



Brand Guidelines – Customers

The “We ship via UPS ” icon should be presented in its standard and customary fashion in order to be immediately recognizable as belonging to UPS. Follow the guidelines below to ensure the icon is presented correctly.

Correct icon treatment

The icon must appear in its entirety. The elements of the icon — the “We ship via UPS” phrase and the UPS brandmark — may not be separated, removed or used individually.

Brandmark minimum size

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

The brandmark may be reduced to a minimum width of 0.5.”

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. Do not reposition, resize, remove or redraw the trademark.

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

Primary 3-D version (Preferred)



Alternate one-color version



Unacceptable icon and brandmark renderings



Do not outline the brandmark in any color.



Do not alter or remove the phrase "We ship via UPS."



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



Do not change the brandmark colors.



Do not change the brandmark's orientation.



Do not add other effects to the brandmark.



Do not add new elements to the brandmark.



Do not redraw any element of the brandmark.



Do not change the brandmark's gradient direction.



Do not crop the brandmark in any way.



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



Do not lock-up other graphics with the icon.



Display guidelines for icon and photography

When using the "We ship via UPS" icon and UPS photography, please follow these guidelines:

- Do not display the icon or photography next to another carrier's logo or photography.
- Do not display the icon or photography within or next to your list of shipping charges.

UPS name guidelines

When using UPS in text, 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 unique and distinguishable.

Incorrect:

"Life has its UPS and downs."

- When listing the UPS name in materials that do not feature the "We ship via UPS" icon, 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.

Attribution statements

Whenever the UPS name, icon 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:

UPS and the UPS brandmark are registered trademarks that are used with permission by its owner, United Parcel Service of America, Inc. All rights reserved.

If your communications material includes the primary 3-D icon, please use this statement:

UPS, the UPS brandmark and the color brown are registered trademarks that are used with permission by its owner, United Parcel Service of America, Inc. All rights reserved.

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