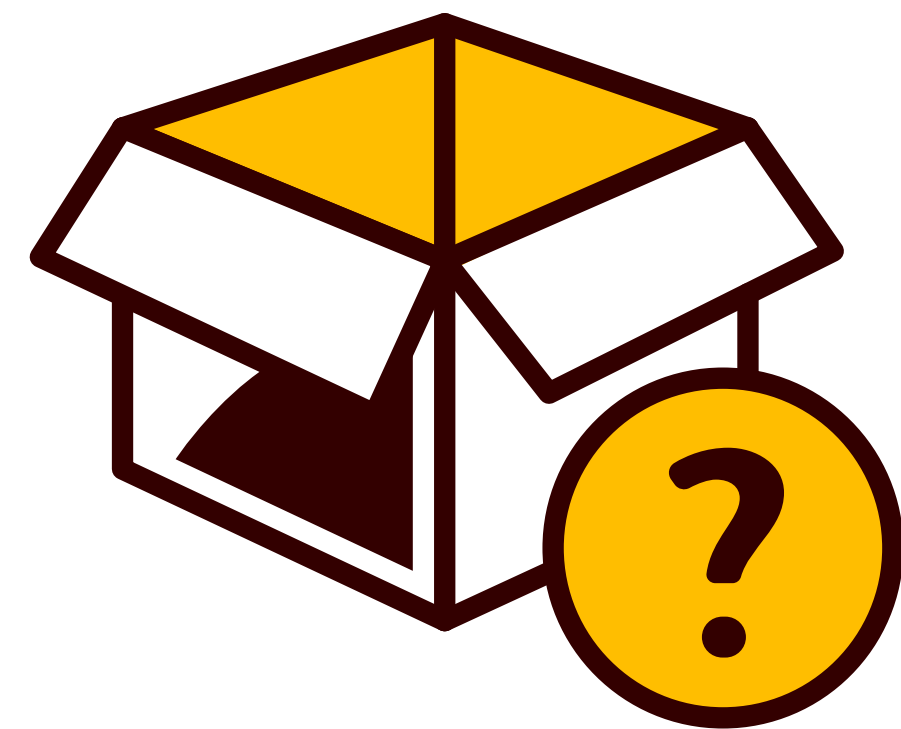
Our storytelling icons are used to express complex or abstract ideas in a single graphic to bring visual interest to our communications. These icons can take on different meanings, depending on the content they are paired with. They should be used sparingly as the functional icons on the previous page are your primary source for icons.

Our storytelling icons only appear in UPS Brown, UPS Gold, and white.

- Our storytelling icons should not be used in PowerPoints
- Only use for way-finding signage, websites, and illustrations
- Storytelling icons can be placed on White, UPS Brown or UPS Gold backgrounds

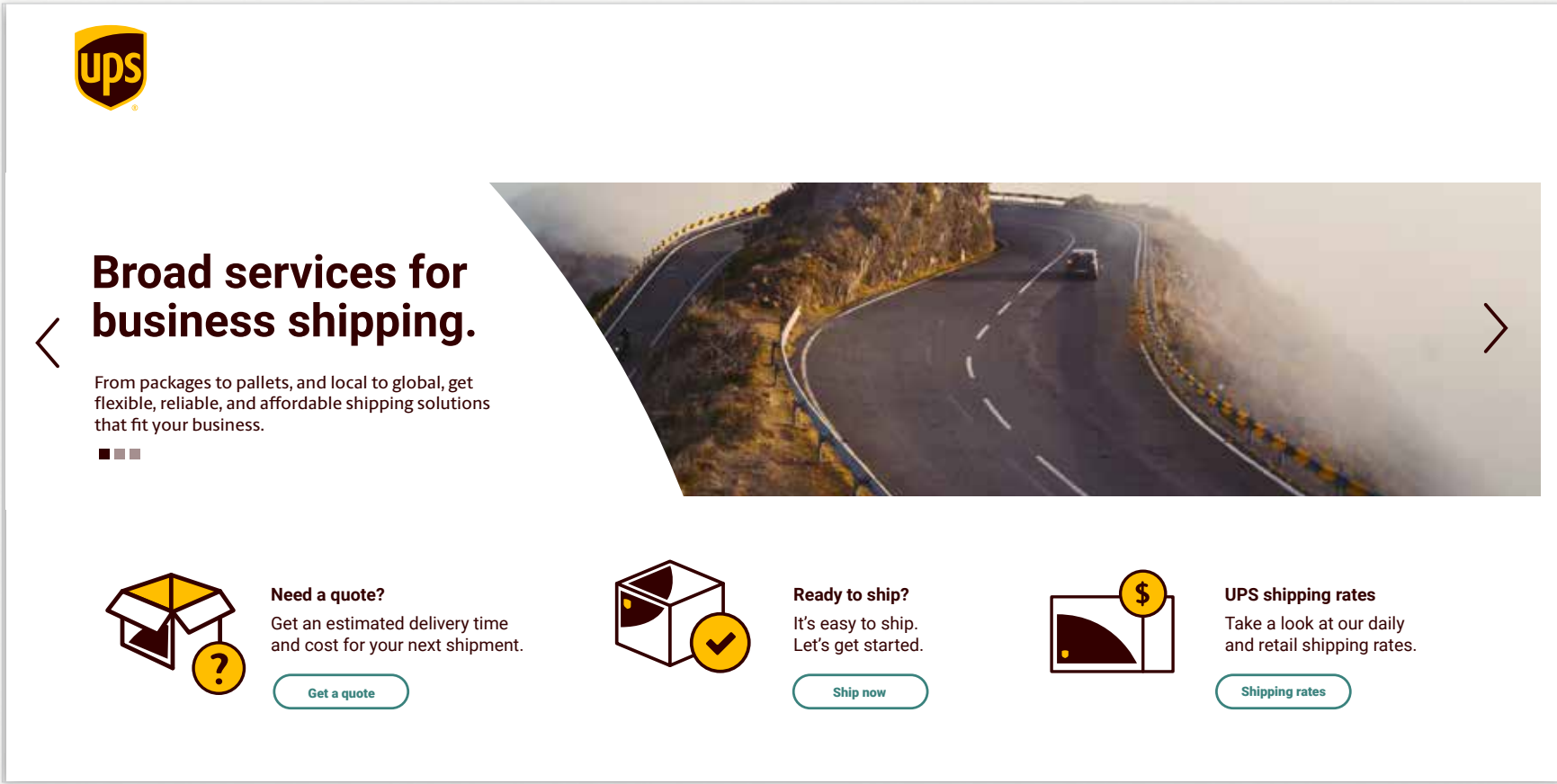
These four storytelling icons are currently the only ones approved for use. Additional icons will be developed as business cases are presented.

Please contact brandcreative@ups.com for use.



In Use

Website



Way-Finding Signage



Illustrations



Illustrations

Our illustration style is all about celebrating people and diversity, using line-drawn forms to tell a modern story of who we are. These illustrations are warm and engaging, lending humanity to our touchpoints. we have provided a starter kit so you can create your own.

Overview

We celebrate our people and customers through engaging and modern illustrated characters. These highlight diversity and paint a picture of the multifaceted UPS world.

Our illustrated characters are all unique, but they share a visual DNA: every character is drawn with a single, shared line weight. Additionally, each character’s clothing is filled in UPS Brown, UPS Gold, and white.

It’s important to lean heavily into our brand’s primary colors because of the equity we have in them. By creating consistent illustrations we can increase our brand relevance.

On the following pages we’ll show you how to customize the characters, while still remaining in line with our broader illustration style.

Download the starter kit on [Brand Central](#).



Characteristics

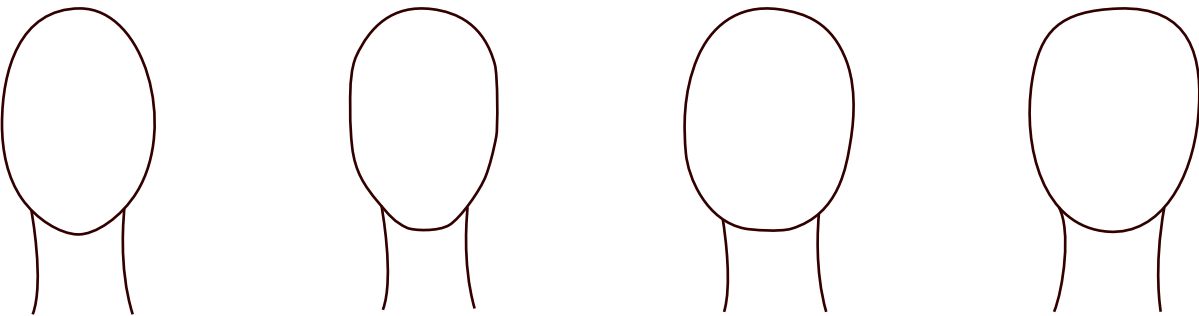
Our characters are created to be inclusive of people from all different backgrounds. This helps us represent our global diversity and our commitment to inclusion in all facets of our business.

A variety of face shapes, skin tones, facial features and hairstyles are provided for you to customize, as well as examples of different, inclusive body types. Download the starter kit on [Brand Central](#).

- When creating characters, remember to use UPS Brown or UPS Gold for clothing, as well as shades of our UPS Browns or UPS Golds for hair
- Illustrations should use the skin tone palette provided. However, if needed, the artist can flex the skin tone color palette to meet their needs
- The assets provided are a guide. It is recommended to create unique characters to meet your needs while staying within the UPS color palette and adhering to the general look and feel
- A starter kit of sample character features is provided here to inspire you in creating new characters. Work with an illustrator or agency to build out your creative assets

When creating assets, please reach out to the Brand Team for final approval

Head Shapes



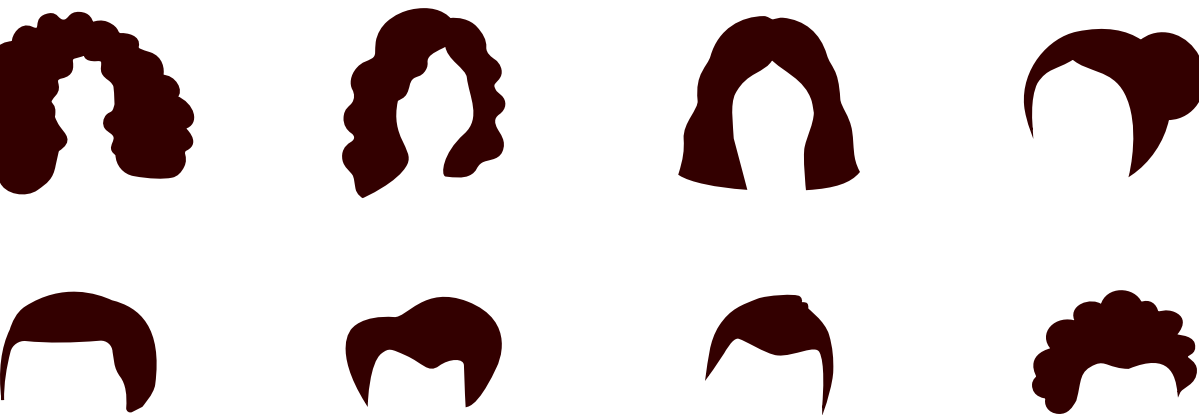
Skin Tones



Facial Features



Hair Styles




Character Examples



In Use

Customer experience at UPS

A program that listens, learns and acts on customer feedback



Driver Don

...So what is the CX Program?

CX Cindy

We're listening to customers to understand what we're doing well and where we need to improve to earn loyalty.

Customers respond to emailed surveys after a pick up or delivery experience.


Their feedback lets us how they feel about UPS:

unhappy


neutral

happy

"You're not following my choice instructions. You left my package out in the elements where they could easily be take."



"I'm elderly so, it's helpful that Edward delivers to my door instead of, at the bottom of stairs"



How can I help support?

Use every customer interaction as an opportunity to provide an outstanding experience "extra mile moment".

We are listening, learning and acting on customer feedback.

Management follows up with customers within 48 hours then, shares findings with our Service Providers and provides recognition and coaching.


CX Program earns customer loyalty & satisfaction. Questions? Contact : cxshield@ups.com

We're listening to customers to understand what we're doing well and where we need to improve to earn loyalty.


Proprietary and Confidential: This presentation may not be used or disclosed to other than employees or customers, unless expressly authorized by UPS. © 2020 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color dark brown tone are trademarks of United Parcel Service of America, Inc. All rights reserved.

*Designs are included in the Illustration kit on Brand Central

Turning Megatrends into Market Advantages




Five global megatrends are shaping business today. Discover how smart supply chain strategies can turn these forces of change into your competitive advantage.



We'll come to you

Skip the cold. Stay home.

Schedule a Contactless Pickup



UPS Brand Guidelines Issued May 13, 2021

Email brand@ups.com for assistance 53

Grid System

Our grid system provides a framework for the placement of text and graphics in layouts. Use the grid to maintain consistency with the look and feel of our brand.

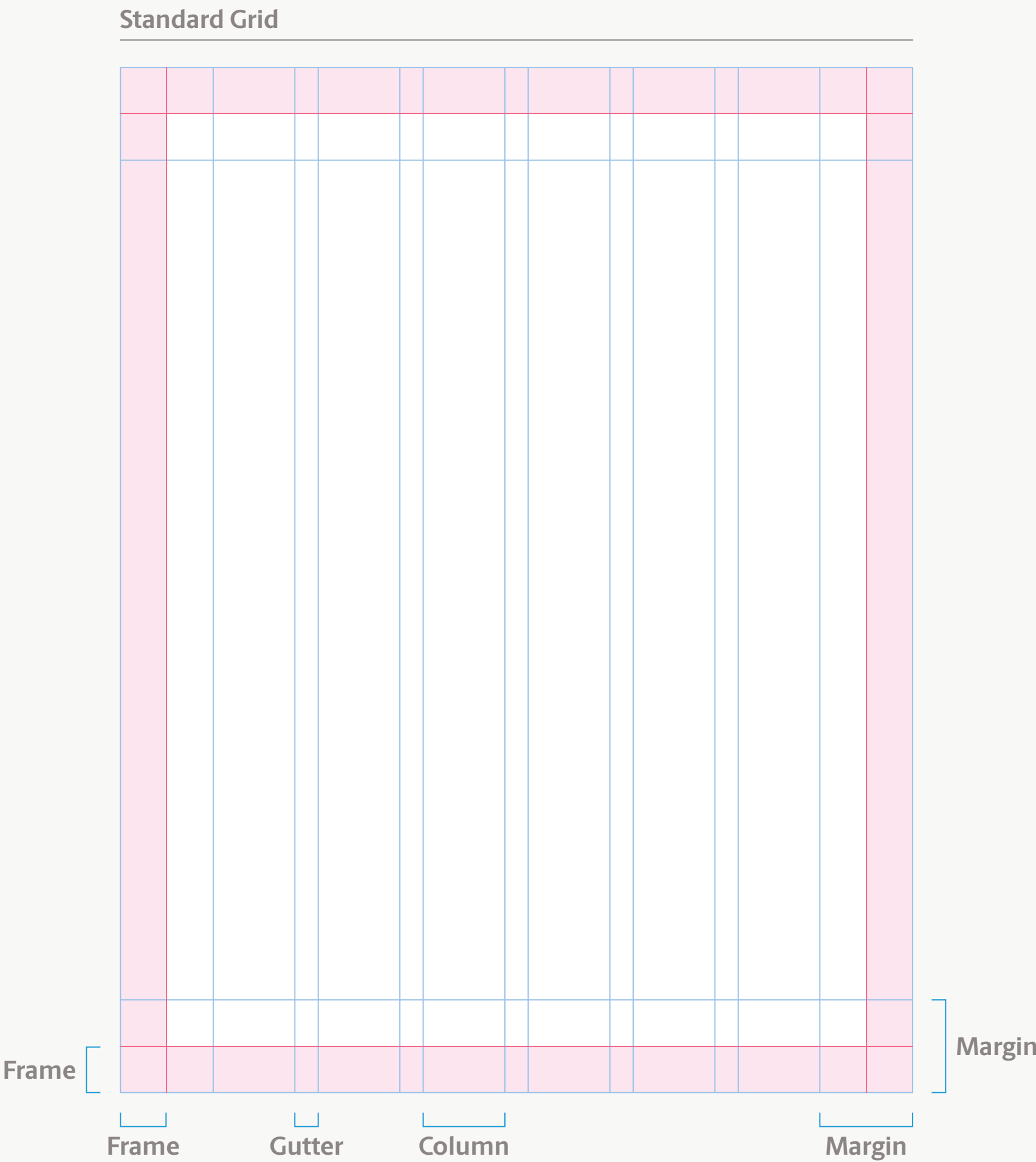
Please note that websites use a different grid system. For an in-depth look into digital guidance, please visit Design Lab at UPS Brand Central.

Principles

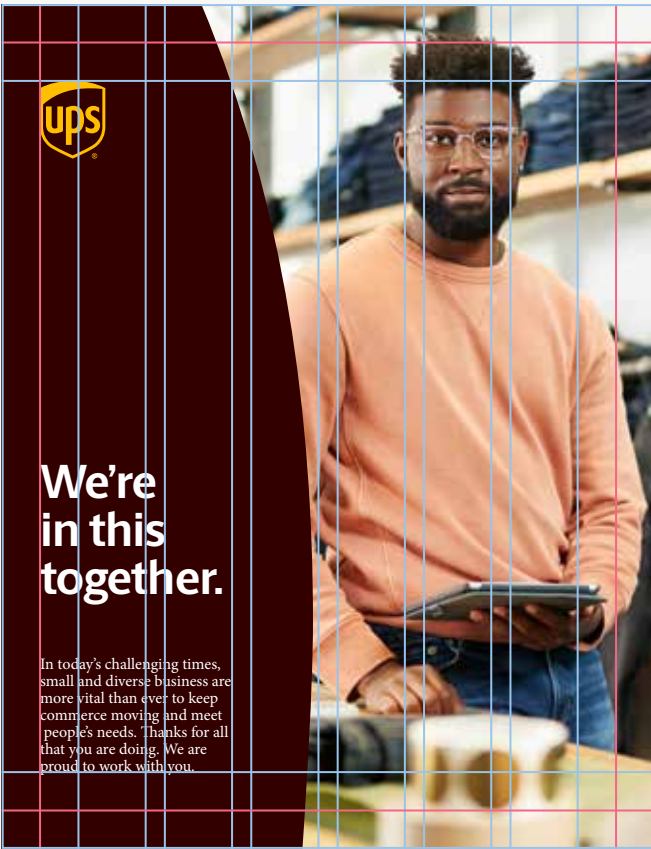
Grids provide a framework for organizing and positioning our logo, typography, graphics and other content. They allow for flexibility while providing consistency, ensuring a unified look to our applications.

Not all content is arranged the same on our grid, which is primarily comprised of margins, a frame, six columns and gutters. Our logo is always aligned to margins. However, other content, such as type, imagery and tables, has more flexibility — and can be placed more freely within or across columns.

- There are two grid types, with and without frame
- The standard grid has six columns, shifting to two columns in narrow formats



With Frame



Without Frame

Overview

Our grids are made up of columns with fixed margins and gutters. Our standard grid is 2 or 6 columns and 20 rows for Letter size paper (8.5 x 11 inches). This grid works for both portrait and landscape formats.

The margin is 72 pt and the frame margin is 36 pt. The gutters are 12 pt. The margins need to be adjusted when scaling up or down from the standard grid.

Scaling Down
When creating layouts that are 8.5” or shorter on the shortest side, adjust the content and frame margins, as well as gutters, to the measurements shown in the “Small” row of the table.

Scaling Up
Large and Display sizes need adjustment of content and frame margins, as well as gutters. Note that all sizes of layout use two or six columns.

For an in-depth look into the grid system for UPS websites, please visit Design Lab at UPS Brand Central.

Print Grids

Grid Formats		Columns	Margin	Frame	Gutter	Logo Size No smaller than 27 pt wide
Small	<8.5” short edge	2 or 6	48 pt	24 pt	12 pt	Logo width = 10% short edge
	<140 mm short edge		16 mm	8 mm	4 mm	
Medium	≥8.5” short edge	2 or 6	72 pt	36 pt	18 pt	Logo width = 10% short edge
	≥140 mm short edge		24 mm	12 mm	6 mm	
Large	≥11” short edge	2 or 6	96 pt	48 pt	24 pt	Logo width = 10% short edge
	≥420 mm short edge		32 mm	16 mm	8 mm	
Display	≥24” short edge	2 or 6	10% short edge	50% Margin width	25% of Frame width	Logo width = 50% column width
	≤800 mm short edge					For extreme vertical formats, use 100% column width

Digital Grids (Paid Ads)

Grid Formats	Aspect Ratio	Columns	Margin	Frame	Gutter	Logo Size No smaller than 27 px wide
Standard	≤2:1	6	24px	n/a	12px	Logo width = 100% column width
Extreme Horizontal	>2:1	6	24px	n/a	12px	Logo width = 50% column width
Extreme Vertical	>2:1	2	24px	n/a	12px	Logo width = 100% column width

Logo Sizing: Standard

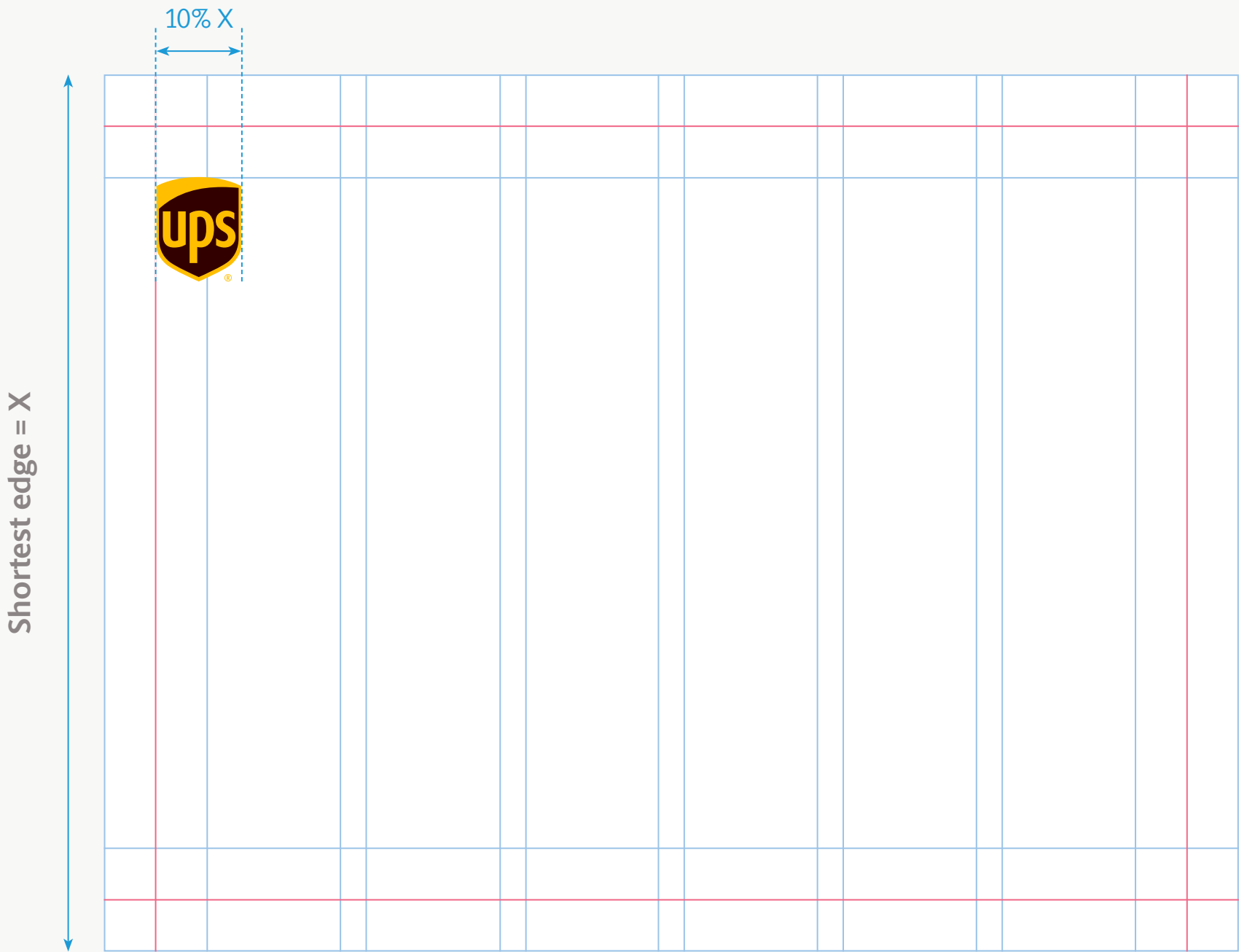
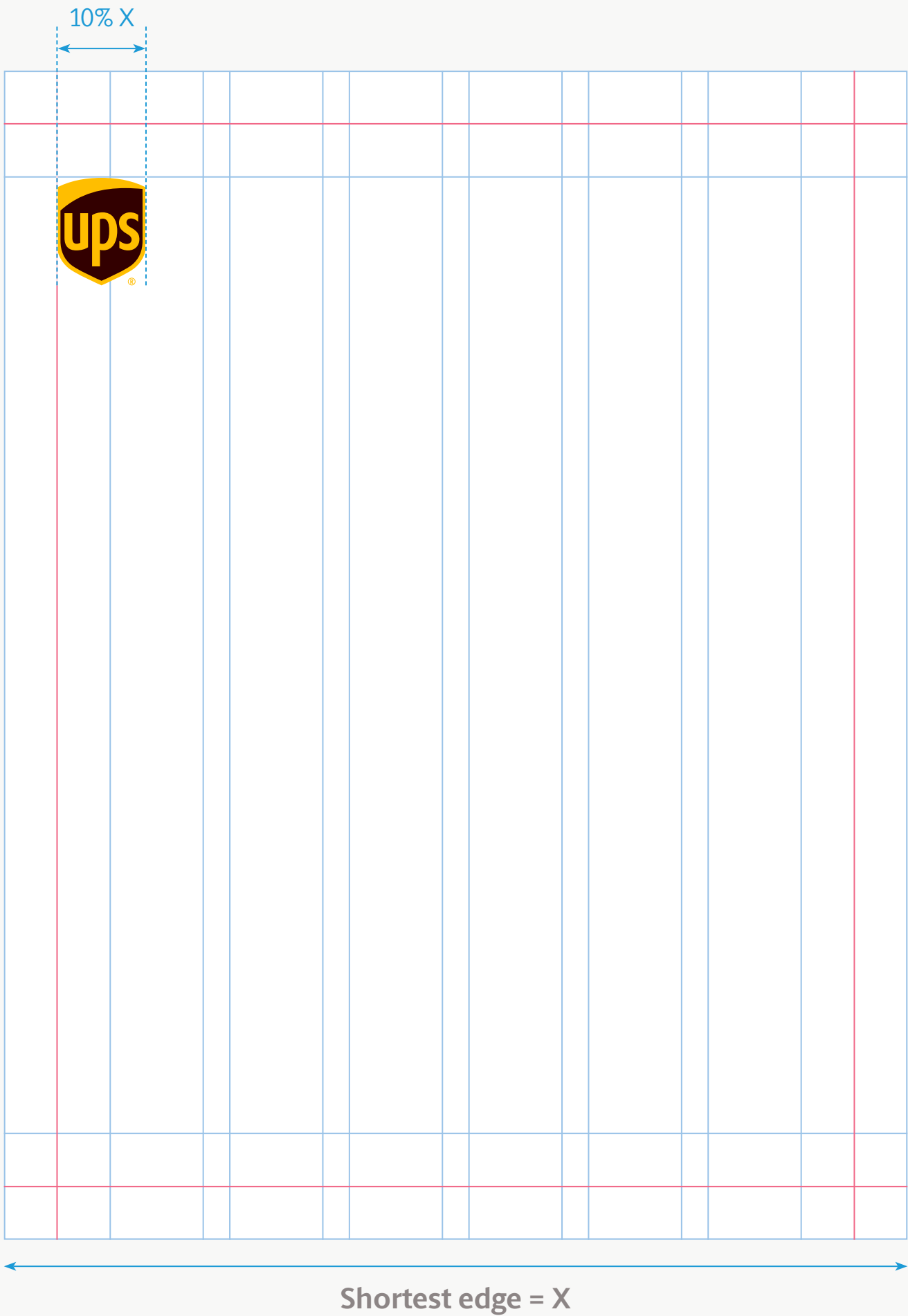
We use set sizes based on the shortest edge of the format to determine the margin, frame and gutter sizes.

For Small, Medium and Large size applications, the logo width is 10% of the shortest edge.

Standard grids apply to most common application sizes, such as:

- US Letter (8.5 in x 11 in)
- US Tabloid (11 in x 17 in)
- ISO A4 (210 mm x 297 mm)
- ISO A3 (297 mm x 420 mm)

Small	<8.5” short edge <140 mm short edge	Logo width = 10% short edge
Medium	≥8.5” short edge ≥140 mm short edge	Logo width = 10% short edge
Large	≥11” short edge ≥420 mm short edge	Logo width = 10% short edge

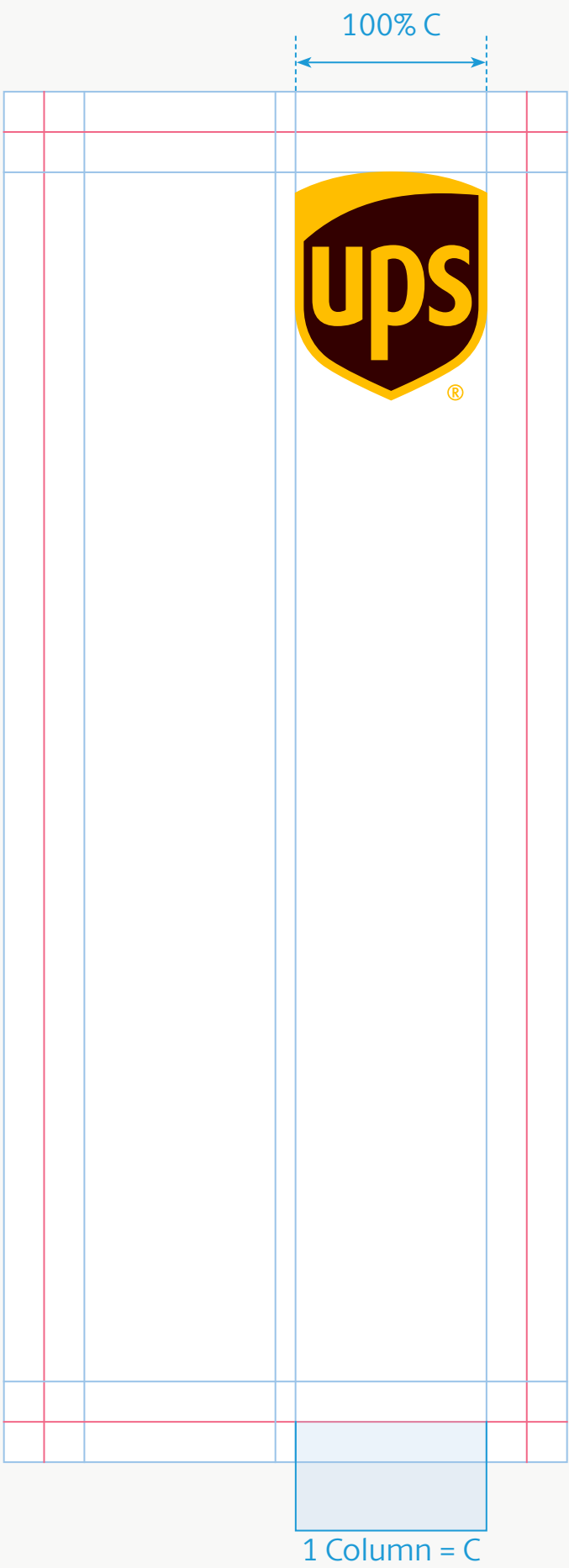
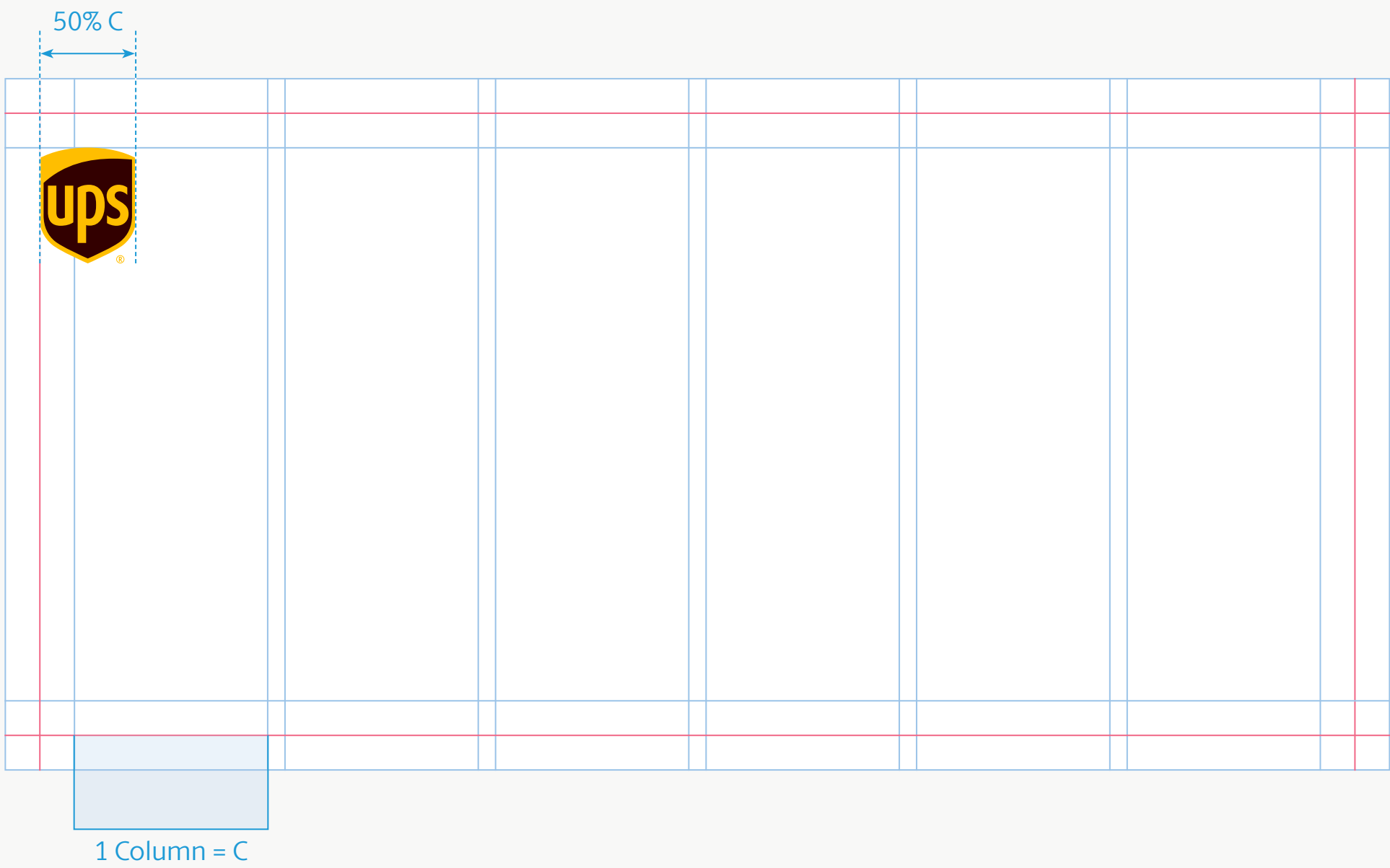


Logo Sizing: Display

While we typically use our standard grid when creating layouts, it is designed to be flexible — and is easily adjusted for larger and narrow formats.

- For Display size applications, the logo width is 50% of 1 column width
- For extreme vertical formats, the logo width is 100% of 1 column width

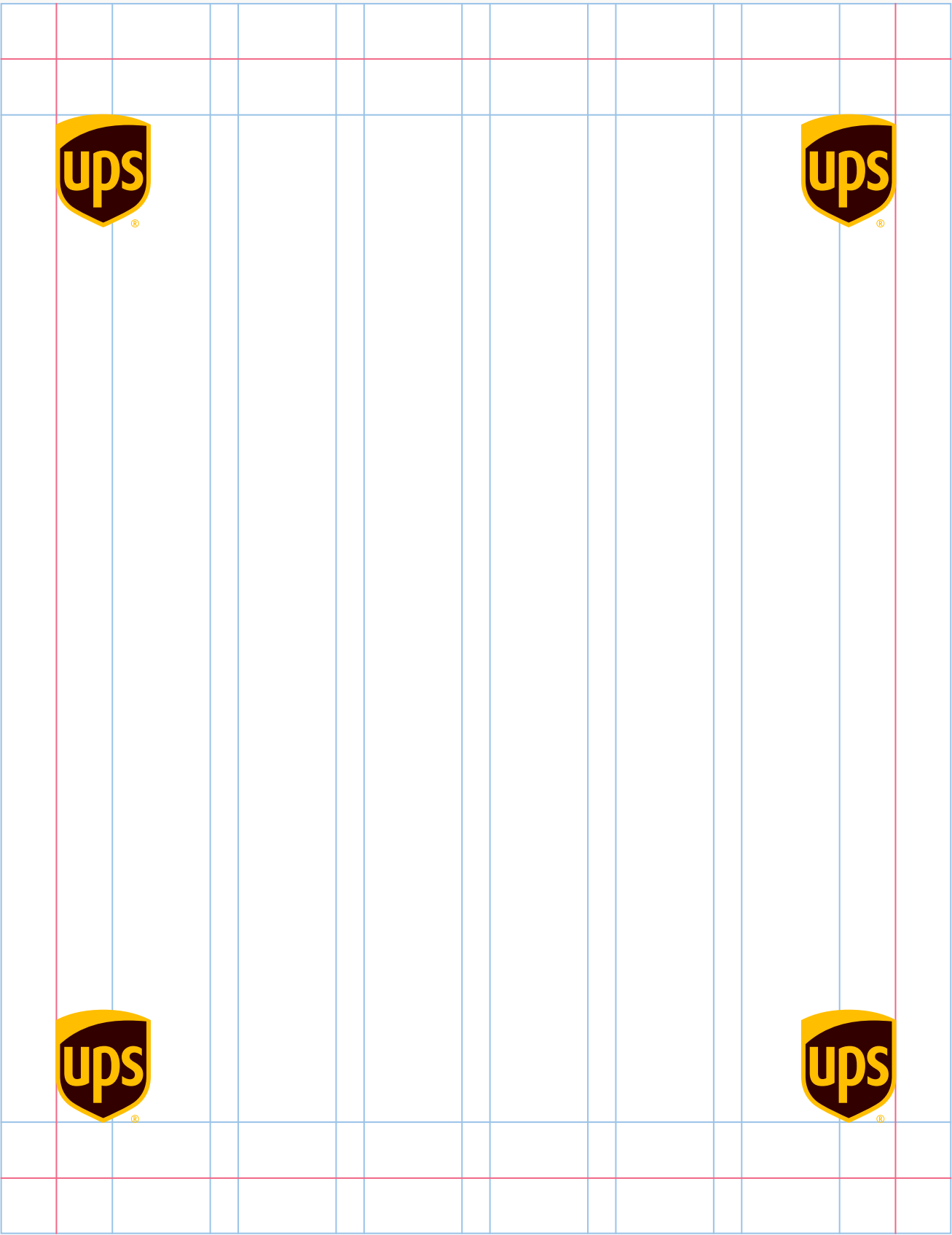
Display	≥24” short edge	Logo width = 50% column width
	≤800 mm short edge	For extreme vertical formats, use 100% column width



Logo Position

- Preferred logo positions are one of the four corners
- Logo may be vertically aligned with content such as copy blocks or headlines, while staying aligned to the left or right margin
- Be sure to provide ample clear space when positioned inside of an Arc

Preferred Logo Positions



Preferred logo positions are one of the four corners



Logo aligned to right margin, vertically aligning to copy block on the left



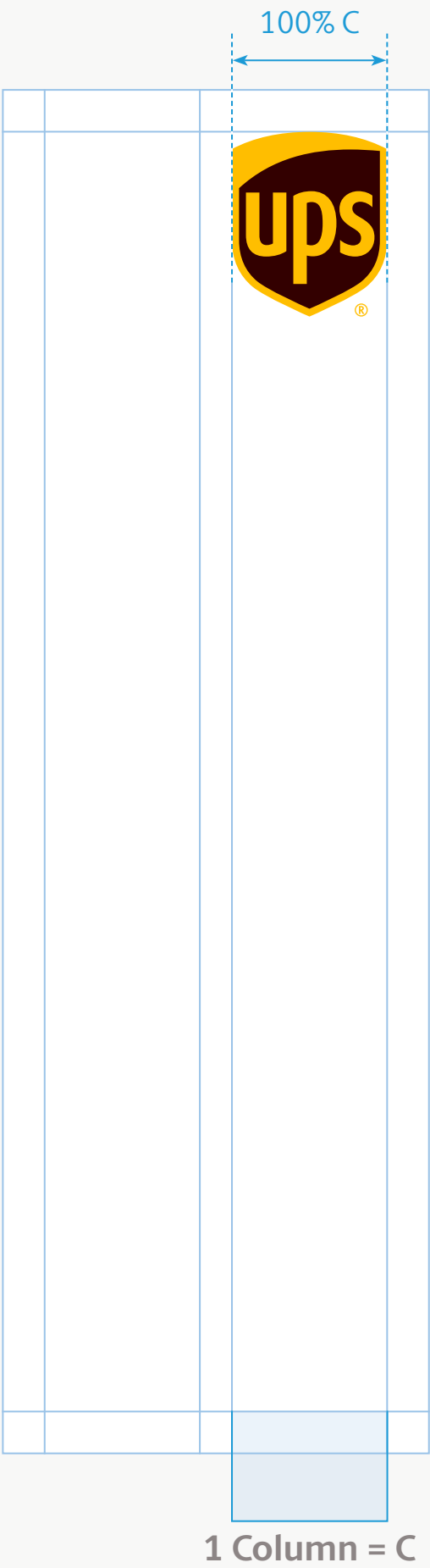
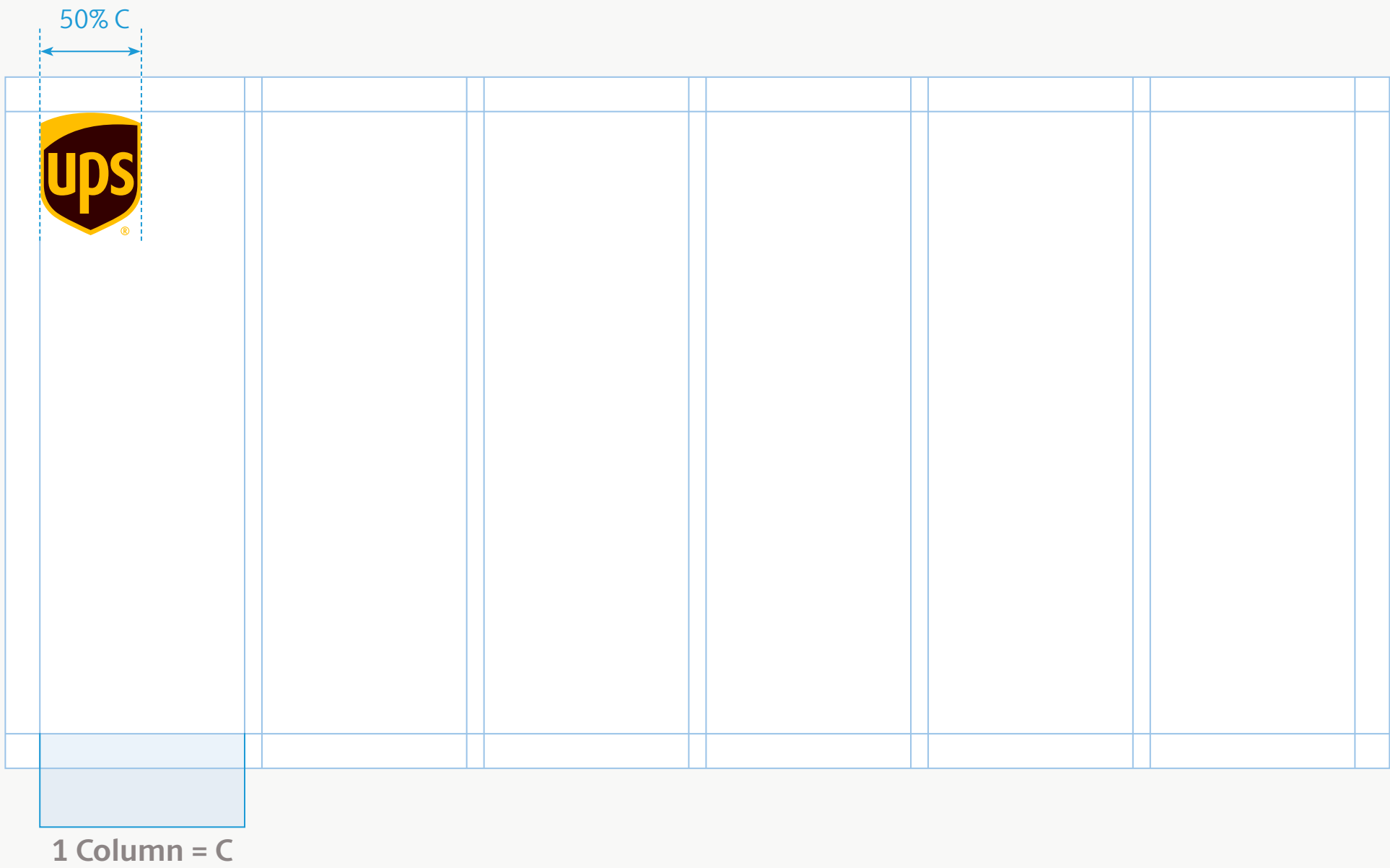
Logo aligned to left frame, vertically aligned to margin

Logo Sizing

While we typically use our standard grid when creating layouts, it is designed to be flexible — and is easily adjusted for larger and narrow formats.

- Digital grids do not use the frame, instead using margin only
- For standard digital application with six columns, the logo width is 100% of 1 column width
- For standard digital application with two columns, the logo width is 50% of 1 column width
- For extreme vertical formats, the logo width 100% of 1 column width
- Use the minimum size of 27px wide for extreme formats where the logo would drop below minimum size

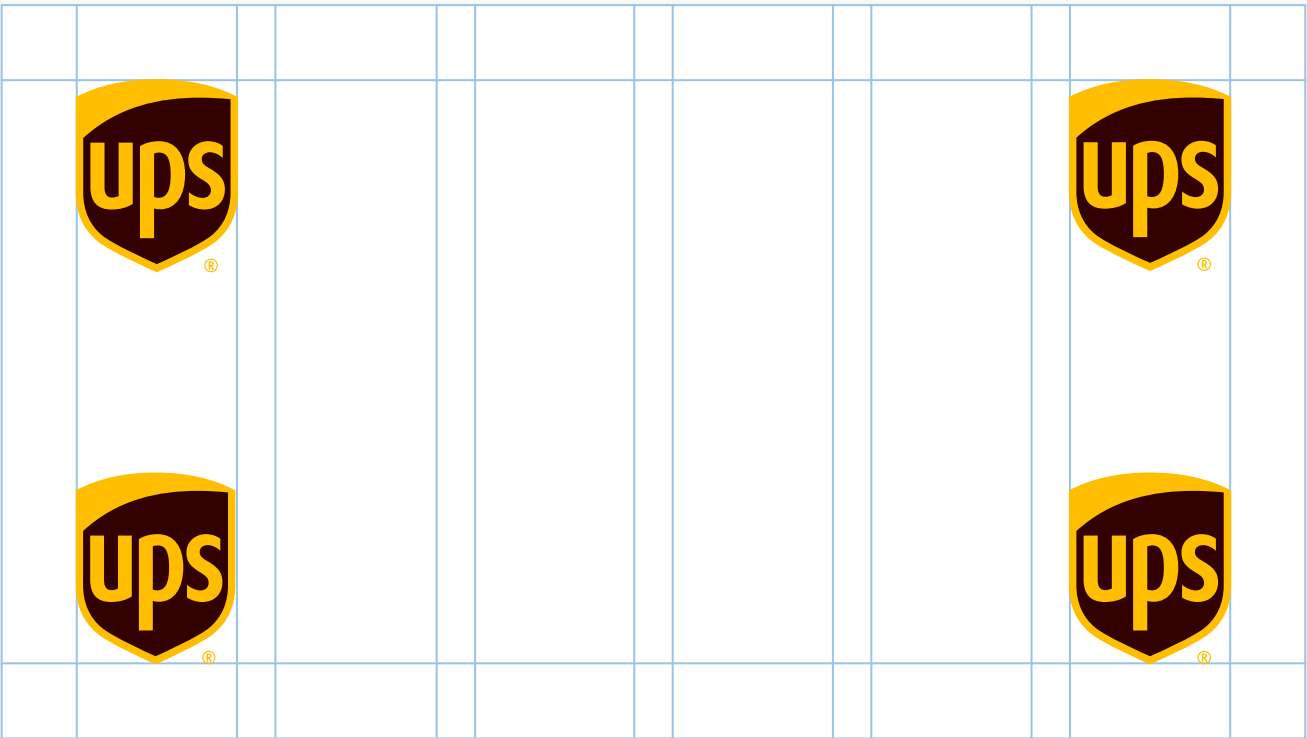
Standard	≤2:1	Logo width = 100% column width
Extreme Horizontal	>2:1	Logo width = 50% column width
Extreme Vertical	>2:1	Logo width = 100% column width



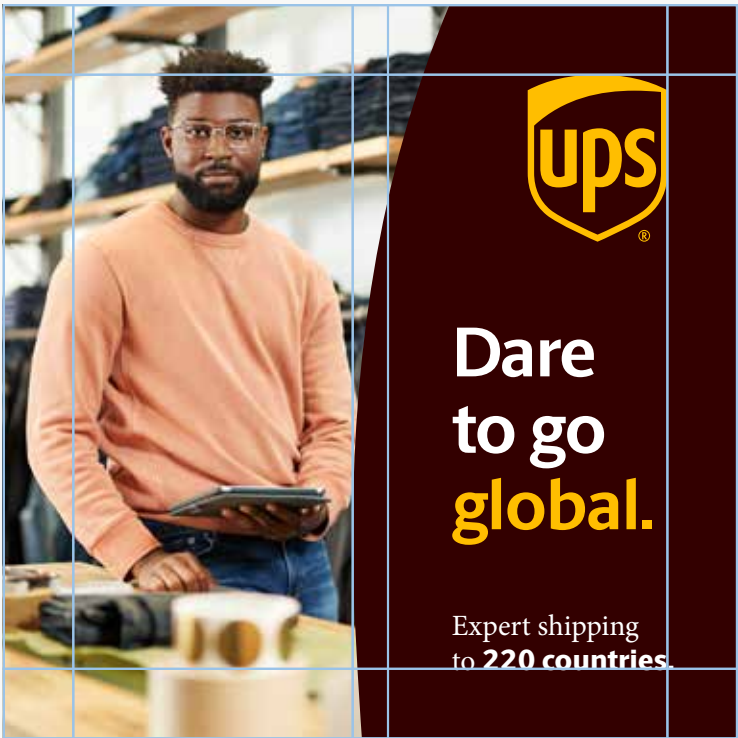
Logo Position

- Preferred logo positions are one of the four corners
- Logo may be vertically aligned with content such as copy blocks or headlines, while staying aligned to the left or right margin
- Be sure to provide ample clear space when positioned inside of an Arc

Preferred Logo Positions



Preferred logo positions are one of the four corners



Logo aligned to upper right corner



Logo aligned to left margin



Logo aligned to upper left corner

Tone of Voice

The way we write is fundamental in building stronger relationships with our customers and in telling the UPS story consistently across channels. Our tone of voice is drawn from a set of strategic attributes that honor who we are and how we work, with flexibility to dial these attributes up or down based off the context.

Verbal identity strategies are a necessity for writers, but they also provide helpful guidance for non-writers who speak on behalf of the brand. The following pages feature high-level guidance for communicators and editors, as well as specific and actionable tactics for those who deal in copy.

In digital channels, we often have the opportunity to test messages and tone to see what performs best with customers. The following tone of voice tactics are a helpful complement when making data-driven copy choices, and work hand-in-hand with digital best practices to create fully optimized and fully on-brand messages.

Core Attribute

Clear

We’re proud to be essential to so many peoples’ lives and businesses. We believe in showing up honestly and clearly, with a plainspoken and transparent approach. We’re vital yet uncomplicated, fundamental yet unforgettable.

Personable Attribute

Honest

Professional Attribute

Buttoned-up

Core Tactics

Crisp: We know that every word counts. We identify what’s most meaningful to our audiences and serve it up in crisp, concise language.

Definitive: We ground communications in concrete language and metaphors. Our language is clear and unequivocal.

Accessible: We break down complexity and make insights meaningful and actionable for our readers. We make our intelligence digestible.

Personable Tactic

Honest: During moments of friction, we are honest and straightforward, demonstrating our commitment to make things right quickly.

Professional Tactic

Buttoned-up: We avoid manner language like “really” and “very” and instead choose sharp, standalone words.

Core Attribute

Empathetic

We are customer-centric through and through. We've got our customers' back in all those moments that matter to their business — and their world. We express understanding and respond to challenges with honesty. We're real and responsive. And we're always proud to deliver.

Personable Attribute

Warm

Professional Attribute

Responsive

Core Tactics

Empowering: We believe in opening doors instead of closing them. Our language is positive and permissive.

Customer-centric: We put ourselves in the shoes of our readers, mirroring back their experiences and responding in the moment.

Listening: We demonstrate active listening and engagement by asking questions — real or rhetorical – and driving towards dialogue.

Storytelling: We use testimonials and anecdotes to express our passion for customer success.

Personable Tactic

Warm: We are inviting and inclusive, using language that helps people feel included and seen. We treat everyone like an insider.

Professional Tactic

Responsive: We are proactive and ready to act. Our writing demonstrates our ability to anticipate challenges and respond.

Core Attribute

Fresh

We're of-the-moment and believe in communicating in the moment. We reframe complexity as insight and focus on how innovations improve life for our customers and communities. We are inventive and intelligent, and love to leave audiences with a smile — and a bit of inspiration.

Personable Attribute

Optimistic

Professional Attribute

Innovative

Core Tactics

Energetic: We infuse big, bold “power words” into our language and focus on keeping language active and activating.

Conversational: We keep it casual with personal pronouns and contractions. We write as people speak.

Upbeat: We keep our language vibrant and upbeat by combining different sentence types. We call this “musical” writing.

Personable Tactic

Optimistic: We end communications on a high note and leave readers with a sense of optimism and opportunity.

Professional Tactic

Innovative: We encourage readers to ask “what if?” And paint a picture of a brighter future through visionary, future-forward language.

Core Attribute

Established

It’s not in our DNA to be arrogant, but we are proud of the trust we’ve earned by getting the job done well, time after time. We know we have what others lack: a unique ability to reliably answer the call for a stable, strong, supportive partner.

Personable Attribute

Confident

Professional Attribute

Expert

Core Tactics

Insightful: We start sentences or headlines with “because” to demonstrate all the ways that UPS answers questions with insight and experience.

Trustworthy: We know that trust is earned. We avoid over-promises or brash language, instead making statements we can back up.

Organized: We compare like for like and use parallel structure to ensure content is organized, intentional and professional.

Personable Tactic

Confident: We don’t feel the need to hide what makes us unique. We are proud and confident and use our ambition to connect with audiences.

Professional Tactic

Expert: We are future-forward experts and use our history as proof that we can make great things happen. We are creating a more meaningful world.

About UPS

Below are examples of how to use tone of voice tactics. This is not specific language that has to be used word for word.

Before

Customer First. People Led. Innovation Driven.

The story of UPS, the world’s largest package delivery company, began more than a century ago with a \$100 loan to jumpstart a tiny messenger service. How we evolved into a multi-billion-dollar global corporation reflects the history of modern transportation, international commerce, logistics and financial services. Today, UPS is customer first, people led, innovation driven. It’s powered by more than 495,000 employees connecting more than 220 nations and territories across roads, rails, air, and ocean. Tomorrow, UPS will continue to lead the industry and connect the world, with a commitment to quality service and environmental sustainability.

After

Driven since day one.

As the world’s largest package delivery company, UPS connects customers in more than 220 nations and territories. Across roads. Rails. Air. Ocean. Powered by an incredible global team, we are customer first, people led, and innovation driven in all we do.

Like many businesses, our story started small, with a \$100 loan to jump-start a tiny messenger service. Today, 495,000 people of UPS are a testament to the power of hustle, dedication and grit.

We believe our legacy is still in the making, and we relentlessly pursue better ways to work. Our customer-centric commitment to quality service and environmental sustainability will continue to lead the industry and connect the world.

About UPS (annotated)

Fresh

Upbeat: We keep our language vibrant and upbeat by combining different sentence types. We call this “musical” writing.

Empathetic

Customer-centric: We put ourselves in the shoes of our readers, mirroring back their experiences and responding in the moment.

Fresh

Energetic: We infuse big, bold “power words” into our language and focus on keeping language active and activating.

Established

Trustworthy: We know that trust is earned. We avoid over-promises or brash language, instead making statements we can back up.

After

Driven since day one.

As the world’s largest package delivery company, UPS connects customers in more than 220 nations and territories. Across roads. Rails. Air. Ocean. Powered by an incredible global team, we are customer first, people led, and innovation driven in all we do.

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UPS.com

Below are examples of how to use tone of voice tactics. This is not specific language that has to be used word for word.

Before

Earn Holiday Rewards with UPS My Choice®

Route holiday packages to a participating UPS Access Point® location.

[Learn More](#)


No-Contact Package Pick-up

For those times when staying home is the best option, have a UPS driver pickup your holiday shipments.


[Schedule a Pickup](#)

We're Hiring

From jobs in the warehouse to on the road, we have opportunities open now across the globe.

[Apply Today](#) 

Shop. Ship. Repeat.



Beat the Holiday Rush

Make sure your packages arrive in time this holiday season.

[View the Holiday Schedule](#)

Not Going to Be Home? Don't Worry.

UPS My Choice® members get deliveries on their schedule.

[Enroll Today](#)

Remove Some Stress This Holiday Season

Have your holiday shipments delivered to a convenient UPS Access Point® location.

[Find a UPS Access Point](#)

After

Get rewarded for giving

Earn holiday rewards with UPS My Choice® by routing packages to a participating location.

[Learn more](#)

Contact-free pickups

Save time and stress by scheduling a driver pickup for holiday shipments.

[Schedule pickup](#)

Join the UPS team

We're hiring across our business and across the globe.

[Apply today](#)

Because giving means more than ever



When timing is everything

Make sure your holiday packages arrive right on time.

[View holiday schedule](#)

Deliveries on your schedule

Not home to receive a package? No stress. UPS My Choice® members choose their delivery window.

[Enroll today](#)

Stress-free holiday shipping

Have your holiday shipments delivered to a UPS Access Point® location and say goodbye to delivery worries.

[Find an Access Point](#)

UPS.com (annotated)

After

Fresh

Conversational: We keep it casual with personal pronouns and contractions. We write as people speak.

Clear

Definitive: We ground communications in concrete language and metaphors. Our language is clear and unequivocal.

Get rewarded for giving

Earn holiday rewards with UPS My Choice® by routing packages to a participating location.

[Learn more](#)

Contact-free pick-ups

Save time and stress by scheduling a driver pickup for holiday shipments.

[Schedule pickup](#)

Join the UPS team

We're hiring across our business and across the globe.

[Apply today](#)

After


Established

Insightful: We start sentences or headlines with “because” to demonstrate all the ways that UPS answers questions with insight and experience.

Empathetic

Customer-centric: We put ourselves in the shoes of our readers, mirroring back their experiences and responding in the moment.

Because giving means more than ever



When timing is everything

Make sure your holiday packages arrive right on time.

[View holiday schedule](#)

Deliveries on your schedule

Not home to receive a package? No stress. UPS My Choice® members choose their delivery window.

[Enroll today](#)

Stress-free holiday shipping

Have your holiday shipments delivered to a UPS Access Point® location and say goodbye to delivery worries.

[Find an Access Point](#)

Social Media

Below are examples of how to use tone of voice tactics. This is not specific language that has to be used word for word.

Before



After

We’re not waiting for the future. We’re helping create it. Meet the newest members of our more sustainable fleet, and join us as we charge into a brighter, green tomorrow.

#electricfleet

Social Media (annotated)

Empathetic

Customer-centric: We put ourselves in the shoes of our readers, mirroring back their experiences and responding in the moment.

After

We're not waiting for the future. We're helping create it. Meet the newest members of our more sustainable fleet, and join us as we charge into a brighter, green tomorrow.

#electricfleet

Purpose Statement

Our brand purpose statement is “Moving our world forward by delivering what matters.” We make this happen through a Customer First, People Led, Innovation Driven strategy. Our verbal and visual brand elements help us tell this story across experiences to reinforce the importance of UPS in making sure that what matters to our world always comes first in our work.

Visual Identifier

Our Purpose Visual Identifier

The purpose Visual Identifier is available in both a stacked version and a one-line version. The stacked version is preferred.

Both Visual Identifiers should remain intact as shown here. Do not separate or take the Visual Identifier apart in any way.

The clear space for the stacked version should be no smaller than the combined height of the “F” in FORWARD and “B” in BY. When using the shield with the Visual Identifier:

- Use the approved Visual Identifier
- Try to avoid using the statement in headlines
- In the stacked version, you can use the UPS shield centered above the Visual Identifier (follow the clear space rules for using the shield)
- In the one-line version, the shield can be on the left side before the words (follow the clear space rules for using the shield)

More information and images can be found on [Brand Central](#).



Stacked version for dark backgrounds, white and UPS Gold text.



Stacked version for light backgrounds, UPS Brown and UPS Gold text.



One-line version for dark backgrounds, white text.



One-line version for light backgrounds, UPS Brown text.

In Writing

Full Purpose in Writing

- Always use in sentence case
- Do not manipulate the statement in any way (i.e., shorten, change, add or separate words)
- Include the entire purpose statement only when it fits as a natural reference
- Do not use italics or bold font
- Do not add the word “most” after “matters.” This could imply that some key issues are prioritized over others

Example:

“Her purpose, and UPS’s purpose of moving our world forward by delivering what matters, fit naturally together.”

Purpose Statement Reference

- It should always be OUR world and not THE world—”our” is important because it implies a collective responsibility
- Headlines/teasers – OK, but in general try to avoid
- Allows us to inject the statement a bit more naturally (including quotes from UPSers, etc.)
- Do not add the word “most” after “matters.” This could imply that some key issues are prioritized over others

Example:

“Every day, around the globe, we are delivering what matters.”

#DeliverWhatMatters

- Use #DeliverWhatMatters for relevant social media posts related to topics such as community involvement, sustainability, diversity and inclusion, equity and justice, and healthcare logistics.
- Do not use #DeliveringWhatMatters
- Do not alter #DeliverWhatMatters in any way

In Use

Correct Use in Writing

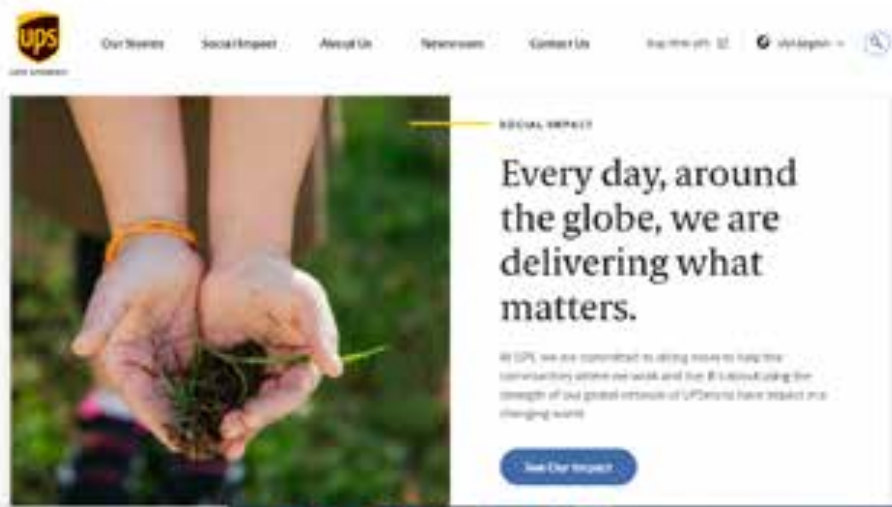
Sophia Yeshi is unstoppable.

“I own my business. I own my successes and the lessons I’ve learned in the process ... I own what makes me powerful and power past anything standing in my way,” Sophia said. “I own the future I’m building for myself and for my community. I own my purpose and my pride.”

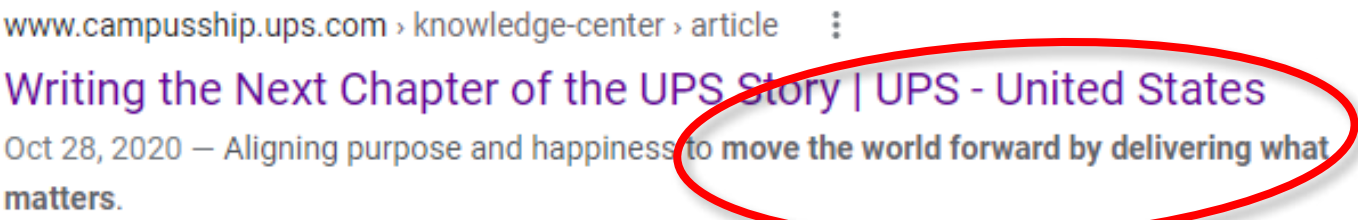
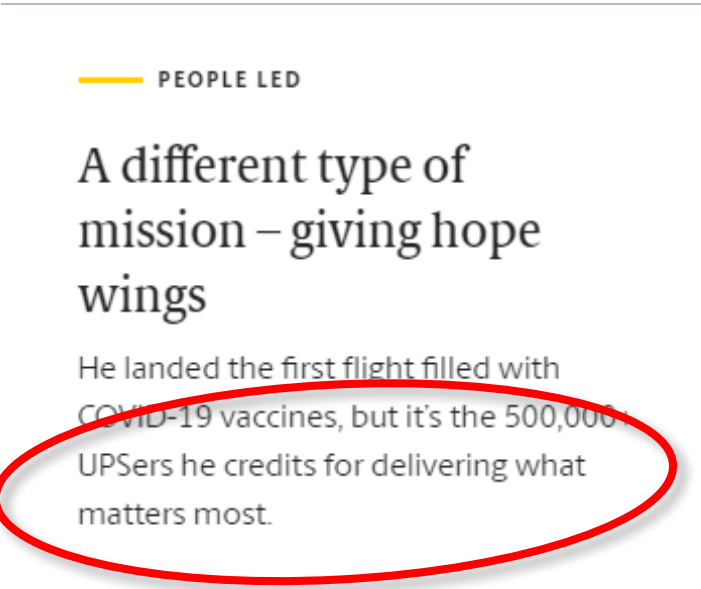
Her purpose, and UPS’s purpose of moving our world forward by delivering what matters, fit naturally together – something important to Sophia when choosing collaborators.

“The brand has to align with my goals and mission,” Sophia says. “It has to be an authentic relationship.”

Correct Use in Web and Social



Incorrect Use



Governance

The UPS brand is more than a name or a logo. It is one of our most valuable assets and helps set us apart from our competitors. That is why a strong and uncompromised UPS brand is essential to our business success. And why we must govern it carefully.

Overview

The UPS Brand Management Team is responsible for developing, nurturing and safeguarding the UPS brand in the marketplace. We do this via three primary activities:

- Developing the UPS brand identity system
- Creating and refining brand assets
- Guiding the brand development process

Developing the UPS Brand Identity

The UPS Brand Management Team develops the company’s brand identity system, which ensures a consistent presentation of the brand across all touchpoints. Being disciplined in how we present our brand ensures we can build a meaningful, distinct and powerful UPS brand presence that:

- Uniquely positions the company in the customer’s mind
- Attracts and retains customers
- Strengthens our market position
- Increases our ability to influence the market and lead the industry

Creating and Refining UPS Brand Assets

A brand asset is a proprietary name, logo, tagline or graphic element that may be used to distinguish UPS products and services from others in the marketplace. The UPS Brand Management Team is responsible for creating new brand assets — and refining current ones — in keeping with our brand system. If you have a business need that involves a new brand asset, the Brand Management Team will work with you to develop a solution.

Trademarks

It’s important to note that the UPS Legal Department will no longer register new trademarks without explicit direction from Brand Management. All requests for new brand assets must be reviewed through a formal Brand Development Process. For questions and guidance about trademarks, visit brand.ups.com or contact UPS Brand Management.

Brand Asset Request Process

If you need a brand asset — such as a name or creative asset— please contact the Brand Team at brand@ups.com. We’ll work with you and provide a brand solution to meet your specific requirements. Brand Management may refine existing brand assets or create new brand assets that help UPS capitalize on a specific market opportunity or resolve a business problem. As appropriate, Brand Management will proceed with creative development, working with creative agencies. The UPS business owner will be involved throughout this process. Please contact UPS Brand Management at brand@ups.com for all requests, approvals or guidance on brand-related inquiries.

Co-Branding

UPS does not engage in co-branding with customers, vendors, or other organizations. This policy is derived from the UPS Policy Book which clearly advises against co-branding as it may imply UPS endorsement. When in doubt, contact your Region Marketing Communications Manager or the UPS Brand Management Team at brand@ups.com.

PowerPoint

PowerPoint presentations are a highly visible demonstration of the UPS brand. It is vital to make them visually impactful and to display all of the elements consistently. Our templates can help you keep all of your presentations on brand.

Overview

To aid the process of creating consistent presentations, the Brand Team has created multiple templates that can be downloaded from Brand Central. These templates will be updated multiple times in a year in order to keep the presentations feeling fresh and new.

Templates are a great starting point, but it is always encouraged to inject and switch out imagery that reflects the subject you are speaking to. You can find unique imagery on Brand Central.

Here are some general rules to think about when creating your presentation:

- Use icons sparingly
- Do not use secondary colors for icons
- Photography can make a big impact
- Verdana is the preferred font choice for all copy
- Less copy on a slide can often be more impactful than a copy-heavy slide
- After you have completed your masterpiece, compress your images to decrease the file size of the presentation



Email Signature

We have created an email signature format for all UPS employees to follow. By helping maintain clarity and consistency in our communications, you strengthen our brand and our company's reputation with both internal and external audiences.

Primary Email Signature

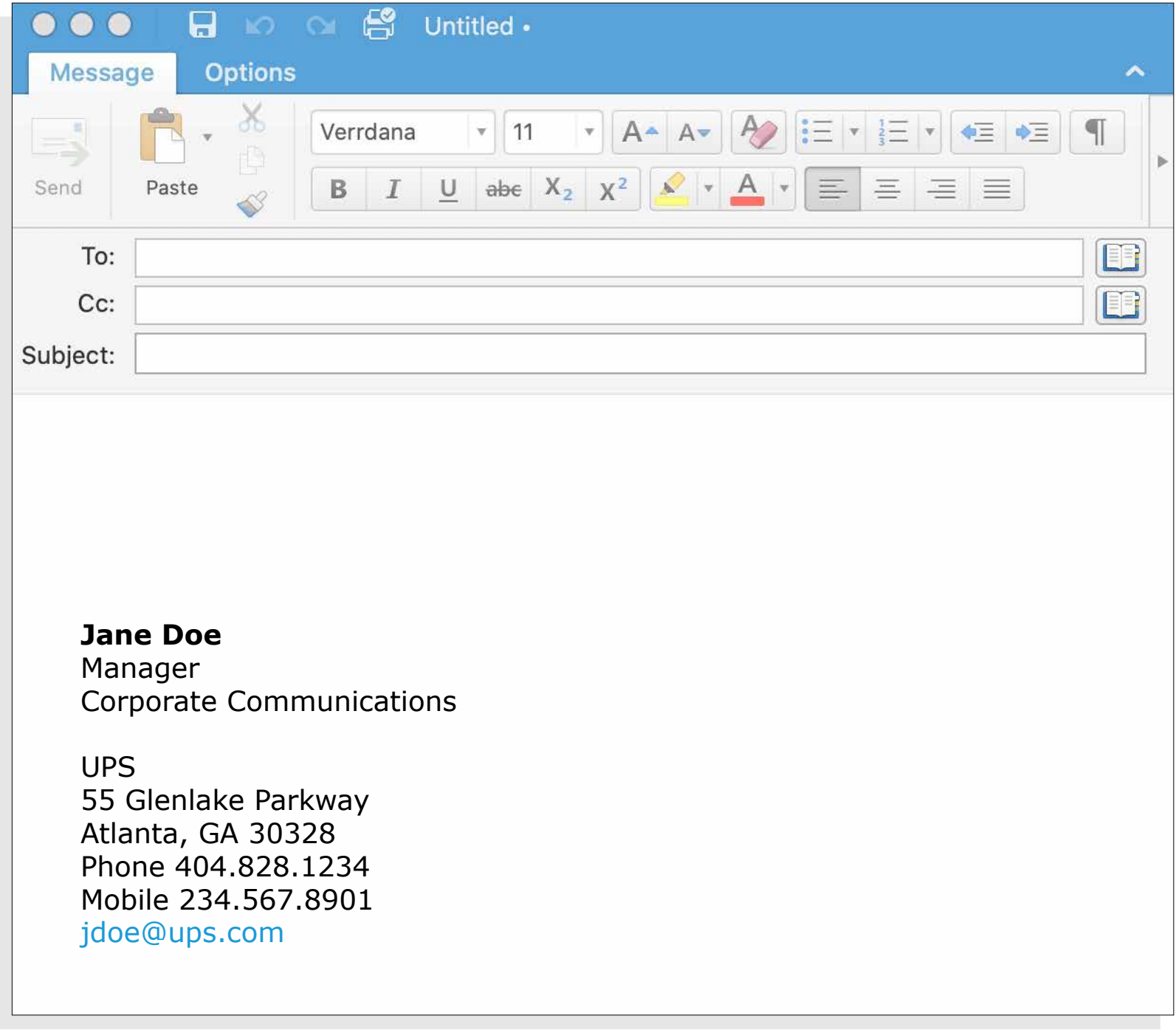
UPS Employee Email Signature
Email signatures should follow the format shown here.

Order of Personal Information and Contact Information

- Employee’s First and Last Name
- Pronouns (optional)
- Employee’s Title (optional)
- Region, District, or Department Name (optional)
- Company Name (UPS) or Business Unit Name
- Business Address (optional)
- Phone 123.456.7890
- Mobile 234.567.8901 (optional)
- Fax 987.654.3210 (optional)
- Other relevant customer-facing telephone numbers may be included as appropriate (e.g., 1-800-PICK-UPS)
- Email Address: xxxxx@ups.com
- UPS.com or Business Unit URL (optional)

Color
All text should be black or gray (email addresses and website links may automatically default to blue).

Typesetting
Verdana in 11-14 pt.



This is the preferred format for email signatures.
We do not recommend the use of images or logos in email signatures. Adding them to an email significantly increases the file size and fills up a mailbox up to 10 times faster.

Additions to Email Signature

Confidentiality Notice
Employees who need to send sensitive information by email, such as legal agreements, may include the legal disclaimer shown here.

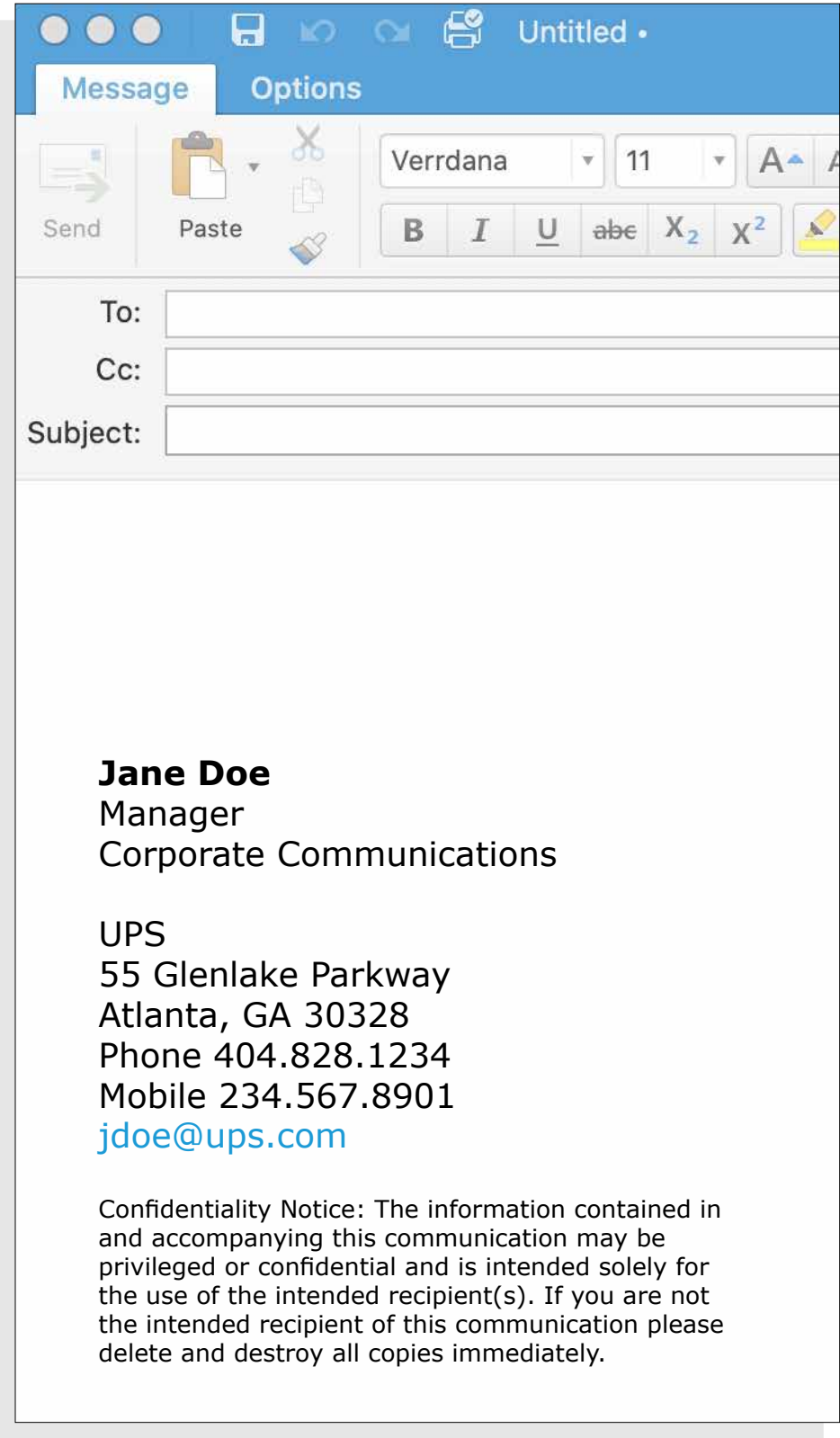
Sustainability
Global Sustainability Ambassadors may include their assignment in their email signature, after their email address.

Credentials
If relevant to your job function, you may include academic degrees and professional credentials such as:

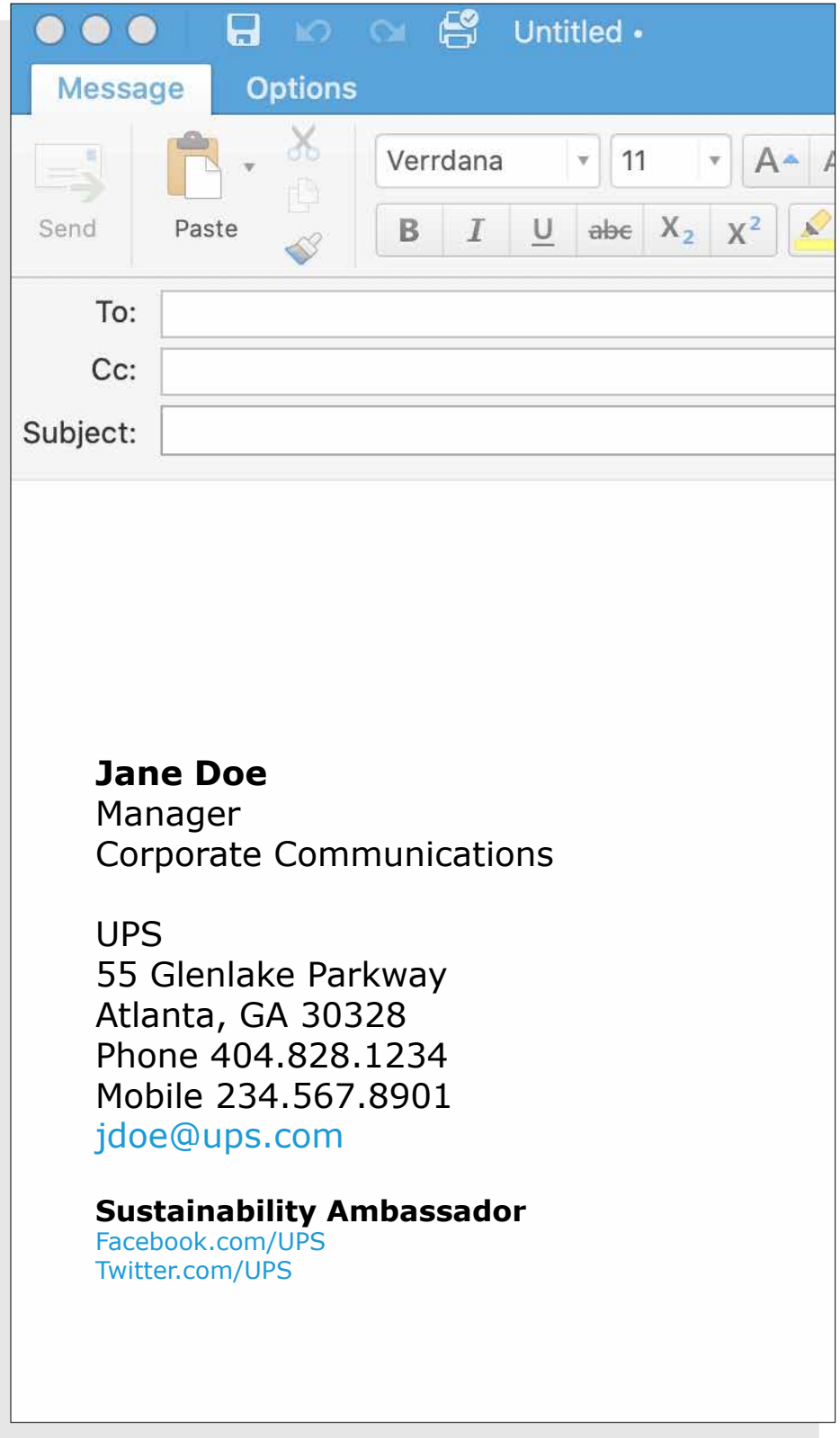
Jane Doe, PMP® Certified

John Smith, MSCE

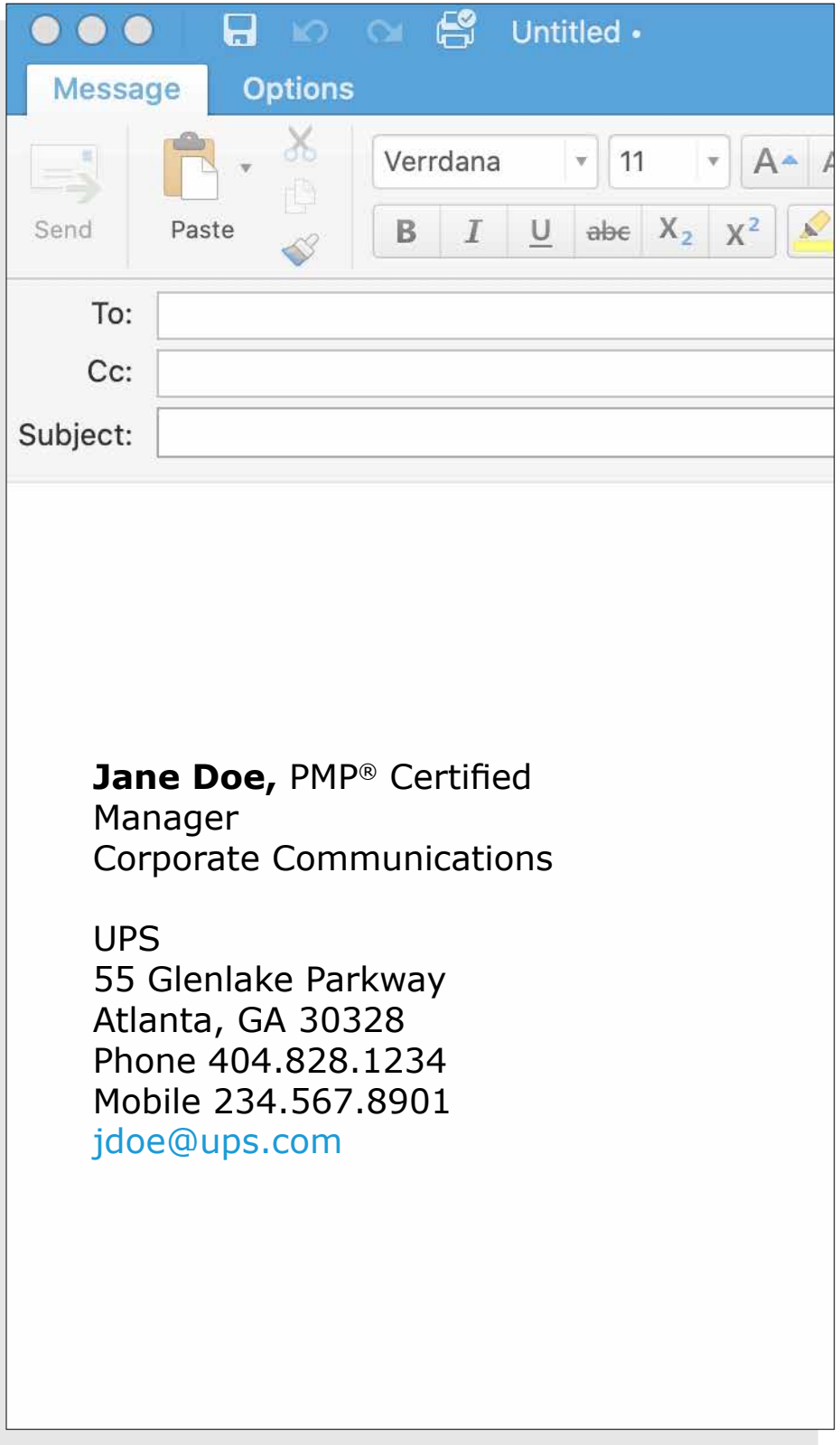
International
In some countries, there are regulatory requirements for additional information to be included. Please be aware of any such requirements and consult Region Legal if you have questions.



With confidentiality notice



With sustainability assignment



With credentials

UPS Business Unit Signatures

UPS business units must also follow clear guidelines when presenting themselves both internally and to external markets. We have created signatures for each business unit that help to maintain a consistent look and feel.

UPS Business Unit Signatures

Use Specifications

Formats

Business unit descriptors (UPS Capital, UPS Supply Chain, etc.) have been defined by the identity system and have been set in Berlingske Sans Serif Bold typeface.

Two versions of the UPS business unit signatures are approved for use:

- The business unit name may appear to the right of the UPS logo, observing the clear space
- The business unit name may appear directly below the UPS logo, observing the clear space

Artwork for the approved business unit signatures is available on UPS Brand Central.

Registration Mark

A registered trademark symbol (®) indicates that UPS holds a registration for the logo in the U.S. and in many other countries. This trademark symbol always appears on the right-hand side under the shield.

Clear Space

Minimum clear space is the area surrounding a logo that must be kept free of any text or graphic elements. Clear space is measured by the width of the letter “u” in the shield. Please note that this is the minimum clear space. To help maintain visual impact on all our communications, always allow for a generous space around the UPS logo.

Clear space guidance applies to all color versions of the UPS logo.

Minimum Size

Because legibility of the UPS logo artwork is critical, it must be sized large enough to be read easily on every application, print or digital. Our logo can be scaled to as large a size as needed, but it should not be used at sizes smaller than the minimums shown here.

The minimum print size of the UPS logo is 0.375”/9.5 mm wide.

The minimum digital size of the UPS logo is 54 pixels wide.

Minimum size guidance applies to all versions of the UPS logo.

Horizontal



Vertical



Minimum Size

Print:	0.375"
	27 pt
	9.5 mm
Digital:	54 px

Signature Examples

The approved business unit signature uses Berlingske Sans Serif Bold and the flat UPS logo. All other versions of business unit signatures are retired and no longer approved for use.

The changeover to the flat logo should be made with an orderly but economical plan. Be sure to include the approved business unit signature in the design of any new materials and applications, or any reprinting of existing materials moving forward.

Artwork and guidance is available in Brand Central for the graphic signatures of each business unit.

Horizontal




Vertical



In Use

UPS Capital Brochure




UPS Capital®

Financial Experts

To mitigate loss, improve cash flow and reduce non-payment risk, there's UPS Capital®, and there's... Well, there's UPS Capital.

UPS Capital
FINANCIAL, INSURANCE & PAYMENT SERVICES
FOR YOUR SUPPLY CHAIN



Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

UPS Capital® Lorem Ipsum — Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.


Excepteur Sint Occaecat Cupidatat — Excepteur sint occaecat cupidatat non proident, in culpa qui officia deserunt mollit anim id est laborum.

Dolore Magna Aliqua — Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat.

To learn more about how UPS Capital can help your business, contact us at **877.263.8772** or visit **upscapital.com**.

Insurance is underwritten by an authorized insurance company and issued through licensed insurance producers affiliated with UPS Capital Insurance Agency, Inc. or licensed international UPS Capital insurance brokerages. Loans are made in California pursuant to a Department of Business Oversight Finance Lender's License. C.O.D. Enhancement Services are offered through UPS Capital Trade Protection Services, Inc. All services in connection with the UPS Capital Merchant Services Program are provided by WorldPay US, Inc., a Registered SEC MSB of Citicore Bank, N.A., Providence, RI. All services in connection with the UPS Capital Credit Card Fraud Protection program are provided by CardinalCommerce and all fees charged for services are determined by CardinalCommerce. Insurance coverage for Parcel Pro shipments is provided under a policy issued by an authorized insurance company to Parcel Pro, Inc. Terms, restrictions and conditions apply. Please speak to a sales representative for more details.


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UPS Capital®

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat.

Cargo Finance Sales Sheet



UPS Capital®


Turn in-transit inventory into working capital. Without a magic wand.

Wouldn't it be great if you could magically turn your in-transit inventory into working capital? With UPS Capital Cargo Finance® you can free up cash against your in-transit inventory and invest it in your business. Use the money to pay suppliers earlier and negotiate better terms, giving you the ability to increase inventory and grow sales. And that's no fairy tale.

Cargo Finance at a glance:

- Credit lines from \$500,000–\$1.5 million
- Advance rates up to 100% of your supplier's commercial invoice
- Payment terms of up to 90 days
- Unsecured lines of credit

UPS Capital Cargo Finance®
FINANCIAL, INSURANCE & PAYMENT SERVICES,
FOR YOUR SUPPLY CHAIN










Incorrect Use

To preserve the integrity of our brand, we have placed strict limitations on the use of the UPS business unit signatures. The examples on this page illustrate some, but not all, potential misuses.

Keep in mind that the logo is carefully rendered artwork and that any alteration, apart from proportionate scaling, is considered incorrect use.

Logo art files have been created and are available on UPS Brand Central: brand.ups.com

<div>Do not use UPS Berlingske Serif for business unit signatures.</div> <div></div>	<div>Do not use incorrect versions of the approved business unit signature.</div> <div></div>	<div>Do not reposition the elements of the signature.</div> <div></div>	<div>Do not place additional text within the signature's clear space.</div> <div></div>
<div>Do not remove the UPS logo's and/or the wordmark's registration marks.</div> <div></div>	<div>Do not scale the signature's elements.</div> <div></div>	<div>Do not place the signature on insufficiently contrasted background.</div> <div></div>	<div>Do not recolor the signature.</div> <div></div>

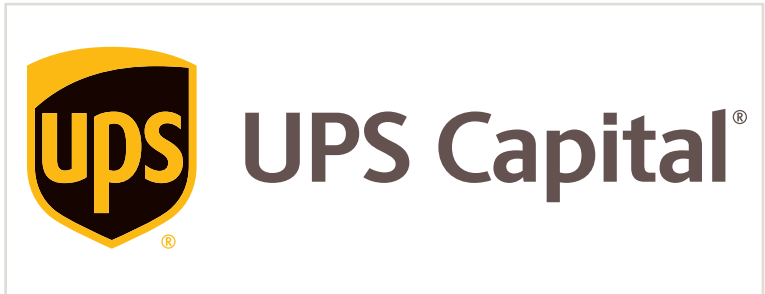
Use on Color and Image Backgrounds

UPS Business Unit Signature on Color

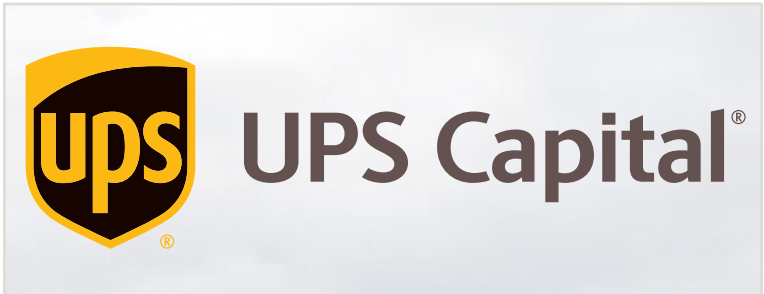
- The UPS logo may be used on backgrounds of UPS Brown, white, any shades of UPS Brown or any shades of UPS Gray
- In addition to enlarging the UPS logo on the page, staging it against this palette will ensure that the logo has a stronger, more dramatic visual presence

UPS Business Unit Signature on Photography

- The UPS logo may be placed on a photograph or image background
- On imagery, the UPS logo should be placed on an area of flat, light color
- Take care to ensure that the image background is not distracting



Business unit positive signature on white background.



Business unit positive signature on a light background image.



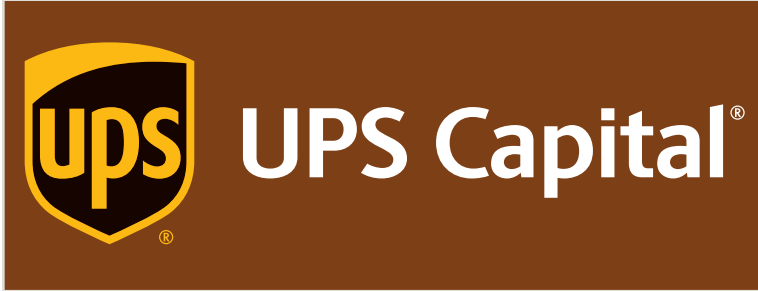
Business unit reverse signature on a dark background image.



Business unit reverse signature on UPS Brown 4.



Business unit reverse signature on UPS Brown 3.



Business unit reverse signature on UPS Brown 2.



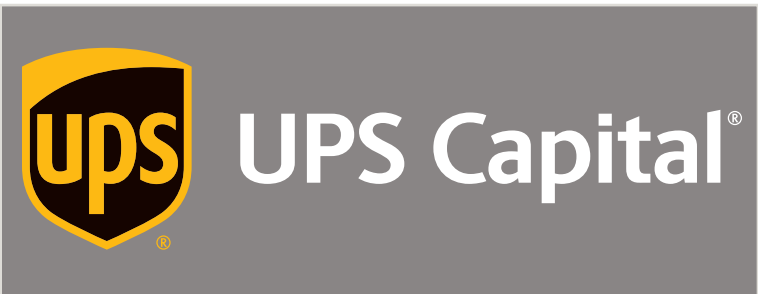
Business unit reverse signature on UPS Brown 1.



Business unit positive signature on UPS Gray 4.



Business unit positive signature on UPS Gray 3.



Business unit reverse signature on UPS Gray 2.



Business unit reverse signature on UPS Gray 1.



Business unit reverse signature on UPS Brown.

Endorsement Branding

Endorsement is how brands indicate relationships between different entities. Graphically, an endorsement signature shows the conjunction of two brand identities in a fixed relationship, which can be used in communication media.

Endorsement can be permanent for entities that prefer to remain distant, or it can be temporary and part of a transitional phase which may ultimately result in complete alignment under a single brand name.

Overview

Endorsement Practices Within UPS

UPS has a range of relationships with companies across both domestic and international markets. The exact nature of these relationships in legal and financial terms may vary, but in communication terms it is often advantageous to indicate that a relationship exists. It is not necessary to be specific as to the exact legal structure under which the relationship is held.

Endorsement Line Usage

The endorsement line should be used in most digital applications, such as on the company website (header), on advertising (print and television), in video and on formal business communication items such as business cards. It is not mandatory to use the endorsement line on touchpoints such as building signage, vehicles, apparel/uniforms or promotional items, particularly when consistent, high-quality reproduction is difficult to achieve.

Three Endorsement Signature Principles

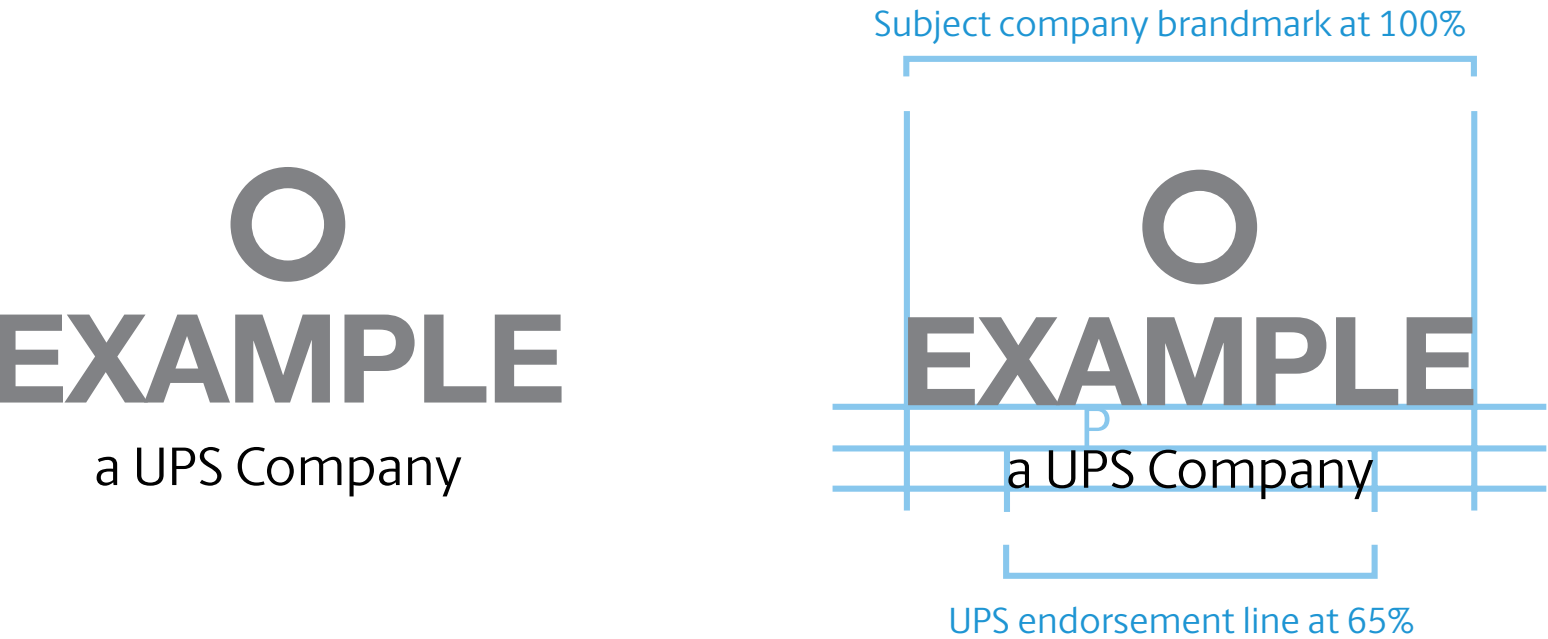
1. Place the existing identity of the subject company above a descriptor line which refers to UPS. In this way, UPS is seen as the entity which brings scale and reach to the subject company.
2. The descriptor line of text should be consistent, regardless of the nature of the legal status. The format is a simple, centered signature combination, using the text “a UPS Company” in all instances of endorsement. When translation of the descriptor line is required, only approved language versions of the text may be used.
3. The UPS logo should never be used in an endorsement lockup.

Endorsement Implementation Timeframe

The endorsement line should be applied to the existing identity of the subject company as soon as a legal transaction is in place. The endorsement signature should be applied to prominent digital applications, such as on the company website (header), on advertising (print and television), in video, as well as on formal printed business communication items such as business cards.

For questions around transition of buildings, vehicles, invoices, packaging and uniforms, please contact brand management for a consultation.

Stacked Brandmark



The UPS endorsement line is sized 65% smaller than the subject company wordmark. It is centered and placed one "P" below the subject company.

Horizontal Brandmark



The UPS endorsement line is sized 65% smaller than the longest word in the subject company wordmark. It is centered and placed one "P" below the subject company wordmark.

Endorsement Signature Format

Endorsement Format

The approved approach to endorsement for UPS takes the form of a descriptive line of text which is placed close to the brand identity of the other party. Since graphic identities vary considerably in their size, nature and use, a simple, clear and repeatable graphic model has been developed to handle the bringing together of companies in a relationship with UPS.

Layout principles governing the endorsement signature:

- “a UPS Company” is the approved endorsement line
- The endorsement line is positioned below the subject company, in a centered position. All descriptive text should be removed from the subject company logo and replaced with the UPS endorsement line
- The endorsement line is always written in black (or reversed out in white), and in the UPS Berlingske Sans font. No other colors are permitted
- Minimum size and placement guidance should be observed (see illustrative examples)
- Do not use the UPS logo in any way to attempt to visualize the relationship between the subject company and UPS
- Ensure the endorsement signature is always used at a large enough size to make the endorsement line highly legible

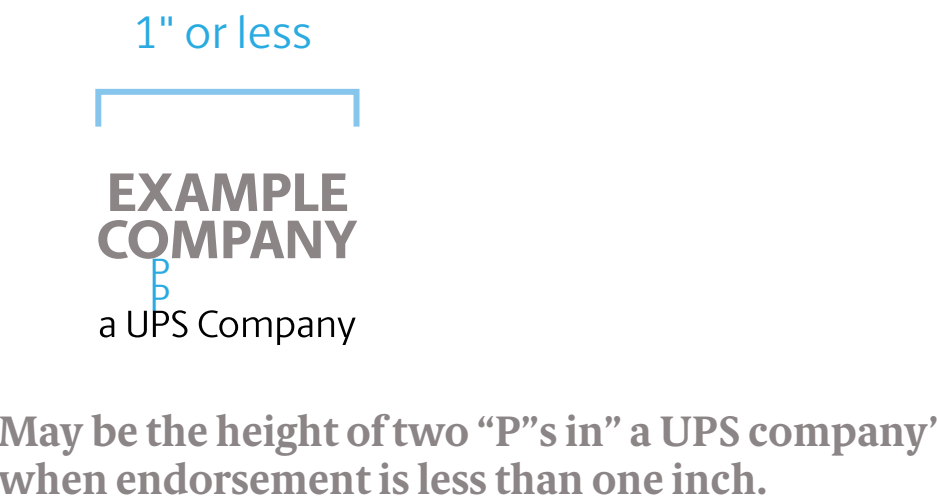


Endorsement Format

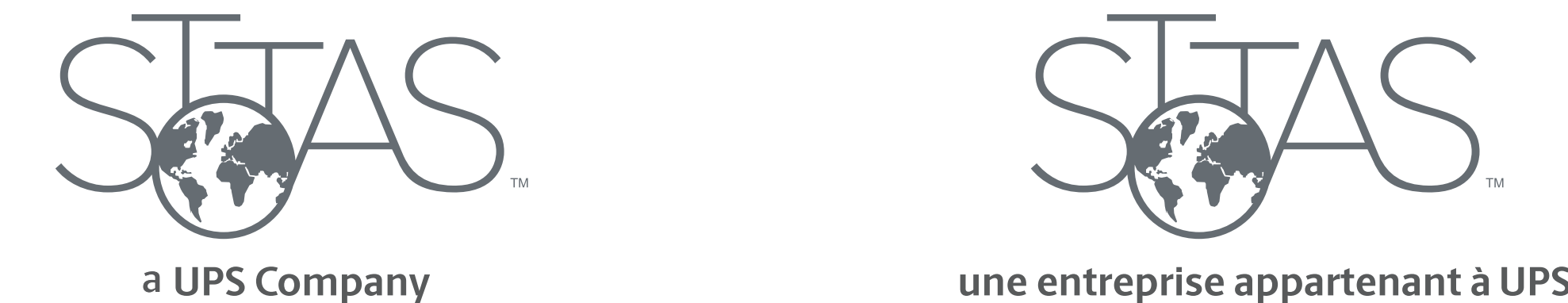


65% of the width of the subject company wordmark, centered.

Small Size Endorsement Format

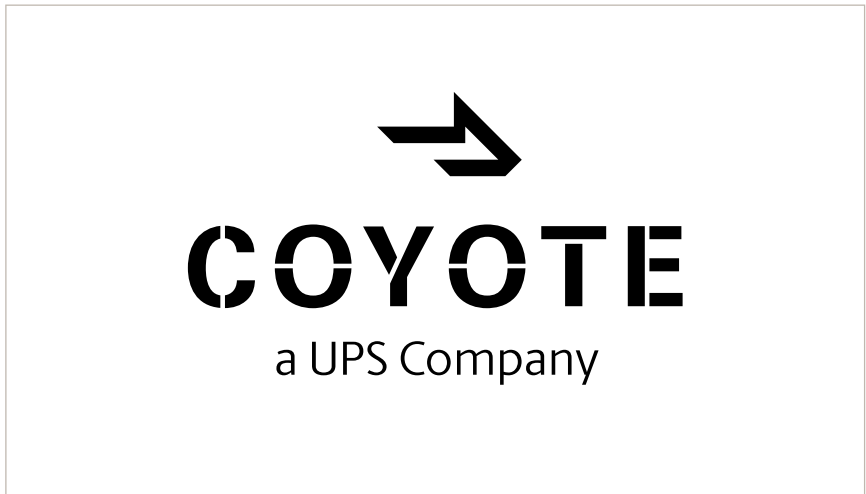
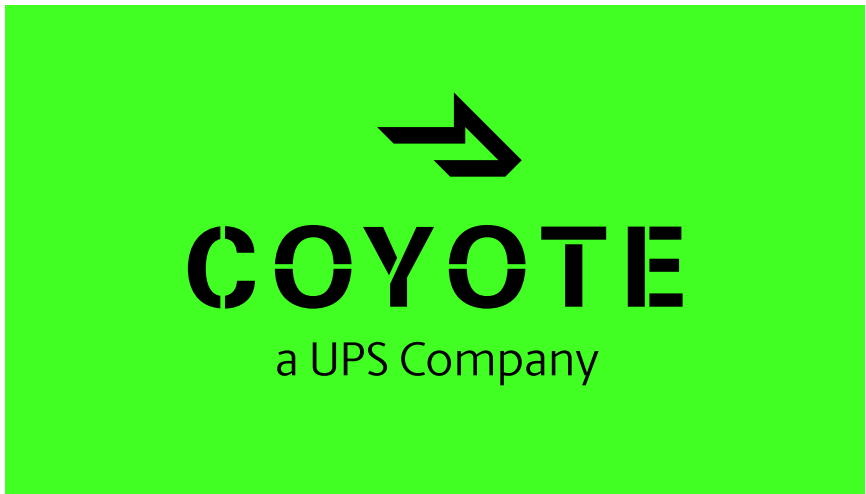


Approved Alternate Language Version

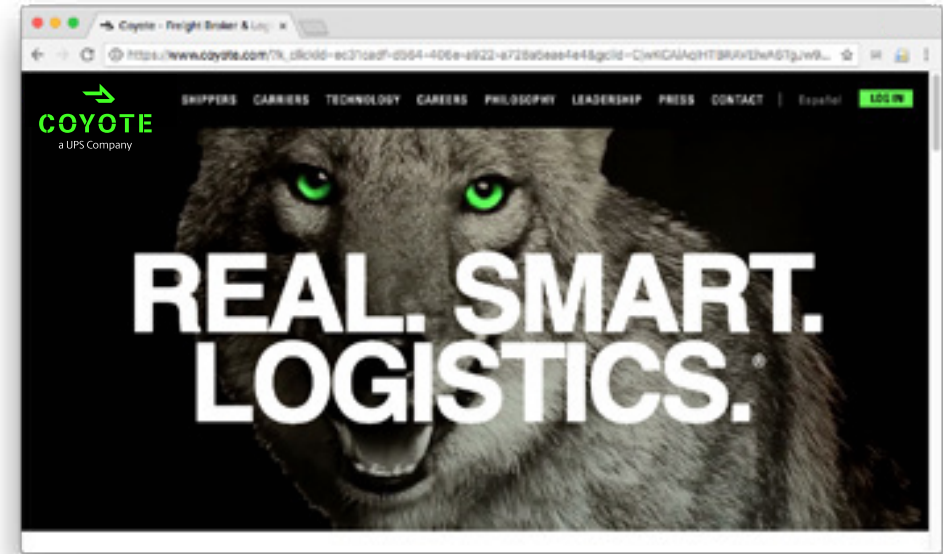
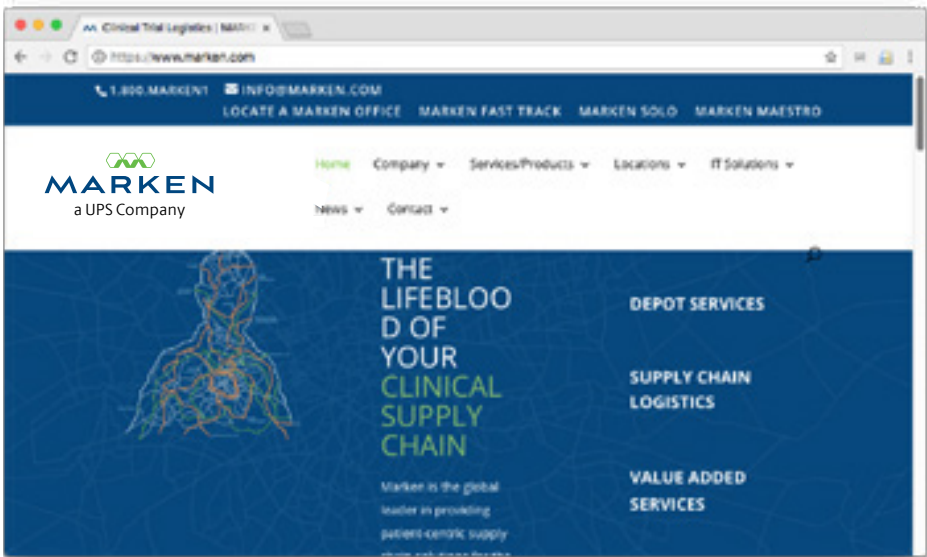



Endorsement Examples

By using a clear and standardized approach to endorsement, we can be consistent in communicating our relationships to other brands and organizations. The use of the approved endorsement line, “a UPS Company,” signals the legal relationship we have with these companies. Using approved endorsement principles ensures a consistent expression of our relationship to a range of companies, each with very different identities and branding approaches.



Sample Applications




COYOTE
a UPS Company

Firstname Lastname

Title

Department

Region (optional)

UPS Business Unit

Legal Name (if required by law)


Address Line 1

Address Line 2

(number) Phone

(number) Fax/Mobile (optional)

Email

COYOTE 
LOGISTICS.
a UPS Company

Firstname Lastname

Title

Department

Region (optional)

UPS Business Unit

Legal Name (if required by law)

Address Line 1

Address Line 2

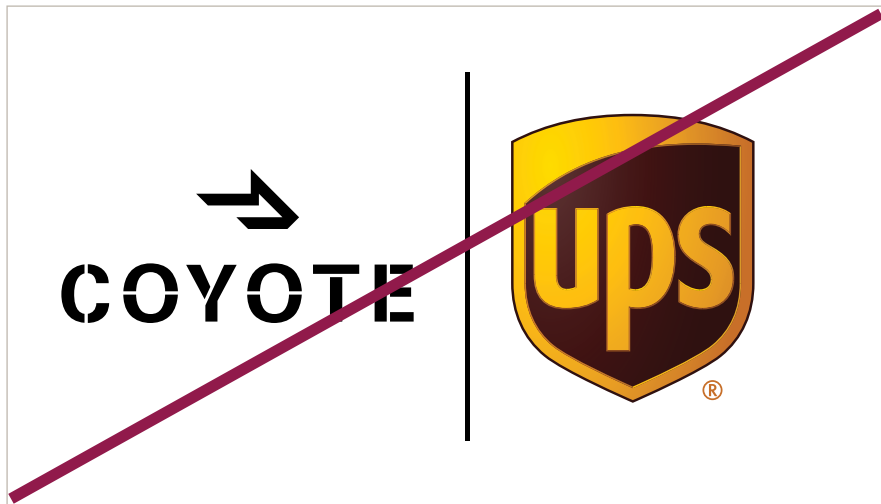
(number) Phone

(number) Fax/Mobile (optional)

Email



Incorrect Use



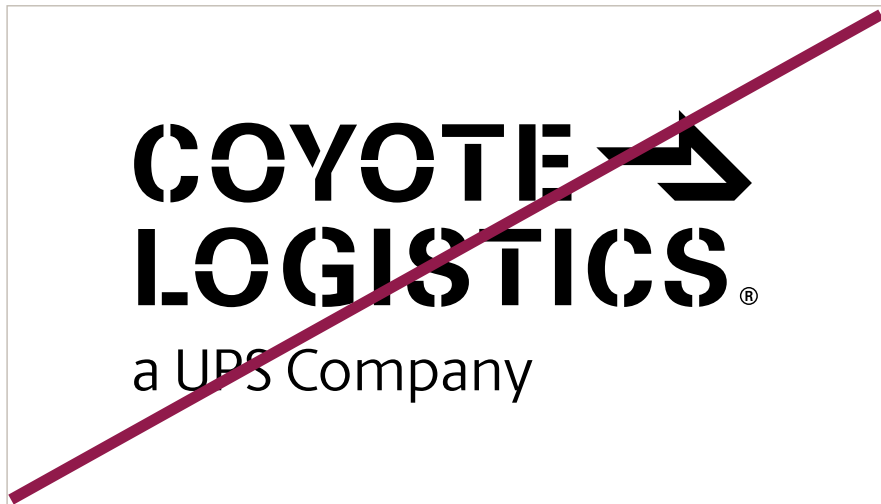
1. Do not use the UPS logo in any lockup with a subject company to indicate a relationship with UPS.



2. Do not create and place an endorsement line using the UPS logo.



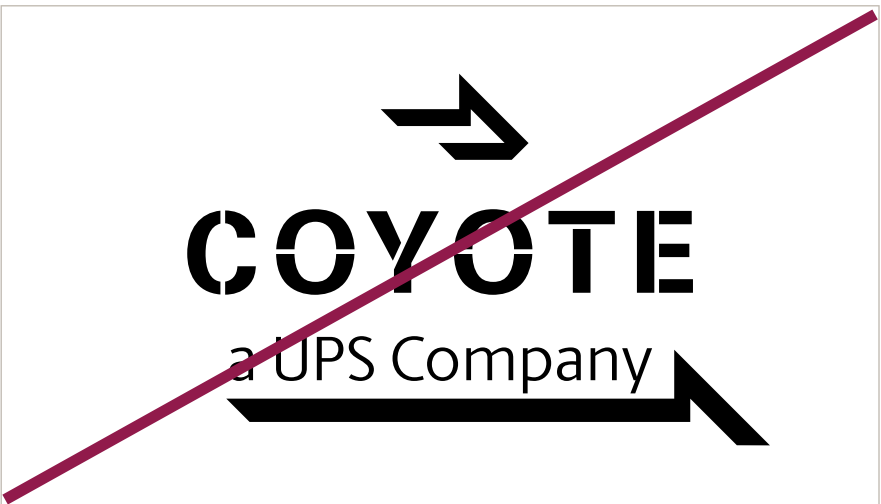
3. Do not use the endorsement signature at such a small size that the endorsement line text is not highly legible.



4. Do not place the endorsement line text off-center below the subject logo.



5. Do not color the endorsement line text in any color other than black or white.



6. Do not add decorative motifs to the endorsement line text.



7. Do not deviate from the approved typeface, color, size and placement of the endorsement line.



8. Do not place the endorsement line text in any place other than below the subject logo.



9. Do not reduce the 'P'-height space between the endorsement line text and the subject logo.

Stationery

Through items like our business cards and letterhead, you can consistently support our brand as you are meeting and communicating with others both inside and outside our company.

Business Card — U.S. Standard

Size
3.5” x 2”.

Paper Stock
110# CG Cover or equivalent.

Printing
Offset lithography, four-color process, overall varnish.

Color
UPS Brown, UPS Gold.
All text: Black.

UPS Logo
Primary UPS Shield 2-color version at 0.65” width.

Number of Lines
Total: 13 lines.
Personal information: 5 lines max.
Contact information: 7 lines max.
Spacing: 1 line min. between personal details and contact information.

Email: Always appears on line 13. Whenever possible, keep one line clear before the email information.

Typesetting
Personal name:
UPS Berlingske Sans Bold, 7.5 pt/8.5 pt leading.

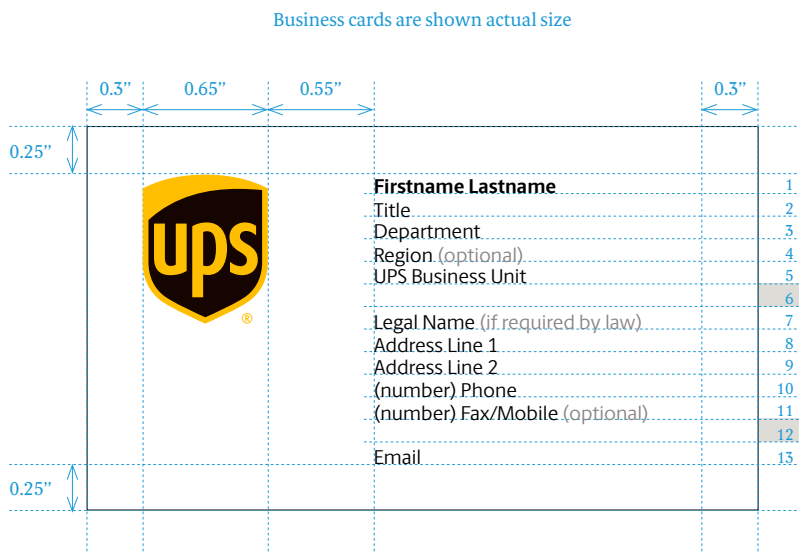
Personal information:
UPS Berlingske Sans Regular, 7.5 pt/8.5 pt leading.

Legal name (only if required by law):
UPS Berlingske Sans Regular, 7.5 pt/8.5 pt leading.

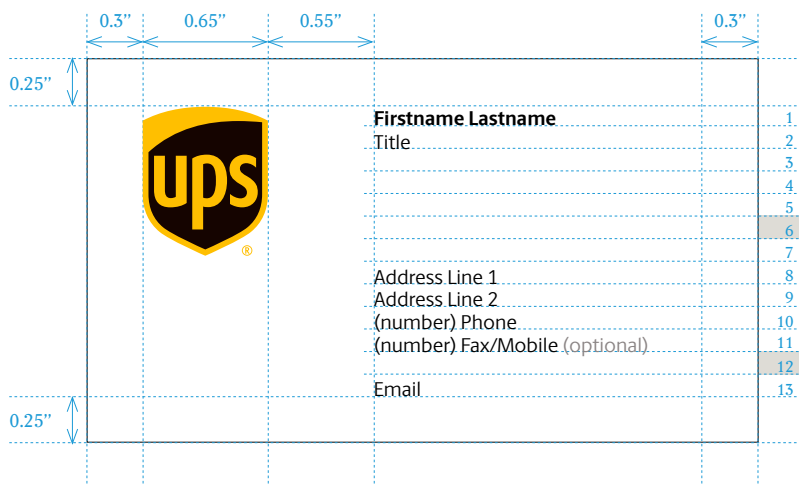
Contact information:
UPS Berlingske Sans Regular, 7.5 pt/8.5 pt leading.

- Typing Specifications**
Phone/Fax numbers:
- Use a space to separate groups of numbers within phone or fax numbers.
 - You may display a mobile phone number instead of a fax number. Apply the commonly used terms of your region, e.g., mob for mobile.
 - Providing an international dialing code for the country of operation is optional. It should be set as shown: +1 for USA, +44 for UK, etc. Always display the area code and number before their descriptive name, e.g., +1 (123) 456 7891 Phone.

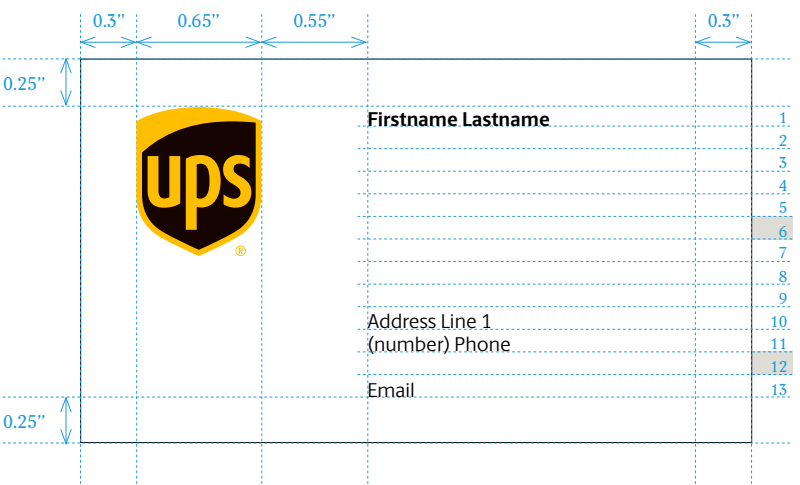
Artwork is available from brand management.



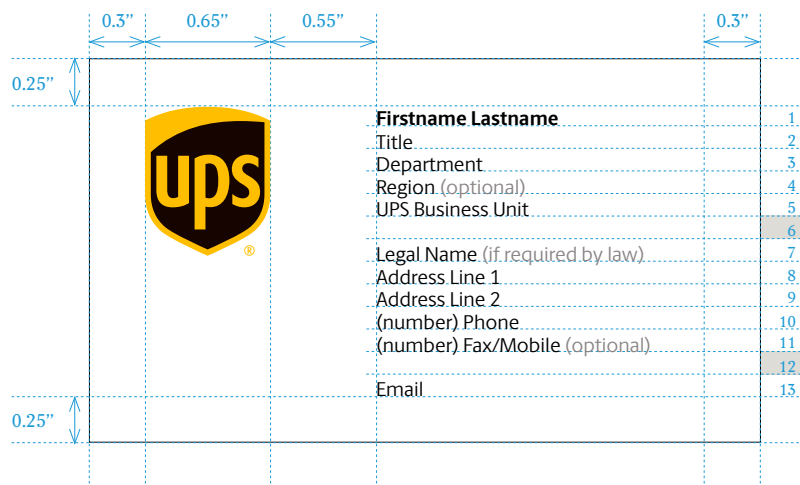
Artwork is available from brand management.



- 2.**
Simplified text information:
Top information is top-aligned to line 1.
Address information is bottom-aligned to line 11.



- 1.**
Limited text information:
Top information is top-aligned to line 1.
Address information is bottom-aligned to line 11.



- 3.**
Complete text information:
Lines 6 and 12 remain empty.

Business Card — International

Size
88.9 mm x 50.8 mm.

Paper Stock
110# CG Cover or equivalent.

Printing
Offset lithography, four-color process, overall varnish.

Color
UPS Brown, UPS Gold.
All text: Black.

UPS Logo
Primary UPS Shield 2-color version at 0.65” width.

Legal Graphics
Legally required graphics may be placed on the business card, if necessary. The zone for this information, as shown here, is 14 mm x 7 mm.

Number of Lines
Total: 13 lines.
Personal information: 5 lines max.
Contact information: 7 lines max.
Spacing: 1 line min. between personal details and contact information.

Email: Always appears on line 13. Whenever possible, keep one line clear before the email information.

Typesetting
Personal name:
UPS Berlingske Sans Bold, 7.5 pt/8.5 pt leading.

Personal information:
UPS Berlingske Sans Regular, 7.5 pt/8.5 pt leading.

Legal name (only if required by law):
UPS Berlingske Sans Regular, 7.5 pt/8.5 pt leading.

Contact information:
UPS Berlingske Sans Regular, 7.5 pt/8.5 pt leading.

Typing Specifications
Phone/Fax numbers:

- Use parentheses around the country code.
- Separate groups of numbers with either a character space or a period, according to the conventions of your region.
- You may display a mobile/cell phone number instead of a fax number. Apply the commonly used terms of your region, e.g., mob for mobile, cell for cellular.
- Always display country code and number before their descriptive name, e.g., (+44) 01 12 3456 7890 Tel.

Artwork is available from brand management.

Approved Principles for Business Card Layout
There are three distinct information blocks:

- Personal information (e.g., name, title).
- Contact information (e.g., address, telephone number).
- Email information.

Personal Information is Displayed Between Lines 1-5

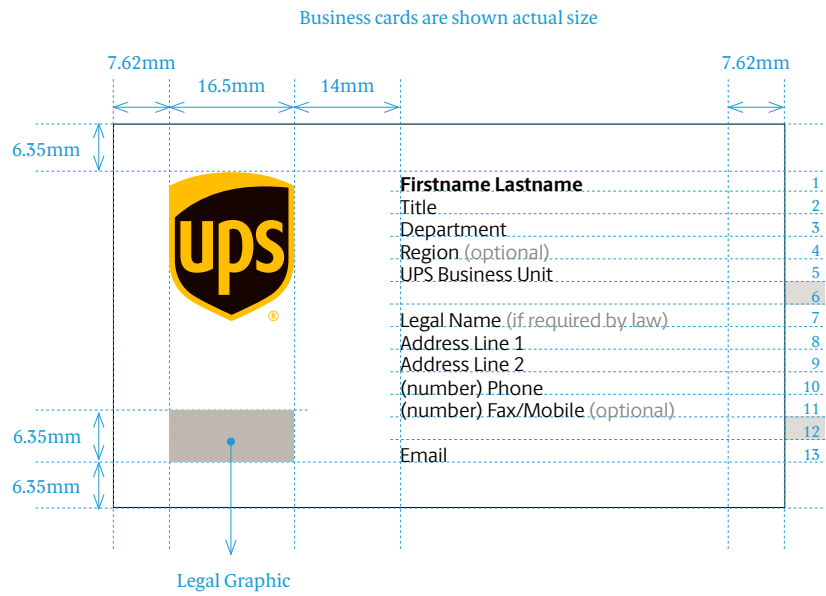
- “Firstname Lastname” always appears in UPS Berlingske Sans Bold.
- If required, UPS business unit names may be used.

Contact Information is Displayed Between Lines 7-12

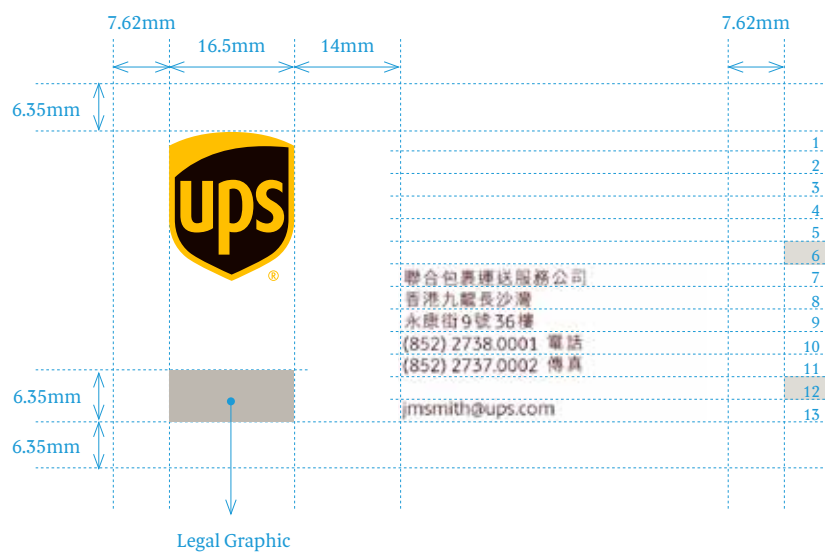
- If the legal name must appear, it should always be the first line of the contact information.
- Whenever possible, keep one line clear before the email information — exception is made when the full set of lines (7-12) are used.

Email information should always appear on line 13.

Note: When the legal name runs over two lines, the contact information block may start on line 6, as long as the first five lines are not all used.



1.
Dual-language card, front.



2.
Dual-language card, back.

Business Card — Incorrect Use

To ensure a clear and consistent application of our business card, we've compiled some examples of treatments or alterations to avoid.

The contact information should always start on line 7.

A diagram of a business card layout with a grid. The UPS logo is on the left. Text fields are on the right, aligned to the left. The text starts on line 7, which is the first line after the logo. The text fields are: Firstname Lastname, Title, Department, Region (optional), UPS Business Unit, Address Line 1, Address Line 2, (number) Phone, (number) Fax/Mobile (optional), and Email. The text is not aligned to the left, but starts on line 7.

Allow the required spacing (one line) between text blocks. Email information should always appear on line 13.

A diagram of a business card layout with a grid. The UPS logo is on the left. Text fields are on the right, aligned to the left. The text starts on line 7, which is the first line after the logo. The text fields are: Firstname Lastname, Title, Department, Region (optional), UPS Business Unit, Legal Name (if required by law), Address Line 1, Address Line 2, Address Line 2, (number) Phone, (number) Fax/Mobile (optional), and Email. The text is not aligned to the left, but starts on line 7. There is a gap between the text blocks.

Do not set text in the indicated clear space. Instead, return to the next line.

A diagram of a business card layout with a grid. The UPS logo is on the left. Text fields are on the right, aligned to the left. The text starts on line 7, which is the first line after the logo. The text fields are: Firstname Lastname, Title, Department, Region (optional), UPS Business Unit, Legal Name (if required by law), Address Line 1 Address line 1 Address line 1, Address Line 2, (number) Phone, (number) Fax/Mobile (optional), and Email. The text is not aligned to the left, but starts on line 7. There is a gap between the text blocks.

Do not change logo position.

A diagram of a business card layout with a grid. The UPS logo is on the left. Text fields are on the right, aligned to the left. The text starts on line 7, which is the first line after the logo. The text fields are: Firstname Lastname, Title, Department, Region (optional), UPS Business Unit, Legal Name (if required by law), Address Line 1, Address Line 2, Address Line 2, (number) Phone, (number) Fax/Mobile (optional), and Email. The text is not aligned to the left, but starts on line 7. There is a gap between the text blocks.

Letterhead — Specifications

Sizes	Printing — Color	Printing — Black and White	Typing Specifications	Footer Information
Letter – U.S. 8.5” x 11”.	Offset lithography, four-color process. Color laser printer from electronic template.	Black and white laser output from electronic template.	Information should begin on the baseline of the UPS characters in the logo.	The footer area of the letterhead is used only for graphic certification icons (e.g., ISO Standard) or legally required information, such as legal entity names, which may be translated into the local language.
Monarch – U.S. 7.25” x 10.5”.	Paper Stock 24# CG Writing or equivalent.	Paper Stock Strive to use the best quality paper available, preferably one that matches the weight and color of official UPS letterhead stock.	Phone/Fax numbers (optional): • Use a space to separate groups of numbers within phone or fax numbers.	Do not use this area for addresses, or for any information or graphics that are not required by law.
A4 – International 210 mm x 297 mm.	Strive to use the best quality paper available, preferably one that matches the weight and color of official UPS letterhead stock. Color UPS Brown 4C, UPS Gold 4C. All text: Black. UPS Logo Primary UPS Shield Color version at 16 mm width. Typesetting – Offset Printing UPS business unit, region or legal name: UPS Berlingske Sans Regular, 8 pt/9.5 pt leading. Contact information: UPS Berlingske Sans Regular, 8 pt/9.5 pt leading. Typesetting – Electronic Template UPS business unit, region or legal name: Verdana Regular, 8 pt/9.5 pt leading. Contact information: Verdana Regular, 8 pt/9.5 pt leading. Legal information (footer): Verdana Regular, 7.5 pt/10 pt leading. Legal information (footer): Verdana Regular, 7.5 pt/10 pt leading.	Color Grayscale. All text: Black. UPS Logo 1-color black logo version at 16 mm width. Typesetting – Electronic Template UPS business unit, region or legal name: Verdana Regular, 8 pt/9.5 pt leading. Contact information: Verdana Regular, 8 pt/9.5 pt leading. Legal information (footer): Verdana Regular, 7.5 pt/10 pt leading. Legal information (footer): Verdana Regular, 7.5 pt/10 pt leading.	• Providing an international dialing code for the country of operation is optional. It should be set as shown: +1 for USA, +44 for UK, etc. Always display the area code and number before their descriptive name, e.g., +1 (123) 456 7891 Tel. • The fax number may be replaced by an additional address line, if required. Please refer to the body copy in the sample letter for format guidelines.	Artwork for stationery is available on UPS Brand Central.

Offset Letterhead — Samples and Measurements

Letter – U.S.



Monarch – U.S.

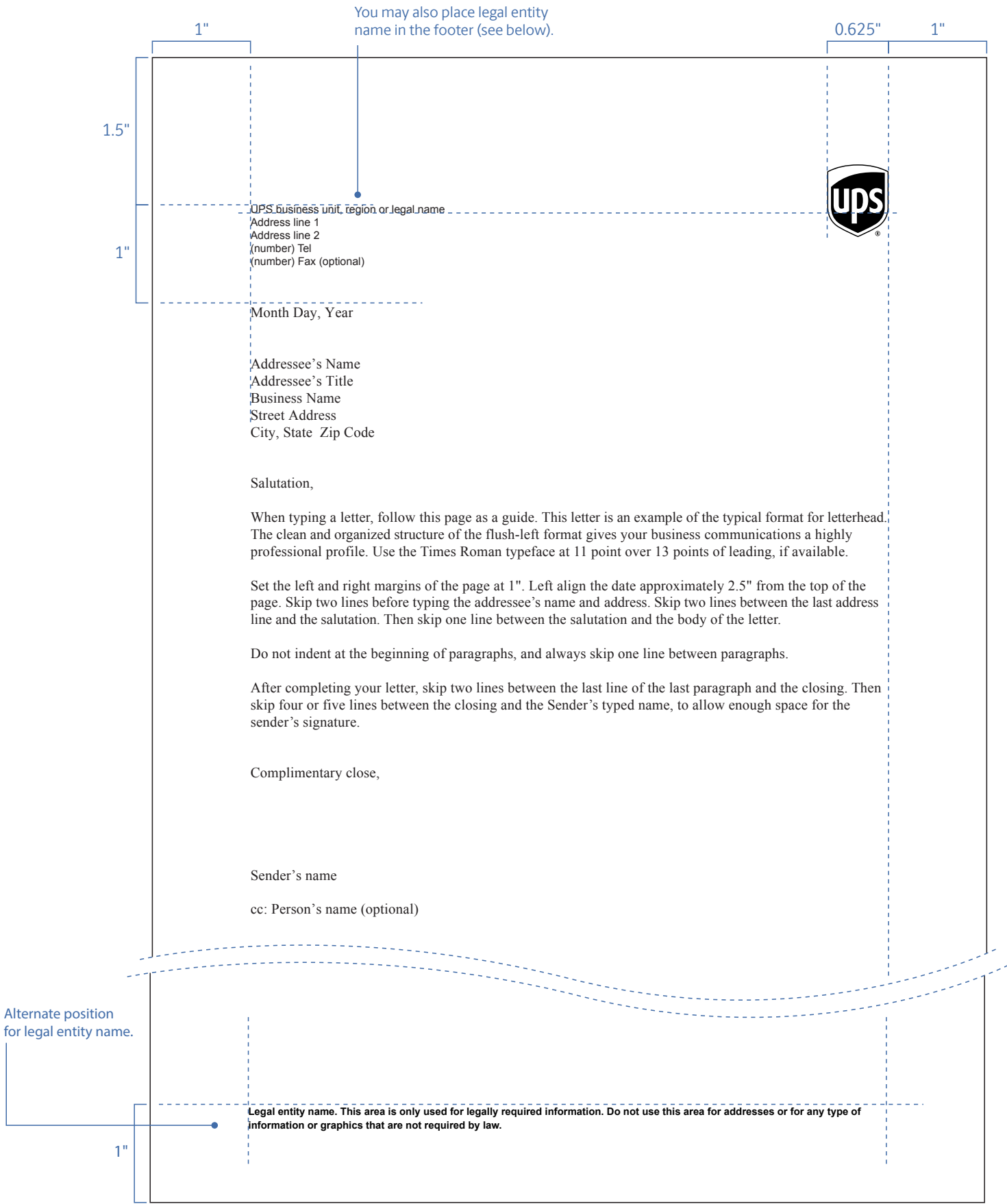


A4 – International

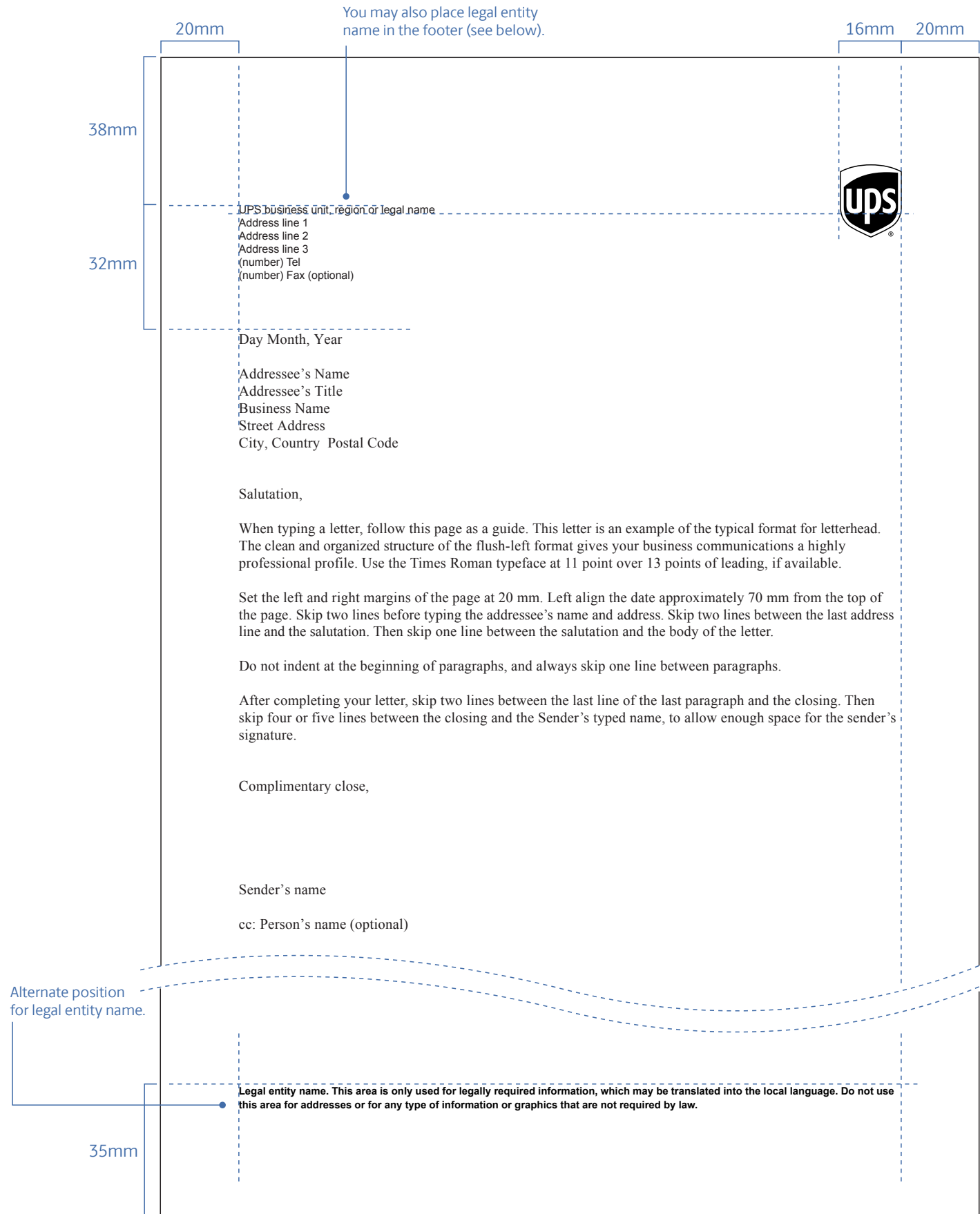


Laser-Generated Letterhead — Samples and Measurements

Letter – U.S.



A4 – International



[illegible]

Stationery

Fax Form

Sizes

Letter – U.S.

8.5” x 11”.

A4 – International

210 mm x 297 mm.

Printing

Laser output from electronic template.

Paper Stock

Strive to use good quality paper suitable for fax machines.

Color

Black

All text: Black.

UPS Logo

UPS 1C Shield Black, Positive version at 16 mm width.

Typesetting

UPS business unit, region or legal name: Verdana Regular, 9 pt/11 pt leading.

Contact information: Verdana Regular, 9 pt/11 pt leading.

Header: UPS Berlingske Sans Medium, 21 pt.

Sender/Sendee information: Verdana Regular, 9 pt/12 pt leading, rule weight: 0.5 pt.

Confidentiality notice: UPS Berlingske Sans Regular, 7.5 pt/10 pt leading.

Typing Specifications

Information must begin on the baseline of the UPS characters in the logo, as shown at right.

Templates can be downloaded on UPS Brand Central.

U.S.

1"	3.4375"	0.375"	0.625"	1"
1.375"	<div>UPS business unit, region or legal name</div> <div>Address line 1</div> <div>Address line 2</div> <div>Fax</div> <div>To</div> <div>Company</div> <div>Fax number</div> <div>Tel number</div> <div>Date</div> <div>Total pages</div> <div>From</div> <div>Department</div> <div>Fax number</div> <div>Tel number</div> <div>Project</div> <div>Job number</div> <div>ups</div>			
1.25"				
0.625"				
1.25"	<div>This facsimile message is intended only for the use of the individual or entity named above, and as such, it is confidential and may contain proprietary information. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any reading, dissemination, distribution, disclosure, copying or other use of this fax or the information contained therein is strictly prohibited. If you have received this message in error, please immediately notify us by telephone and return the original message to us at the above address.</div>			

International

20mm	89.5mm	9mm	16mm	20mm
35mm	<div>UPS business unit, region or legal name</div> <div>Address line 1</div> <div>Address line 2</div> <div>Address line 3</div> <div>Fax</div> <div>To</div> <div>Company</div> <div>Fax number</div> <div>Tel number</div> <div>Date</div> <div>Total pages</div> <div>From</div> <div>Department</div> <div>Fax number</div> <div>Tel number</div> <div>Subject</div> <div>ups</div>			
36mm				
16mm				
45mm	<div>This facsimile message is intended only for the use of the individual or entity named above, and as such, it is confidential and may contain proprietary information. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any reading, dissemination, distribution, disclosure, copying or other use of this fax or the information contained therein is strictly prohibited. If you have received this message in error, please immediately notify us by telephone and return the original message to us at the above address.</div> <div>Legal entity name. This area is only used for legally required information, which may be translated into the local language. Do not use this area for addresses or for any type of information or graphics that are not required by law.</div>			

Additional Reference Guide

Located in Brand Central

- Innovation Endorsement Guidelines
- The UPS Store Brand Guidelines
- UPS Digital Brand Guidelines
- UPS Employment Brand Guidelines
- UPS Healthcare Brand Guidelines
- Be Unstoppable Campaign Guidelines
- Design Lab (UPS Digital Design System)

Contact Brand@ups.com for Assistance with:

- Authorized Service Contractor Guidelines(ASC)
- Authorized Service Outlet Guidelines (ASO)
- DAP Messaging Guide
- Outside Growth Providers Guidelines (OGP)
- Outside Service Providers Guidelines (OSP)
- UPS Building Signage Guidelines
- UPS Healthcare Building Signage Guidelines
- UPS Healthcare European Fleet Guidelines
- UPS Uniform Guidelines
- UPS Vehicle Guidelines

Trademarks and Naming

- Contact brand@ups.com
- For a complete list of our trademarks, please visit brand.ups.com

Group Contacts

- Automotive | automotiveinfo@ups.com
- DX Engagement Team (web) | UPSDXEngagementTeam-Durkee@ups.com
- Employee Communications | empcomms@ups.com
- Print Services | brandcreative@ups.com
- Procurement | procadmin@ups.com
- Public Relations | pr@ups.com
- Social Media | socialmedia@ups.com
- Sponsorships | brand@ups.com
- Sustainability | sustainability@ups.com
- The UPS Store | creativeserv@upsstore.com

For any questions, contact brand@ups.com



Email brand@ups.com for any brand-related questions or guidance.
Email brandcreative@ups.com for customer-facing creative services.
Visit brand.ups.com for brand assets.