



Quick Reference Guide

Brand Guidelines

Logo Configuration

There are six UPS logo configurations. Logo asset files have been created and are available on UPS Brand Exchange: upsbrandexchange.com. Never attempt to recreate or recolor the logo.

Note: The gray backgrounds in the examples are not brand color and are not built into the artwork files; they are for demonstration purposes only.

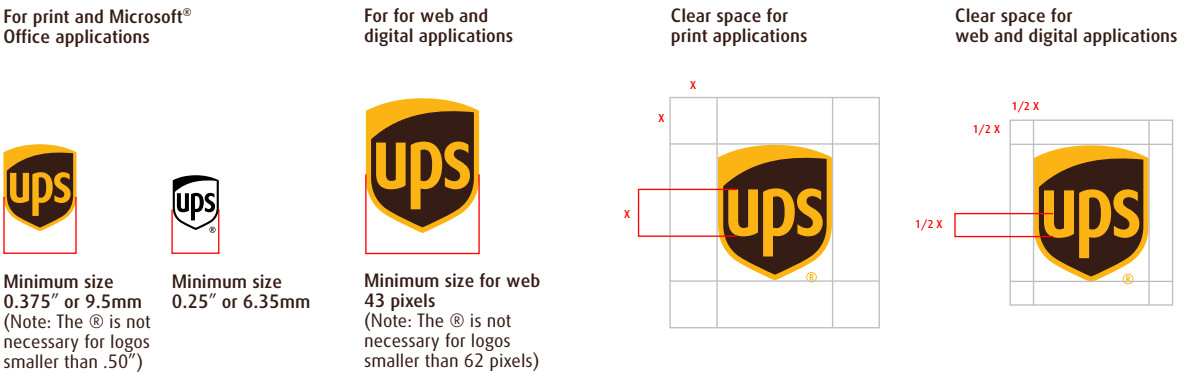


Logo Minimum Size and Clear Space

- Full-color version for print is 0.375" or 9.5mm wide
- One-color version for print is 0.25" or 6.35mm wide
- Full-color version for web is 43 pixels wide

The clear space for print applications and Microsoft® Office applications is based on the height of the letter "U" in UPS. "X" is equal to the height of the "U". This clear space applies to all print configurations of the UPS logo.

Web environments have a more confined space; for this reason the clear space for the UPS logo on the web is equal to half the height of the letter "U" in UPS.



Logo Versions

Though it is important to let people know that the UPS logo is trademarked, we do not want the registration mark to be a visually prominent part of the logo; at the same time, when using the logo in small instances, we want the register mark to be legible. To this end, we have created three versions of the logo to ensure legibility and relationship to the registration mark at small, standard, and large size usage:

Standard Size: Use standard logo for sizes between 1" wide and 4" wide. The registration mark is sized for legibility without appearing prominent.

Large Size: Use large logo for sizes 4" wide and up. The registration mark is proportionally smaller so as not to be overwhelming.

Small Size: Use small logo for sizes smaller than 1" wide. The registration mark is proportionally larger so that it is legible. The ® is not necessary for logos smaller than .50"

The exhibits at right demonstrate these differences.



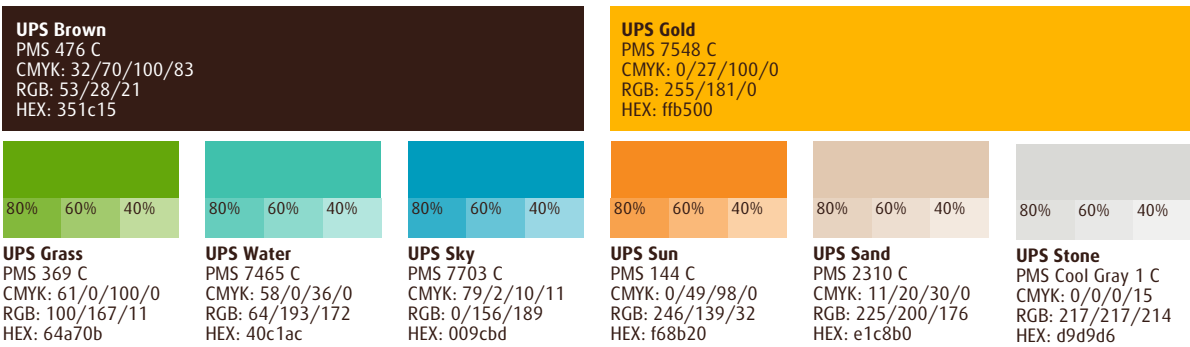
Color

Essential to our use of color is our adherence to color specifications across our color palette.

In the exhibit at right, note the hierarchy of our colors, starting with UPS Brown and UPS Gold, which are complemented by our nature-inspired secondary colors.

ASE files have been created and are available on UPS Brand Exchange: upsbrandexchange.com.

Never use tints in typography.



Typography

1) Guardian Egyptian Headline is our primary font. Adding character with its slab serif, Guardian Egyptian Headline feels both contemporary and traditional, allowing us to underscore our heritage while remaining modern and forward-looking. It should be used for all external communications. Purchase this font at: http://commercialtype.com/typefaces/guardian/egyptian_headline.com

2) UPS Sans is our secondary font. Clear, nimble, and efficient, UPS Sans lends itself nicely to body copy and should be used for all external communications. This font is available download at upsbrandexchange.com.

In some situations Guardian Egyptian Headline and UPS Sans are not viable options (e.g., when setting type in HTML or using Microsoft® applications like Word or PowerPoint). In these situations we have set acceptable replacements:

- Georgia for all headings
- Arial for body copy

Both Georgia and Arial are readily available and will perform well in both a PC and Mac environment.

Guardian Egyptian Headline Thin
Guardian Egyptian Headline Thin Italic
Guardian Egyptian Headline Regular
Guardian Egyptian Headline Regular Italic
Guardian Egyptian Headline Medium
Guardian Egyptian Headline Medium Italic
Guardian Egyptian Headline Bold
Guardian Egyptian Headline Bold Italic

Georgia Regular
Georgia Regular Italic
Georgia Bold
Georgia Bold Italic

UPS Sans Regular
UPS Sans Regular Italic
UPS Sans Medium
UPS Sans Medium Italic
UPS Sans Bold
UPS Sans Bold Italic
UPS Sans Extra Bold
UPS Sans Extra Bold Italic
UPS Sans Extra Extended Bold
UPS Sans Extra Extended Bold Italic

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

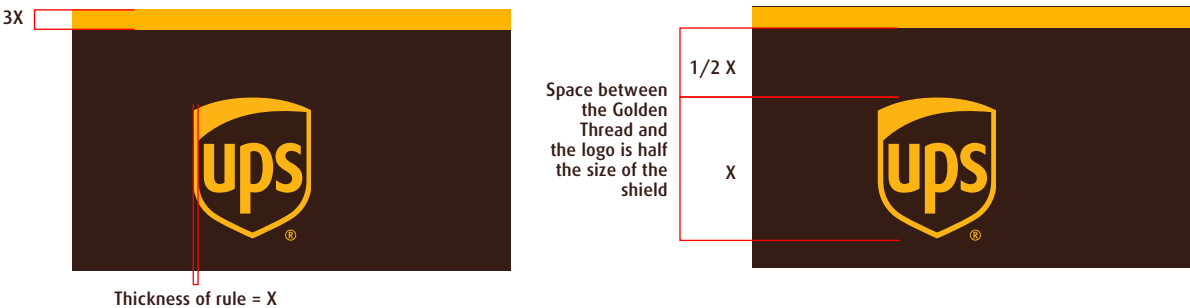
UPS Sans Regular Condensed
UPS Sans Regular Condensed Italic
UPS Sans Medium Condensed
UPS Sans Medium Condensed Italic
UPS Sans Bold Condensed
UPS Sans Bold Condensed Italic

Note: For non-Romanesque language applications, please see substitute fonts listed in the main guidelines on pages 80 and 81.

The Golden Thread

The thickness of the Golden Thread is three times the thickness of the vertical rule of the UPS logo.

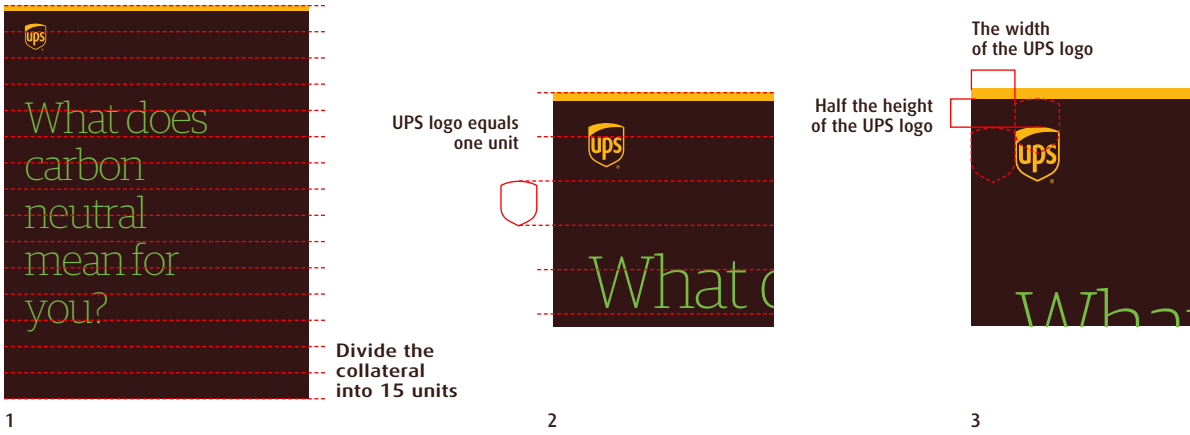
The Golden Thread, in UPS Gold, bleeds off the top, left, and right side of the page on print collateral.



Layout and Grids

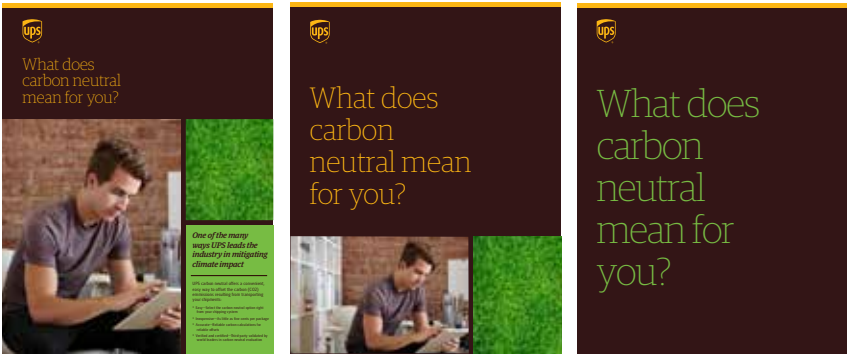
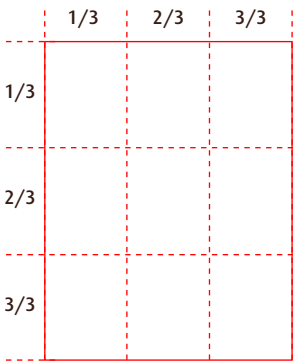
To create consistency and proportion for the placement of our logo in print collateral, we’ve developed a simple three-step process:

- 1. Divide the layout area vertically into 15 units
- 2. Size the UPS logo to the height of one unit. From the bottom of the Golden Thread, measure half the distance of the UPS logo down. This is where the top of the logo should begin
- 3. The left side of the UPS logo should be placed the width of the UPS logo away from the left side of the layout



Using the simple grid system at right, we can determine how to divide a print layout to best convey our headlines and/or content.

The exhibits show the different ways to use the grid for print collateral.



Copy is set to align left and should fall within the first two-thirds of the page as illustrated in the examples at right.



Type Hierarchy and Styles

Please refer to the hierarchy at right. In this exhibit, we break down the use cases for both Guardian Egyptian Headline and UPS Sans:

- Guardian Egyptian Headline and UPS Sans should be your only typefaces
- Body copy or any heavy areas of text should always be UPS Sans
- Headlines should always be set in Guardian Egyptian Headline Light used in a large point size on the page

Note: Print consideration should be kept in mind when using Guardian Egyptian Headline Thin. When the type is knocked out of a background, Guardian Egyptian Headline Thin may fill in at smaller point sizes.

Guardian Egyptian Headline Light

Guardian Egyptian Headline Regular

Guardian Egyptian Headline Regular

UPS Sans Bold

UPS Sans Regular

UPS Sans Bold

Guardian Egyptian Headline Light

UPS Sans Bold

Headline in sentence case

Subheads in sentence case

Lead-ins are set in sentence case with end punctuation.

Paragraph headers in sentence case

Body copy is set in UPS Sans Regular with one line space between paragraphs. Body copy can be highlighted using **UPS Sans Bold**.

Footnotes in sentence case

“Quotations in sentence case, at same point size as subheads.”

— John Doe, 1941

Photography

Our photography style is based on the honest and real-life cinematography of a film.

Always maintain the importance of authentic, captured moments with a significant focus on the customer. We have broken our photography style into three different sections that together form the story of UPS.

1. The Cinema of Life



Our first style is called “The Cinema of Life” and focuses on authentic, real-life moments of our customers. 80% of the photos used for external purposes should use this style when portraying people. These photos are environmental portraits of UPS customers in their natural environment that capture their personalities, their interests, and careers in a natural way.

2. Behind the Scenes



Our second style is called “Behind the Scenes” and represents the people behind our business, the people who make us who we are. This photography style is visually similar to the first, but different in the sense that it focuses on the company employees and should be used to represent 20% of the photos used for external purposes when portraying people.

3. The Big Picture



Our third style is called “The Big Picture” and represents the logistics of the UPS brand. By showing an aerial view of different parts of the world, we are giving a view of the many connections and organized logistics that it takes to go further for our customers. The complexity of the world is made simpler and beautiful with views from above that show the roadways, flight paths, vehicles, people, and land formations that connect our world together.

Illustrations/Infographics

When we use or create illustrations or infographics, we should keep the following principles in mind:

- Modern and artistic
- Use color to add dimension, energy, and flexibility
- Show the character of our brand, rather than a caricature
- Portray data in interesting ways that promote engagement and understanding
- Simplify the graphics to communicate the information clearly and efficiently
- Champion the beauty and delight of information

