



Brand Guidelines – Media Professionals

The UPS brandmark should be presented in its standard and customary fashion in order to be immediately recognizable as belonging to UPS. Consistent presentation not only maintains the UPS brandmark as distinctive, but also makes your job easier. Follow the guidelines below to ensure the UPS brandmark is presented correctly.

The UPS brandmark and images may be used for editorial purposes only in newspapers, magazines, online publications, trade publications and broadcast media. Any use of the artwork outside of these guidelines is strictly prohibited.

Clear space

Clear space is the minimum "breathing room" maintained around the brandmark. It should be kept free of graphics, text and other marks. It also defines the minimum distance from the brandmark to the edge of a printed piece.

Minimum size

Minimum size refers to the smallest dimensions allowed for brandmark versions. It is stated as a minimum width.

Minimum sizes for each of the brandmark versions are:

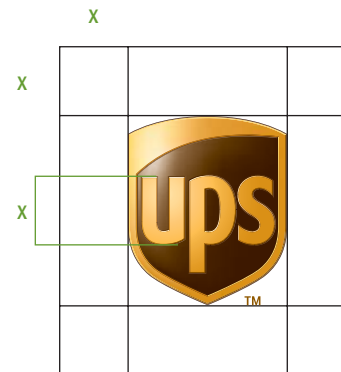
- Primary 3-D version: 0.5" wide
- Alternate one-color version: 0.25" wide

Trademark symbol

The brandmark's trademark symbol is set in the artwork. It must accompany the brandmark whenever the brandmark appears 0.375" (9.5mm) or larger.

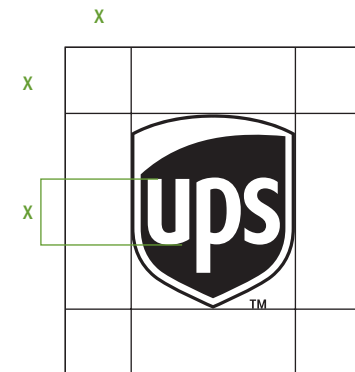
Always use approved artwork from the UPS Brand Exchange to reproduce the UPS brandmark.

Primary 3-D version (Preferred)



Minimum size
0.5" or 13mm

Alternate one-color version

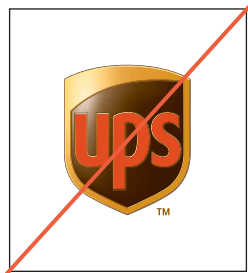


Minimum size
0.25" or 6.35mm
(™ can be omitted
at this size.)

Unacceptable brandmark renderings



Do not outline the brandmark in any color.



Do not change the brandmark colors.



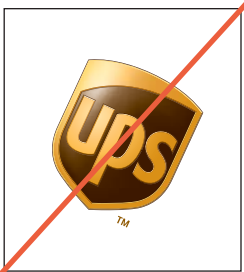
Do not add new elements to the brandmark.



Do not crop the brandmark in any way.



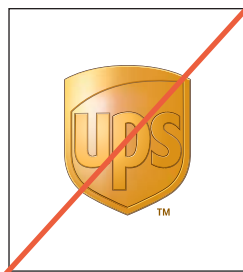
Do not create a "read-through" header with the brand mark.



Do not change the brandmark's orientation.



Do not redraw any element of the brandmark.



Do not delete the brandmark's "shield" background.



Do not place the one-color brandmark on a photograph or pattern.



Do not add other effects to the brandmark.



Do not use the brandmark as a motif or graphic design element.



Do not change the brandmark's gradient direction.



Do not violate the brandmark's clear space.

Trademark guidelines

When using UPS trademarks, service marks and service names please follow these guidelines:

- Do not play on the UPS initials or alter any marks. These types of generic usage weaken the image of UPS services as unique and distinguishable.

Incorrect:

"Life has its UPS and downs."

- When listing the UPS name in materials that do not feature the UPS brandmark, use the (®) symbol immediately after the UPS name (first use only for each document or Web page) to note that it is a registered trademark.
- The names of UPS services (e.g., UPS Next Day Air®) should be treated as proper names, with initial capital letters.
- Use the descriptive name of the category of service being referred to after the UPS name (e.g., UPS shipping services).
- Label UPS trademarks and service marks with the correct symbol in the correct position (e.g., UPS Next Day Air®, UPS Worldwide ExpressSM).

Attribution statements

Whenever the UPS name, brandmark or trademarks are used by third-party organizations on any communications material, the following statement must appear in a clear, easily readable position on the material:

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