



# Brand Guidelines

## Visual

November 10, 2014



# Transforming, together

Our brand is designed to evolve and adapt, and these guidelines are no exception. It's a living and breathing document that will evolve as we roll out our new identity and refine how we express and share it.

We want this guide to be easy-to-use and designed around your needs. So we welcome your thoughts on our new visual and verbal systems, as well as the resources we put around them. For contact information, please see page 87.

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# Our Brand

A UPS worker in a dark blue uniform with the UPS logo on the chest is standing in a warehouse. He is holding a cardboard box with both hands and looking back over his shoulder towards the camera. The background shows industrial shelving units with chain-link mesh and other boxes.

**06** Our Brand at a Glance

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# Our Brand at a Glance

Our Brand

# Our Brand at a Glance

The exhibit at right offers a glimpse at the elements that make up our brand toolkit, including:

- Our logo
- The Golden Thread
- Color palette
- Typography
- Photography
- Illustration

Each of these elements underscores our brand’s authenticity and heritage while signaling our simplicity, connectedness, and adaptability. These elements are at the core of the UPS brand, and they work together to reinforce our external image and bring our brand to life.

Our Brand

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- The Value of Our Brand
- Our Promise
- Our Personality Attributes

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Our Brand Experience

- Our Flexible System
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Our logo



The Golden Thread



Color palette

## Guardian Egyptian Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Typography

## UPS Sans

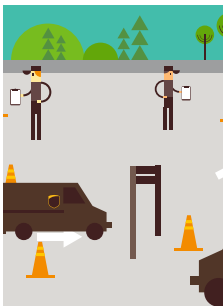
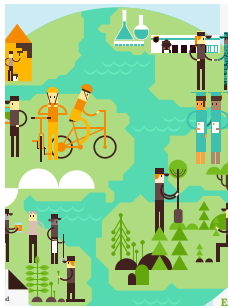
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()



Photography



Illustration



# The Value of Our Brand



Our Brand	Our Brand Identity	Our Brand Experience
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At UPS, we have a deep legacy of experience and expertise, and a heritage of doing right by our customers, communities, and employees. We're in the business of connecting our audiences: connecting them to the things, people, places, and answers they need, the moment they need them. We never stop looking for ways to be better, so they can be at their best: uncovering new ideas, transforming their business, or simply doing more with their day.

The UPS brand helps us bring this heritage and DNA to life, from the words we say, to the colors and photography we choose, to the experiences we deliver. By upholding and protecting our brand, we'll continue to build lasting relationships with our audiences, meeting their changing expectations, and adding value to their business and lives.



# Our Promise

# In every connection we make, go further. So our customers can do more.

This is our why. Why we exist, and why customers trust us and partner with us. It's the why that drives us to go above and beyond for our customers. It communicates our distinct ability to give our customers everything they need to do more.

*Note: for internal use only. Not to be used externally.*

# Our Personality Attributes

This is our who. If UPS were a person, this is how people would describe us. Our personality informs not only how we see ourselves internally, but also how we look and speak—and how we relate to our customers when we deliver Our Promise.

## Authentic

Means we:

- Are transparent and operate with honesty and integrity
- Put our values into action, every day
- Remain rooted in who we are
- Are a brand our customers know and trust

## Smart

Means we:

- Combine expertise with imagination to solve challenges
- Uncover efficiencies that matter
- Understand our customers' businesses and lives
- Create innovations that move our industry forward
- Deliver solutions that are powerfully simple

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### Our Brand Experience

- Our Flexible System
- Application

## Helpful

Means we:

- Think proactively
- Collaborate internally and externally
- Configure solutions to meet unique needs
- Take our customers' challenges as our own

## Ready

Means we:

- See possibilities where others see obstacles
- Leverage our expertise in logistics to move at the pace of our customers' businesses and lives
- Act quickly to anticipate evolving needs
- Share a tireless enthusiasm for what we do

# Our Brand Identity

## 14 Our Visual System



# Our Visual System

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Throughout our history, our logo has evolved with us, signaling our relevance while acting as a symbol of our rich heritage.

Today, this symbol is represented in its purest form. Its core elements work to simply and cleanly emphasize the iconic shape of the shield, making it easily recognizable.



1. Our shield made its first appearance in **1919**, when Jim Casey launched the symbol following his merger with a local rival delivery service. A century later, our employees still refer to our logo as "the shield."



2. 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.

Now in its third decade, the company had grown significantly to become a choice partner for multiple retail department stores—a badge of honor highlighted by the phrase "The delivery system for stores of quality."



3. In **1961**, renowned brand designer Paul Rand created the third evolution of our logo. In this elegant and significantly simplified version, a bow-tied package sits atop the shield signaling our sole service offering at the time—package delivery.



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

No longer just package delivery, the bow-tied package was removed and the historic shield was made the hero.

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In 2014 we evolved the logo for a clean, timeless 2D design that reinforces the shape of the shield.

Our primary logo underscores our authenticity while positioning us to deliver a more timeless expression of the brand. Continuing to symbolize the tradition of quality service we're known for, the new logo's simplicity also suggests our ability to deliver operational efficiencies.

The 2D full-color logo is now the primary logo.

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Primary logo



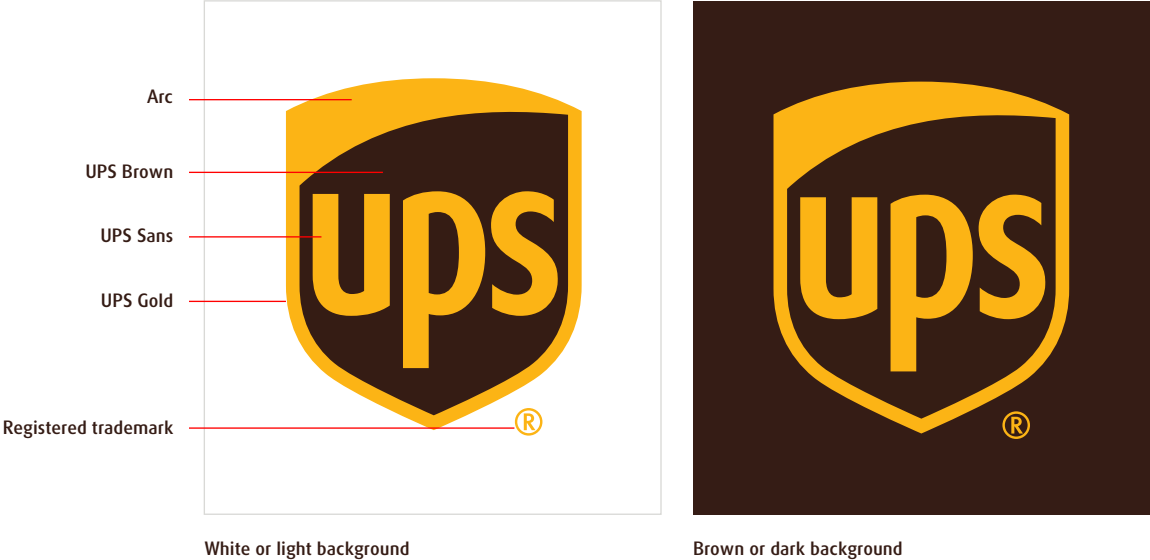
Our Visual System/Logo

# The Components

The flat logo is a modernized execution that focuses on the mark's core elements:

- Two colors that are universally synonymous with UPS: UPS Brown and UPS Gold
- It is important to note that UPS Brown and UPS Gold are new color formulations—see the color section for new specifications
- A dynamic arc at the top symbolizes the movement of goods, information, and funds
- Our brand name drawn in the proprietary UPS Sans typeface, which is not available outside UPS
- A registered trademark notice symbol ® indicates that UPS holds a federal registration for the shield in the U.S. and in many other countries

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## Our Visual System/Logo

### Alternate Logos

Some media applications may have printing limitations and you may not be able to use the primary version of the logo:

- For one-color collateral printing and merchandising on a light background (mugs, pens, etc.), use the **one-color spot (A)** logo. Use UPS Brown (PMS 476 C) only.
- When applying over image or texture, use the **one-color black opaque (D)** and **one-color white opaque (E)** logo.
- For black and white printing over gray tones (faxes, newsprint, etc.), use the **one-color black (B)** and the **one-color white (C)** logo.
- Use the **one-color white (C)** logo for specialty printing like merchandising on a dark background (mugs, pens, etc.).

Note: The inside of the one-color spot, one-color black and one-color white shield are transparent; the color of the substrate shows through the inside of the shield. The inside of the one-color black opaque, and one-color white opaque shield are not transparent; these are used for grayscale applications with image or texture.

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.

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A



One-color spot UPS Brown

B



One-color black

C



One-color white

D



One-color black opaque  
(inside shield is white; for use on grayscale applications with image or texture)

E



One-color white opaque  
(inside shield is black; for use on grayscale applications with image or texture)

Our Visual System/Logo

# Alternate Logos; Example Use

For the purposes of clarity, here are some examples of the alternate logos in use.



An example of the one-color white logo on a merchandise item. The center of the logo shield is transparent, so the mug color shows through. Using one color simplifies production and reduces costs.

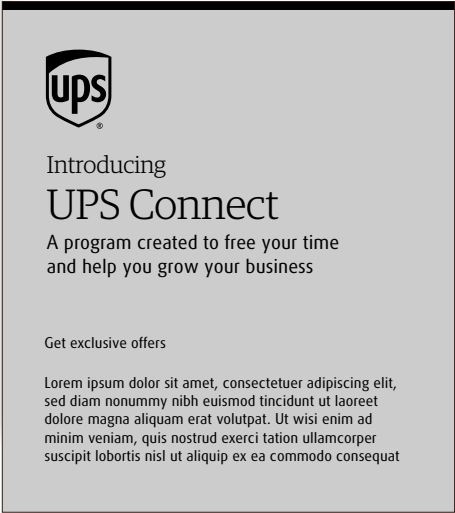


The one-color spot UPS Brown logo on a pen.

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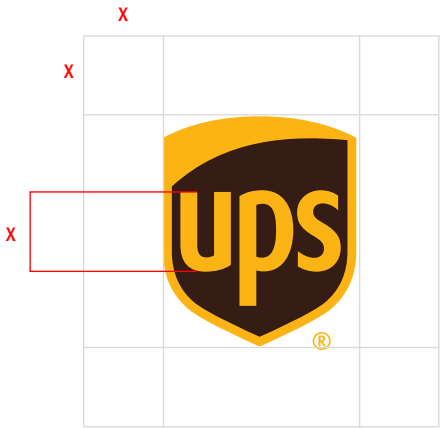
These example newsprint ads use the one-color white opaque and one-color black logos, respectively. The shield is opaque in the example on the left, ensuring logo visibility.



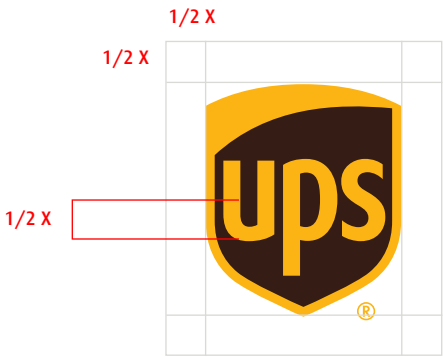
Clear space is the area surrounding the logo that is kept free of all graphic elements and typography. It also defines the minimum distance from the logo to the edge of a printed piece.

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.



Clear space for print applications



Clear space for web and digital applications

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It is important to observe the minimum logo sizes as demonstrated at right. Adherence to these size restrictions ensures optimal logo legibility. It is stated as a minimum width.

**Minimum sizes for each logo version:**

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

**The trademark symbol:**

The registered trademark symbol, designated by ®, is a symbol used to provide notice that the preceding mark is a trademark or service mark that has been registered with a national trademark office.

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.

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For print and Microsoft® Office applications



Minimum size 0.375" or 9.5mm (Note: The ® is not necessary for logos smaller than .50")



Minimum size 0.25" or 6.35mm

For for web and digital applications



Minimum size for web 43 pixels (Note: The ® is not necessary for logos smaller than 62 pixels)

Standard logo use



The standard logo is the primary configuration to use.  
  
Use standard logo for sizes between 1" wide and 4" wide

Large logo use



Use large logo for sizes 4" wide and up

Small logo use



Use small logo for sizes smaller than 1" wide



Our Visual System/Logo

# Logo Color Mode Variations

We have prepared artwork suited to our diverse format and color needs. The exhibit at right serves as a quick overview of our assets.

Logo asset files have been created and are available on UPS Brand Exchange: [upsbrandexchange.com](https://upsbrandexchange.com). Never attempt to recreate or recolor the logo.

Large and small logo use artwork are also available.

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.

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EPS  
ups\_14\_logo\_std\_4cp.eps  
ups\_14\_logo\_std\_rgb.eps  
ups\_14\_logo\_std\_2cs.eps  
ups\_14\_logo\_std\_3c.eps

JPG  
ups\_14\_logo\_std\_4cp.jpg  
ups\_14\_logo\_std\_rgb.jpg

PNG  
ups\_14\_logo\_std\_rgb.png



EPS  
ups\_14\_logo\_std\_1cs\_bm.eps



EPS  
ups\_14\_logo\_std\_1cp\_blk.eps



EPS  
ups\_14\_logo\_std\_1cp\_wht.eps



EPS  
ups\_14\_logo\_std\_1cp\_blk\_opq.eps



EPS  
ups\_14\_logo\_std\_1cp\_wht\_opq.eps

Our Visual System/Logo

# Background Control

The exhibits at right show how we can maximize logo legibility on the many different backgrounds we may encounter.

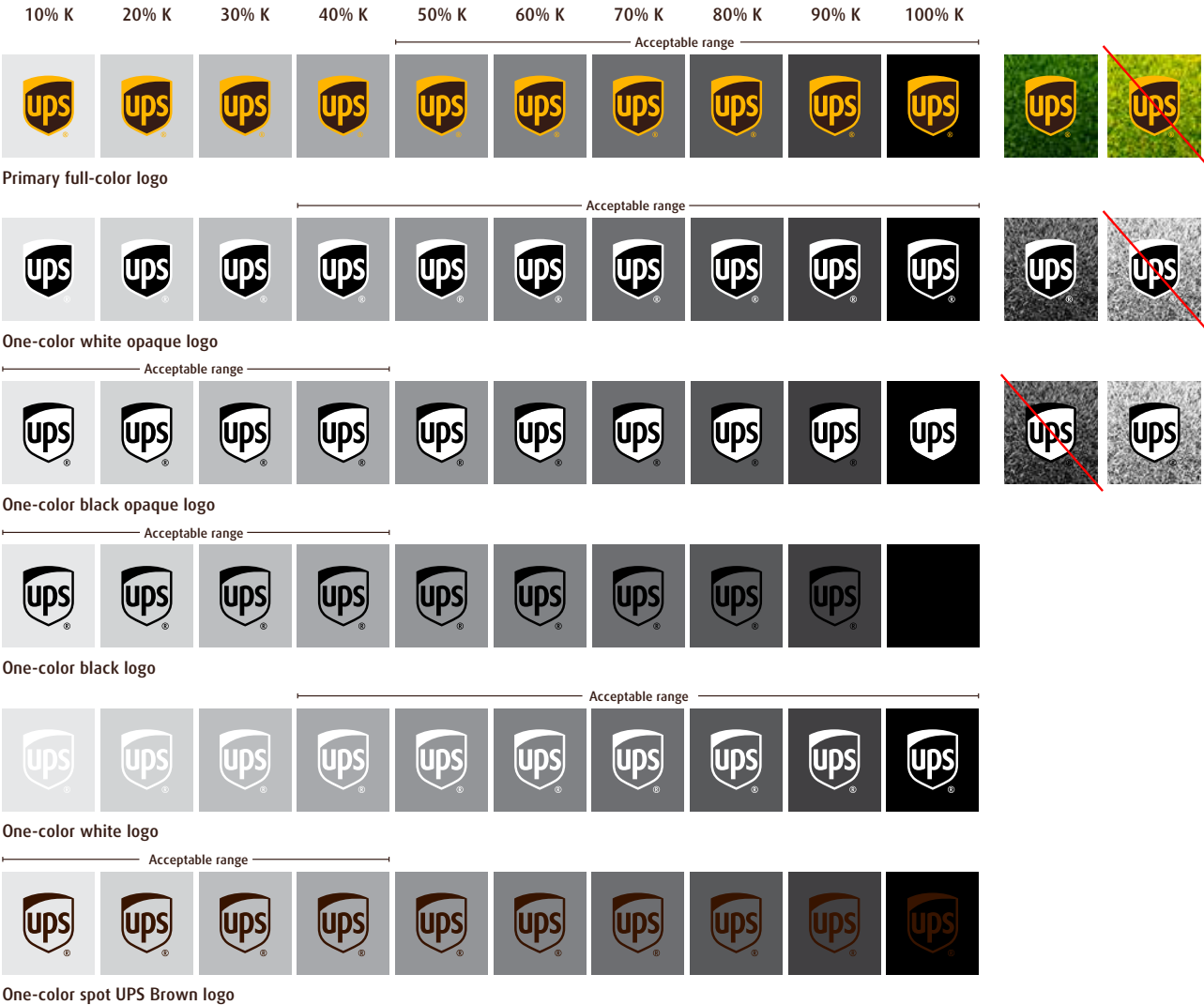
The flexibility of the system allows for the logo color variations to be applied on different color backgrounds and imagery. What is important to keep in mind is to have good contrast between the logo and the background for legibility.

The exhibits at right show, in terms of tones, the acceptable range in which logos can be seen with enough contrast.

The primary full-color logo, the one-color black opaque logo, and the one-color white opaque logo can be applied to photography. When applying on photography, there must be enough contrast between the shield and the image for legibility. The inside of the shield must be opaque so that no part of the image shows through the inside of the shield.

The one-color black and one-color white logos with a transparent background inside the shield can be applied on solid gray tones and colors.

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In this section, we use terms like “process colors,” “RGB colors,” and “spot colors.” We’ll first define these terms to ensure you choose the right assets for your piece or touchpoint.

**Process color**

Four-color process printing is a system where all color images are printed using four common color values, CMYK:

- Cyan
- Magenta
- Yellow
- Black

These colors sequentially print on a printing press to reproduce the color image. Almost every color can be printed with just the four process ink colors.

**RGB color**

The RGB color model is an additive color model in which red, green, and blue reproduce a broad array of colors. This color mode is used for the web, digital monitors, or screen projectors.

**Spot color**

Spot color refers to a method of specifying and printing colors in which each color is printed with its own color ink. Spot-color printing is effective when the printed matter contains only one, two, or three common spot colors.

One would use this method to ensure color consistency using standard mixes of ink colors. This color mode is good for, but not limited to, silk screening and promotional premiums.

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Process



RGB



Spot + Process



Full-color spot



## Our Visual System/Logo

### Incorrect Use

To preserve the integrity of our brand, we have placed strict limitations on the use of the UPS logo.

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 usage.

Also, please do not use the UPS logo to replace type in a sentence.

Logo asset files have been created and are available on UPS Brand Exchange: [upsbrandexchange.com](http://upsbrandexchange.com). Never attempt to recreate or recolor the logo.

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Application



Do not outline the logo in any color



Do not change the logo orientation



Do not add new elements to the logo



Do not redraw any element of the logo



Do not use the alternate one-color logo in gold



Do not change the logo's color



Do not place a keyline around the alternate one-color logo



Do not use the logo as a motif or graphical design element



Do not crop the logo in any way

Our Visual System/Logo

# File Nomenclature

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FUTURE CONSIDERATIONS

Products/Offerings

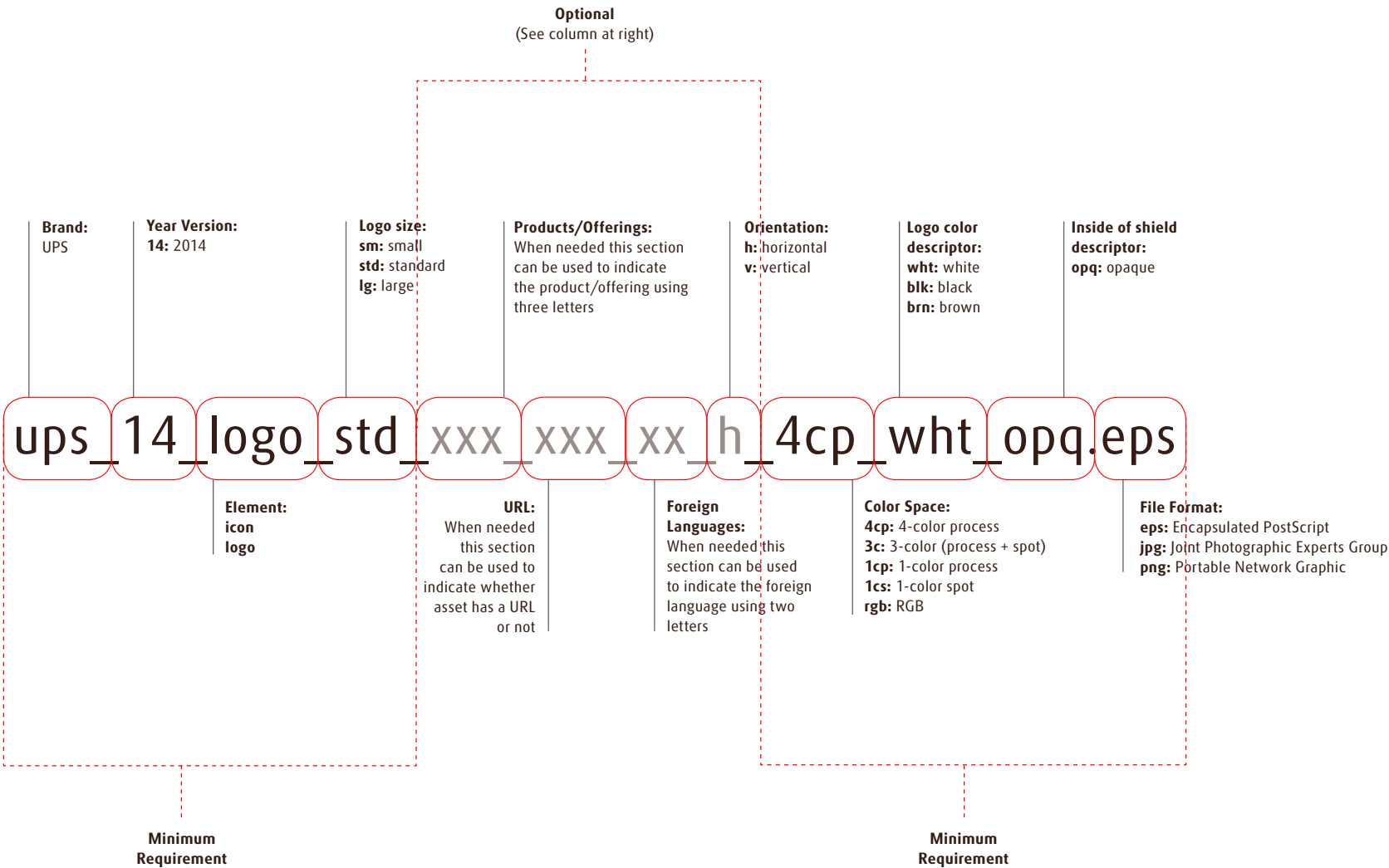
**aff:** affinity  
**coh:** circle of honor  
**clc:** climate counts  
**glf:** golf  
**leg:** legacy  
**log:** logistics  
**myc:** my choice  
**nas:** nascar  
**rac:** racing  
**rffw:** roush fenway  
**spo:** sponsored by  
**trk:** trackside  
**usd:** upside  
**upi:** uptime institute  
**vhl:** vehicle logistics  
**wsh:** we ship

Foreign Languages

**bg:** bulgarian  
**zh:** chinese  
**ee:** estonian  
**fr:** french  
**de:** german  
**he:** hebrew  
**it:** italian  
**lv:** latvian  
**lt:** lithuanian  
**pl:** polish  
**pt:** portuguese  
**ro:** romanian  
**ru:** russian  
**sk:** slovak  
**es:** spanish  
**th:** thai  
**tr:** turkish  
**uk:** ukrainian  
**vi:** vietnamese

Additional Attributes

**url:** plus url



# Color Palette

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Our Visual System/Color Palette

# Overview

Our color palette is a fundamental part of our brand.

Originally chosen to connote elegance and professionalism (and, from a functional perspective, to minimize the appearance of dirt on packages), brown has been our primary color since 1929. In our category, brown is UPS—we have registered several trademarks of the color, including one preventing other transportation and delivery companies from using the color for vehicles.

Today, brown continues to communicate elegance, triggering associations with simple, perfect luxuries like chocolate, coffee, leather, and rich woodgrain.

To refine our palette, we turned to nature and captured seven vibrant colors that provide design flexibility and promote creative freedom—yellow, stone, green, teal, blue, orange, and sand. Each of these primary colors represents the world around us—sun, stone, grass, water, sky, sunset and sand.

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Our Brand Experience

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\* PANTONE® is the property of PANTONE, Inc.



Our Visual System/Color Palette

# Specifications

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.

**Never use tints in typography.**

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**UPS Brown**  
Pantone 476 C\*  
CMYK: 32/70/100/83  
RGB: 53/28/21  
HEX: 351c15

**UPS Gold**  
Pantone 7548 C  
CMYK: 0/27/100/0  
RGB: 255/181/0  
HEX: ff8c00

Do not use tints for type

**UPS Grass**  
PMS 369 C  
CMYK: 61/0/100/0  
RGB: 100/167/11  
HEX: 64a70b

**UPS Water**  
PMS 7465 C  
CMYK: 58/0/36/0  
RGB: 64/193/172  
HEX: 40c1ac

**UPS Sky**  
PMS 7703 C  
CMYK: 79/2/10/11  
RGB: 0/156/189  
HEX: 009cbd

**UPS Sun**  
PMS 144 C  
CMYK: 0/49/98/0  
RGB: 246/139/32  
HEX: f68b20

**UPS Sand**  
PMS 2310 C  
CMYK: 11/20/30/0  
RGB: 225/200/176  
HEX: e1c8b0

**UPS Stone**  
PMS Cool Gray 1 C  
CMYK: 0/0/0/15  
RGB: 217/217/214  
HEX: d9d9d6

\* In lieu of the color(s) listed on this page, you may use the Pantone® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.


Our Brand	Our Brand Identity	Our Brand Experience
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Additional colors are available for use in digital, video and mobile applications. These colors allow for online navigability that is central for these types of applications.


The colors at right show the color formulas for RGB and HEX.

**UPS Brown**  
RGB: 53/28/21  
HEX: 351c15

**UPS Gold**  
RGB: 255/181/0  
HEX: ff500

**UPS Brown 1**  
RGB: 52/5/0  
HEX: 340500


**UPS Brown 2**  
RGB: 62/18/0  
HEX: 3e1200


**UPS Brown 3**  
RGB: 74/29/0  
HEX: 4a1d00


**UPS Brown 4**  
RGB: 85/38/8  
HEX: 552608


**UPS Brown 5**  
RGB: 95/44/16  
HEX: 5f2c10


**UPS Brown 6**  
RGB: 115/57/29  
HEX: 73391d

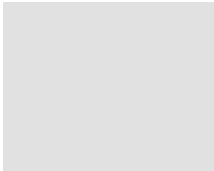
**UPS Gray 1**  
RGB: 100/100/100  
HEX: 646464

**UPS Gray 2**  
RGB: 125/125/125  
HEX: 7d7d7d

**UPS Gray 3**  
RGB: 150/150/150  
HEX: 969696

**UPS Gray 4**  
RGB: 175/175/175  
HEX: afafaf

**UPS Gray 5**  
RGB: 200/200/200  
HEX: c8c8c8

**UPS Gray 6**  
RGB: 225/225/225  
HEX: e1e1e1

Our Visual System/Color Palette

# Color Application

For consistency of the brand, it is important to apply the color palette to communications correctly.

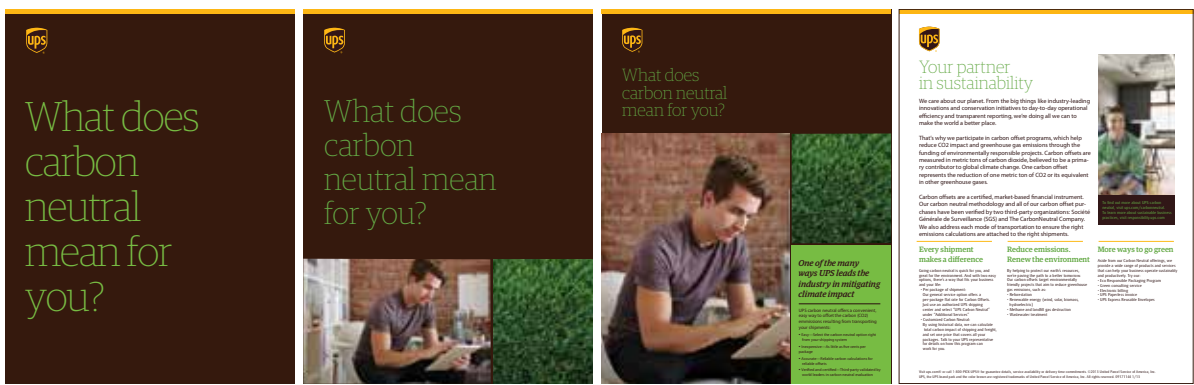
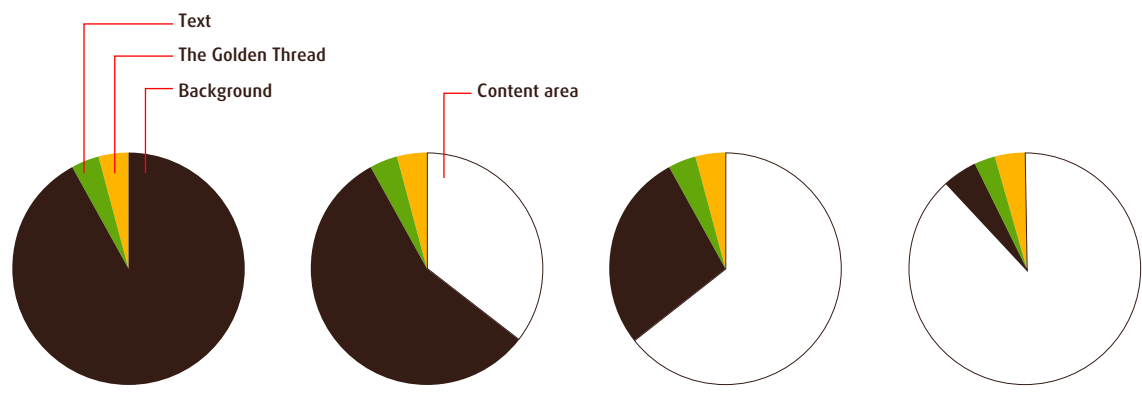
As exhibited at right there is one dominant color, UPS Brown, supported by two brand colors. The exhibits show the recommended proportion of the dominant and supporting colors.

The two supporting colors include UPS Gold for the Golden Thread, and your choice of a secondary brand color.

One of the main core elements of the brand is the color palette. UPS Brown and UPS Gold appear consistently across applications, particularly in those that are core to the brand and have long-term equity such as trucks, drop boxes, the retail environment, and packaging. These two colors are essential to the brand and a key identifier.

In situations such as seasonal applications, sponsorships, and promotional advertising—all short-term applications—the color palette can be used with more flexibility, particularly the secondary color palette. This allows for more flexibility and use of color in the brand, while still maintaining the core use of UPS Brown and UPS Gold.

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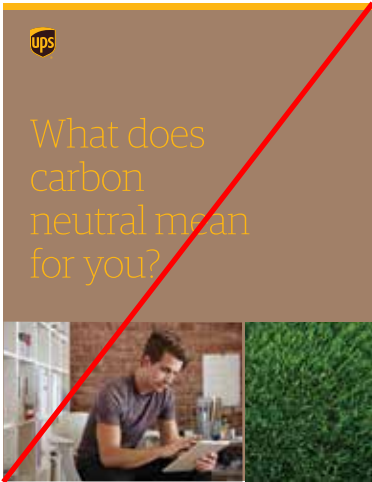


Our Brand	Our Brand Identity	Our Brand Experience
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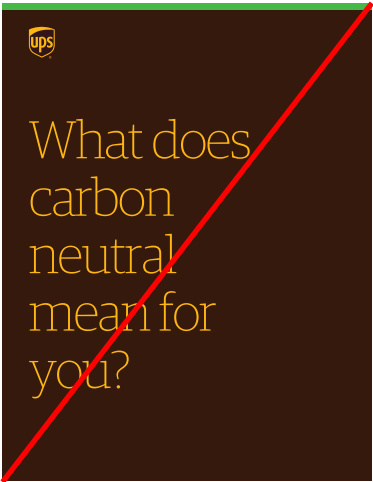
Though there is flexibility in the UPS brand color system, there are some restrictions to keep in mind. The exhibits at right are some examples of what not to do with the brand colors.

The examples on this page illustrate some, but not all, potential misuses.

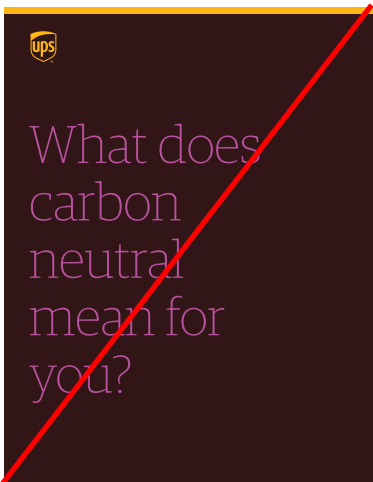
More information about the Golden Thread appears in the next section.



Do not tint UPS Brown color



Do not use another color for the Golden Thread other than UPS Gold



Do not use colors outside the brand palette

# The Golden Thread

**35** Overview

**36** Specifications

**37** Correct Use

**38** Incorrect Use

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The Golden Thread symbolizes the connections we make around the world.

Pulled from the line that traces the shield of the UPS logo, it acts as the continuous thread that ties the brand together; a literal continuation of the logo that can extend across time and miles.

The Golden Thread lives harmoniously with the current UPS logo. The contemporary representation at right finds a renewed placement at the top of our print collateral, including magazines, booklets, and brochures. It should never appear on the inside pages.

The Golden Thread should be used in conjunction with the UPS logo.

In special situations, the Golden Thread can be interpreted through outlined illustration, in which case, it should not also appear at the top of the page. See examples on page 37.



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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.





Our Visual System/The Golden Thread

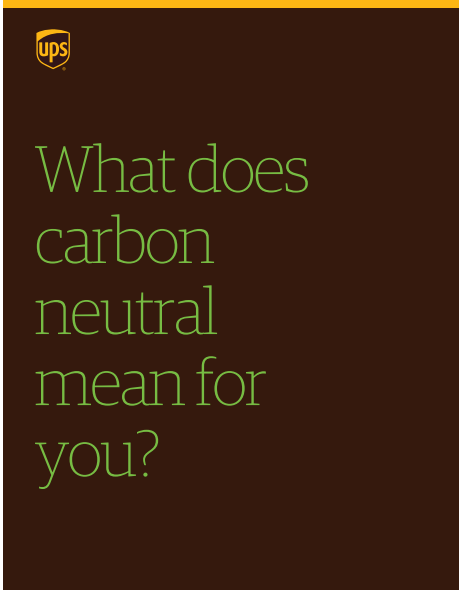
Correct Use

The exhibits at right show some successful examples of applications of the Golden Thread.

- Our Brand
- Our Brand at a Glance
  - The Value of Our Brand
  - Our Promise
  - Our Personality Attributes

- Our Brand Identity
- Our Visual System
- Logo
  - Color Palette
  - The Golden Thread
  - Typography
- Layout and Grids
- Photography
- Illustrations/Infographics
- Evolving Our Heritage with the Shield: Our Secondary Visual Element

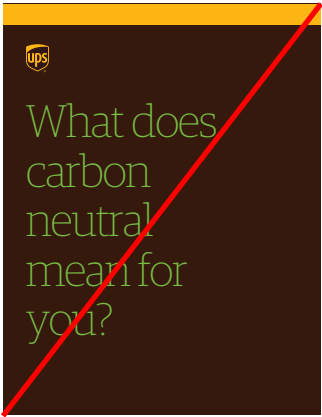
- Our Brand Experience
- Our Flexible System
- Application



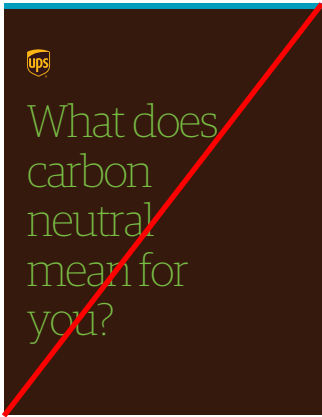
Our Brand	Our Brand Identity	Our Brand Experience
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The exhibits at right show some examples of incorrect usage of the Golden Thread.

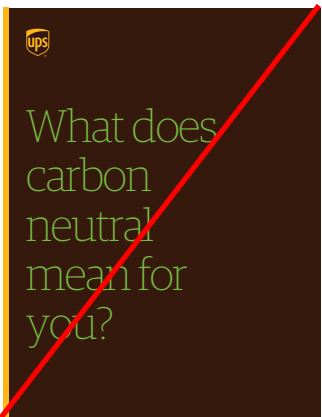
The examples on this page illustrate some, but not all, potential misuses.



Do not make the Golden Thread thicker than specified in these guidelines



Do not use any brand color in the Golden Thread other than UPS Gold



Do not change the top horizontal position

# Typography

**40** Overview

**41** Primary Font

**42** Secondary Font

**43** Alternate Fonts

**44** Hierarchy and Styles

**45** Correct Use

**46** Incorrect Use

Our Brand	Our Brand Identity	Our Brand Experience
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Our typographic treatments are as much a part of our brand as our logo, color palette, and the Golden Thread.

At UPS, we employ two fonts:

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.

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.

To maintain consistency, do not alter any of these fonts. The UPS Sans fonts can be downloaded from the UPS Brand Exchange: [upsbrandexchange.com](http://upsbrandexchange.com).

Guardian Egyptian Headline can be purchased at: [http://commercialtype.com/typefaces/guardian/egyptian\\_headline.com](http://commercialtype.com/typefaces/guardian/egyptian_headline.com). You must obtain a license to use Guardian Egyptian Headline.

For non-Romanesque language applications, please see substitute fonts on pages 41 and 42.

Primary font

Guardian Egyptian Headline  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Secondary font

UPS Sans  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Our primary font is Guardian Egyptian Headline Light, as exhibited at right. With visual impact and easy legibility, it's ideal for use in headlines.

The Guardian Egyptian type family includes eight weights, with specific uses shown in the Hierarchy and Styles section on Page 83.

Guardian Egyptian Headline can be purchased at:  
[http://commercialtype.com/typefaces/guardian/egyptian\\_headline.com](http://commercialtype.com/typefaces/guardian/egyptian_headline.com).

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.

Note: In non-Romanesque language applications, use the following fonts as substitutes:

- Arabic – Boutros Fares
- Chinese Simplified – Sim Sun
- Chinese Traditional – PMingLiU
- Eastern European – Univers CE
- Greek – Arial Dual
- Hebrew – Arial Sans
- Japanese – Hiragino Mincho ProN W3
- Korean – HY Gothic
- Russian – Andale Sans Cyrillic

You must obtain a license to use fonts for non-Romanesque language applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Guardian Egyptian Headline Light, 32 pt

Guardian Egyptian Headline Thin  
*Guardian Egyptian Headline Thin Italic*  
Guardian Egyptian Headline Light  
*Guardian Egyptian Headline Light 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***

UPS Sans is a proprietary typeface and can only be used in UPS-branded communications. Among other applications, it is used to display our company name in our logo.

The UPS Sans type family consists of 16 weights, shown at right. It is a sans serif typeface and has simple lines for a bold and distinctive look. Its legibility and visual impact make it ideal for body copy.

- Do not alter any of these fonts
- UPS Sans can be downloaded from the UPS Brand Exchange: [upsbrandexchange.com](https://upsbrandexchange.com)

Note: In non-Romanesque language applications, use the following fonts as substitutes:

- Arabic – Boutros Fares
- Chinese Simplified – Sim Hei
- Chinese Traditional – Jheng Hei
- Eastern European – Univers CE
- Greek – Arial Dual
- Hebrew – Arial Sans
- Japanese – Kozuka Gothic Pro R
- Korean – HY Gothic
- Russian – Andale Sans Cyrillic

You must obtain a license to use fonts for non-Romanesque language applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

UPS Sans Regular, 32 pt

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*

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*

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.

These technical constraints should be the only reason to substitute Guardian Egyptian Headline and UPS Sans with Georgia and Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Georgia Regular, 21 pt

Georgia Regular  
*Georgia Regular Italic*  
**Georgia Bold**  
***Georgia Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

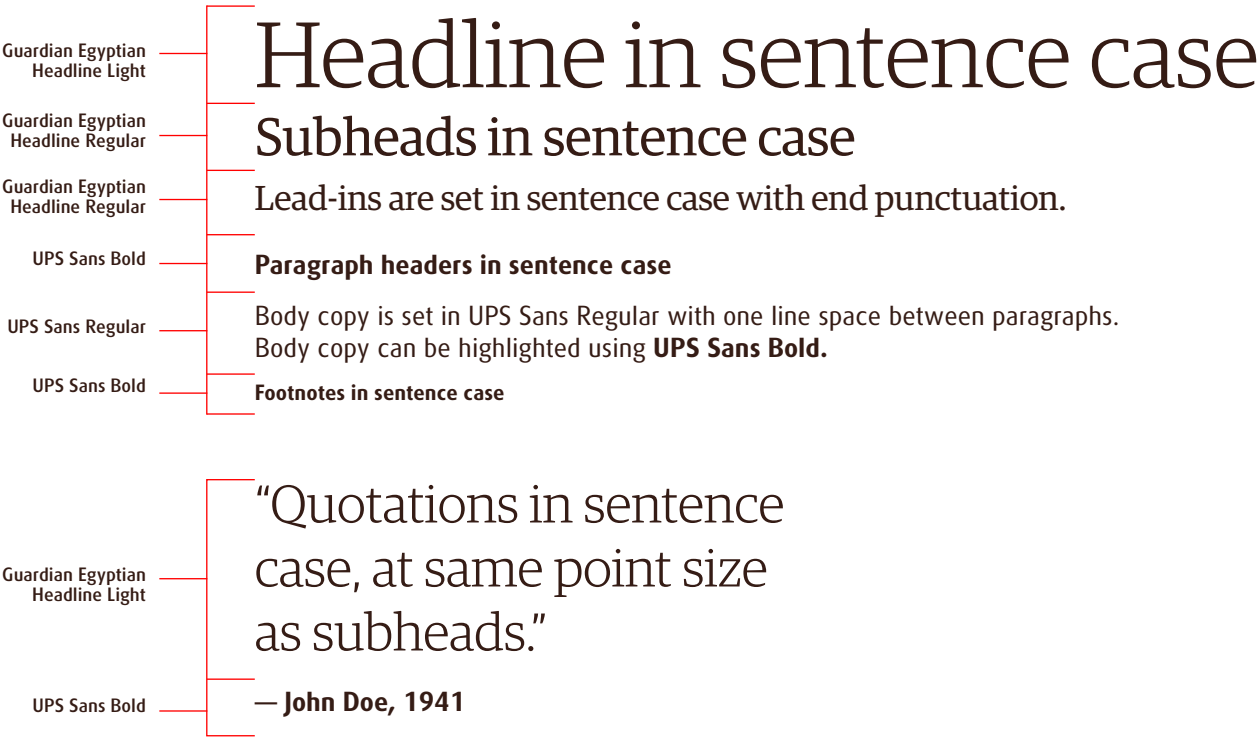
Arial Regular, 21 pt

Arial Regular  
*Arial Italic*  
**Arial Bold**  
***Arial Bold Italic***

Our Brand	Our Brand Identity		Our Brand Experience
Our Brand at a Glance	<i>Our Visual System</i>		Our Flexible System Application
The Value of Our Brand	Logo	Layout and Grids	
Our Promise	Color Palette	Photography	
Our Personality Attributes	The Golden Thread	Illustrations/Infographics	
	► Typography	Evolving Our Heritage with the Shield: Our Secondary Visual Element	

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. There may be instances where using Guardian may make sense in body copy, however, allowing numerous exceptions may lead to more confusion in governance. Type decisions should be based on the number of layers of hierarchy and the number of elements on the page that make it uniquely UPS.
- Headlines should always be set in Guardian Egyptian Headline Light used in a large point size on the page





Our Visual System/Typography  
Correct Use

The examples at right show successful applications of our brand's typographic treatments. In each, notice the Guardian Egyptian Light Headline font.

Our Brand

- Our Brand at a Glance
- The Value of Our Brand
- Our Promise
- Our Personality Attributes

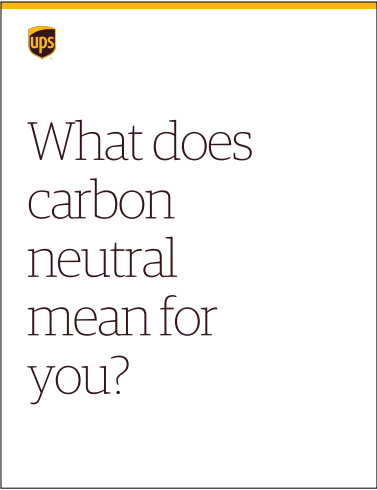
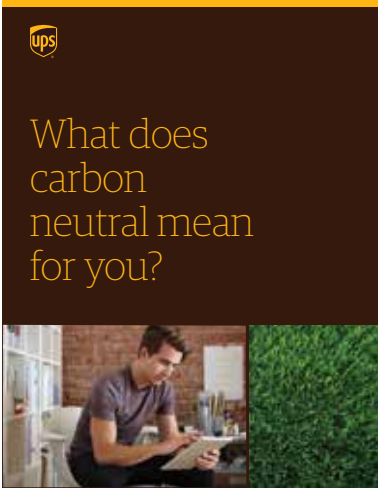
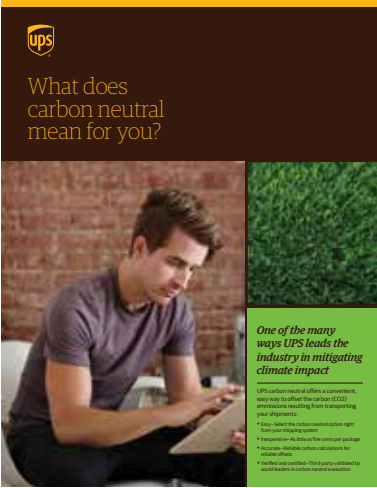
Our Brand Identity

- Our Visual System
- Logo
- Color Palette
- The Golden Thread
- ▶ Typography

- Layout and Grids
- Photography
- Illustrations/Infographics
- Evolving Our Heritage with the Shield: Our Secondary Visual Element

Our Brand Experience

- Our Flexible System Application



## Our Visual System/Typography

### Incorrect Use

The exhibits at right show some examples of incorrect usage of type.

The examples on this page illustrate some, but not all, potential misuses.

## Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

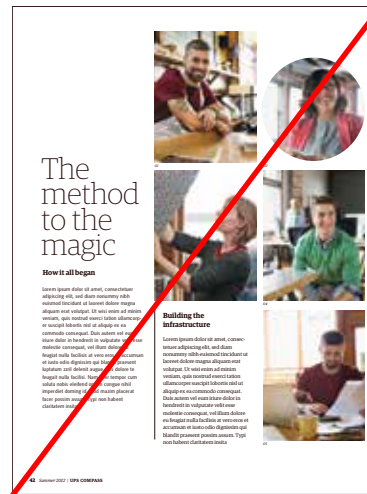
## Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
▶ Typography

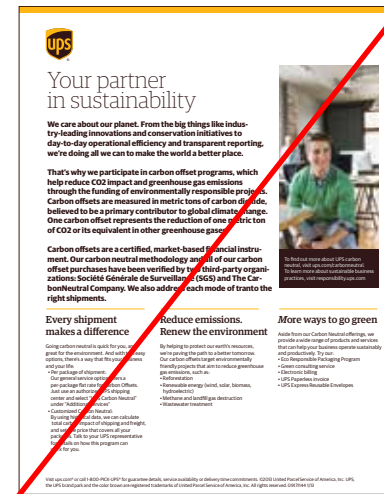
Layout and Grids  
Photography  
Illustrations/Infographics  
Evolving Our Heritage with the Shield: Our Secondary Visual Element

## Our Brand Experience

Our Flexible System Application



Do not use Guardian Egyptian Headline Bold font as heading nor Guardian Egyptian Headline Light font as subheading



Do not use a bold typeface as body copy



Do not use UPS Sans for any kind of heading

# Layout and Grids

**48** Overview

**49** UPS Logo Layout

**50** Type Layout

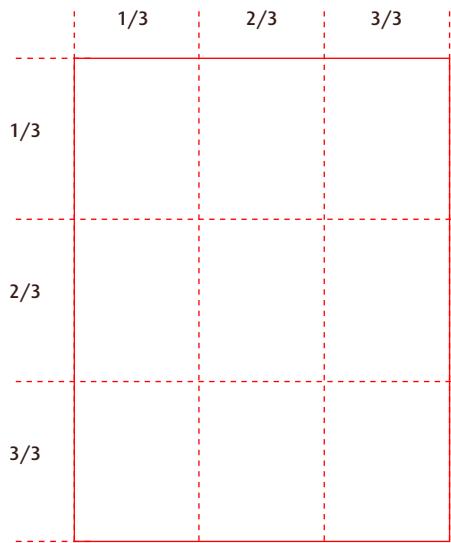
**51** Incorrect Use

Our Visual System/Layout and Grids

# Overview

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.



Our Brand	Our Brand Identity	Our Brand Experience
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Headline section

Content section



What does carbon neutral mean for you?



One of the many ways UPS leads the industry in mitigating climate impact

UPS carbon neutral offers a commitment, every day to offset the carbon (CO2) emissions resulting from transporting your shipments.

\* Fuel - Select the carbon neutral option right from your shipping screen.

\* Transportation - As little as 10¢ extra per package.

\* Facilities - Upgrade facilities to achieve LEED® ratings.

\* Product and services - Third party validated by world leaders in carbon neutral verification.



What does carbon neutral mean for you?





What does carbon neutral mean for you?



## Our Visual System/Layout and Grids

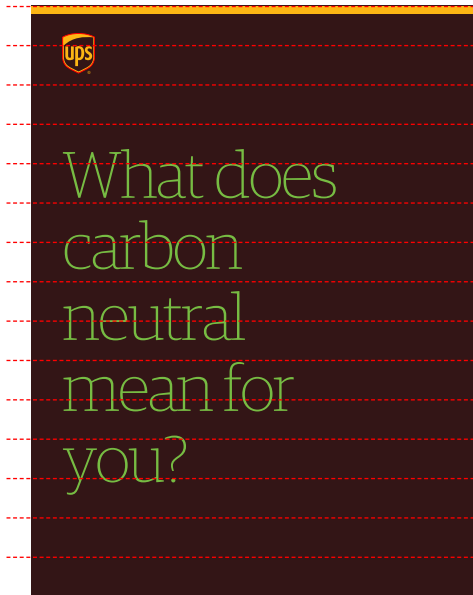
### UPS Logo Layout

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

See the exhibit at right for clarity.

Divide the collateral into 15 units



## Our Brand Identity

### Our Visual System

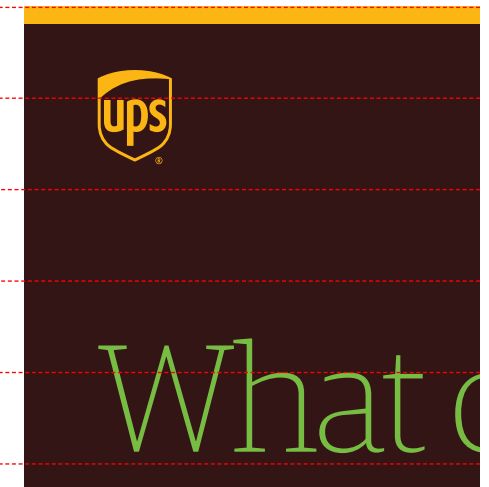
Logo  
Color Palette  
The Golden Thread  
Typography

- Layout and Grids
- Photography
- Illustrations/Infographics
- Evolving Our Heritage with the Shield: Our Secondary Visual Element

## Our Brand Experience

Our Flexible System  
Application

UPS logo equals one unit



The width of the UPS logo

Half the height of the UPS logo



## Our Visual System/Layout and Grids

### Type Layout

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

#### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

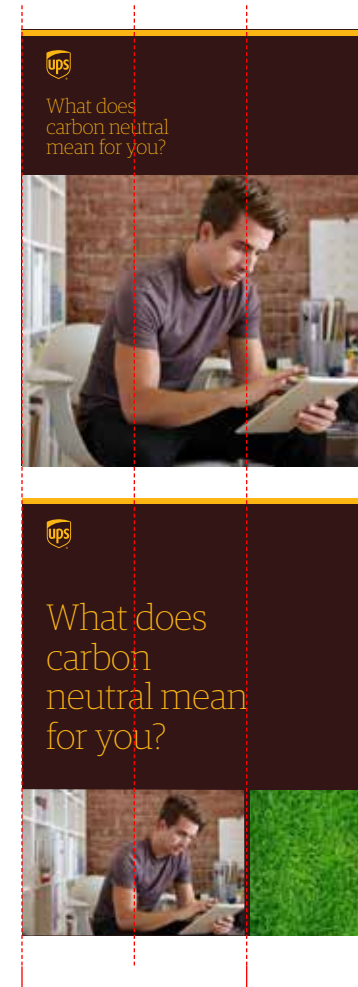
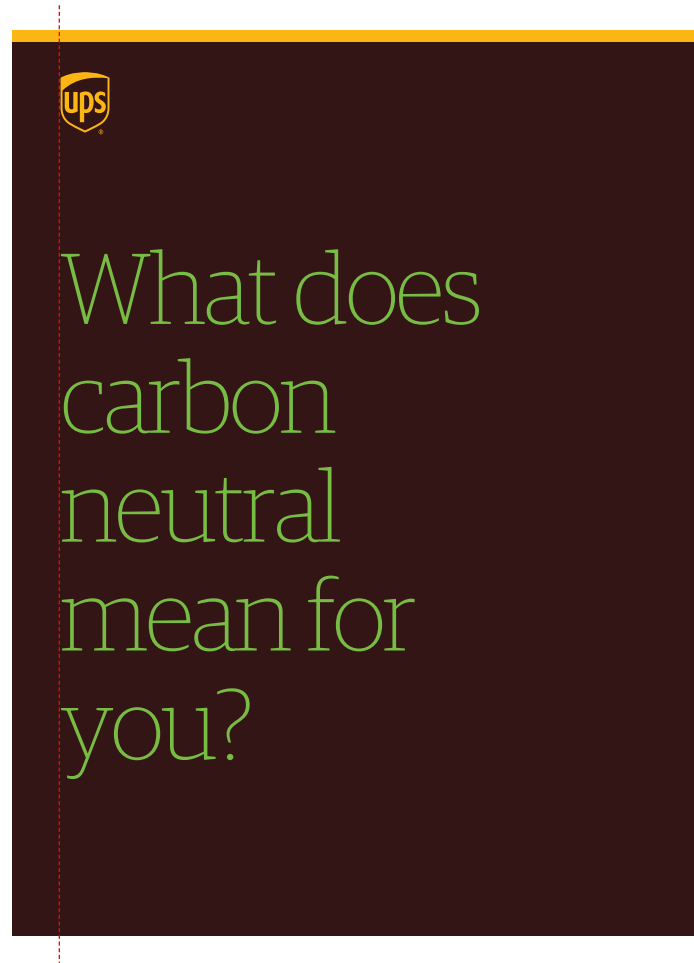
#### Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
Typography

#### Our Brand Experience

Our Flexible System  
Application

► Layout and Grids  
Photography  
Illustrations/Infographics  
Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element



Keep copy within the first  
two-thirds of the page

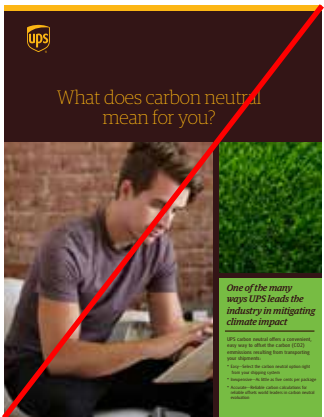
Our Visual System/Layout and Grids

# Incorrect Use

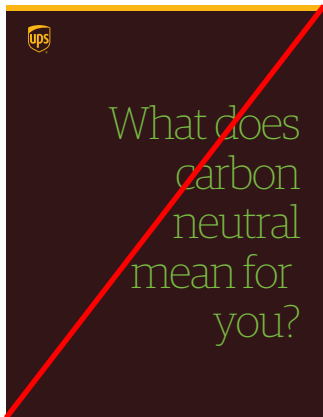
To keep our brand consistent, keep in mind the examples of incorrect usage shown at right.

This exhibit shows some, but not all, potential misuses.

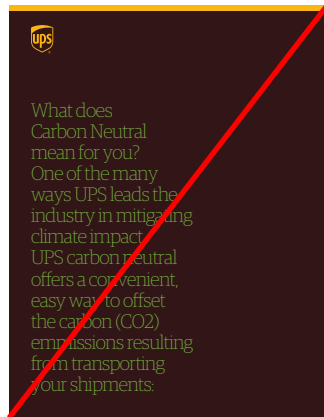
Our Brand	Our Brand Identity	Our Brand Experience
Our Brand at a Glance The Value of Our Brand Our Promise Our Personality Attributes	<i>Our Visual System</i> Logo Color Palette The Golden Thread Typography	► Layout and Grids Photography Illustrations/Infographics Evolving Our Heritage with the Shield: Our Secondary Visual Element  Our Flexible System Application



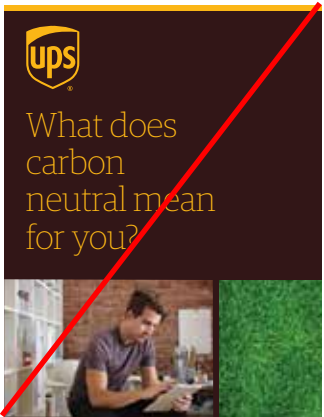
Do not center copy



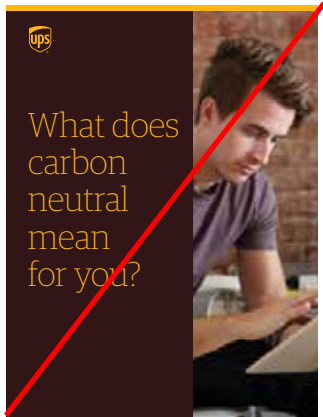
Do not right align copy



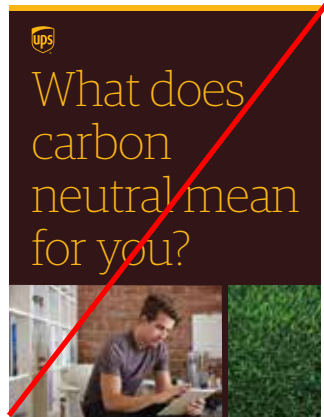
Do not overcrowd message area with copy



Do not change the proportion of the UPS logo as outlined in this guidelines



Do not change the grid layout as outlined in this guidelines



Do not allow large or lengthy type to exceed the first two-thirds of the page

# Photography

**53** Overview

**54** The Cinema of Life

**55** Behind the Scenes

**56** The Big Picture

**57** Incorrect Use

**58** Legal Requirements



Our Visual System/Photography

# Overview

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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.

## Our Visual System/Photography

# The Cinema of Life

The Cinema of Life is marked by the following attributes:

- Focus on our customers and consumers
- Frames from a film vs. staged stills (the film, not the film poster)
- Editorial
- Real people in the real world
- Imperfections
- Warm tones
- Large depth of field to achieve 60/40 balance of environment and subject
- Action-oriented to deliver on personality attributes of Ready and Helpful

### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
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Our Personality Attributes

### Our Brand Identity

*Our Visual System*  
Logo  
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The Golden Thread  
Typography

Layout and Grids  
► Photography  
Illustrations/Infographics  
Evolving Our Heritage with the Shield: Our Secondary Visual Element

### Our Brand Experience

Our Flexible System  
Application



## Our Visual System/Photography

# Behind the Scenes

The Behind the Scenes style is marked by the following attributes:

- UPS employees at work
- Frames from a film vs. staged stills (the film, not the film poster)
- Editorial
- Real people in the real world
- Imperfections
- Warm tones
- Large depth of field to achieve 60/40 balance of environment and subject
- Action-oriented to deliver on personality attributes of Ready and Helpful

### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

### Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
Typography

Layout and Grids  
► Photography  
Illustrations/Infographics  
Evolving Our Heritage with the Shield: Our Secondary Visual Element

### Our Brand Experience

Our Flexible System  
Application

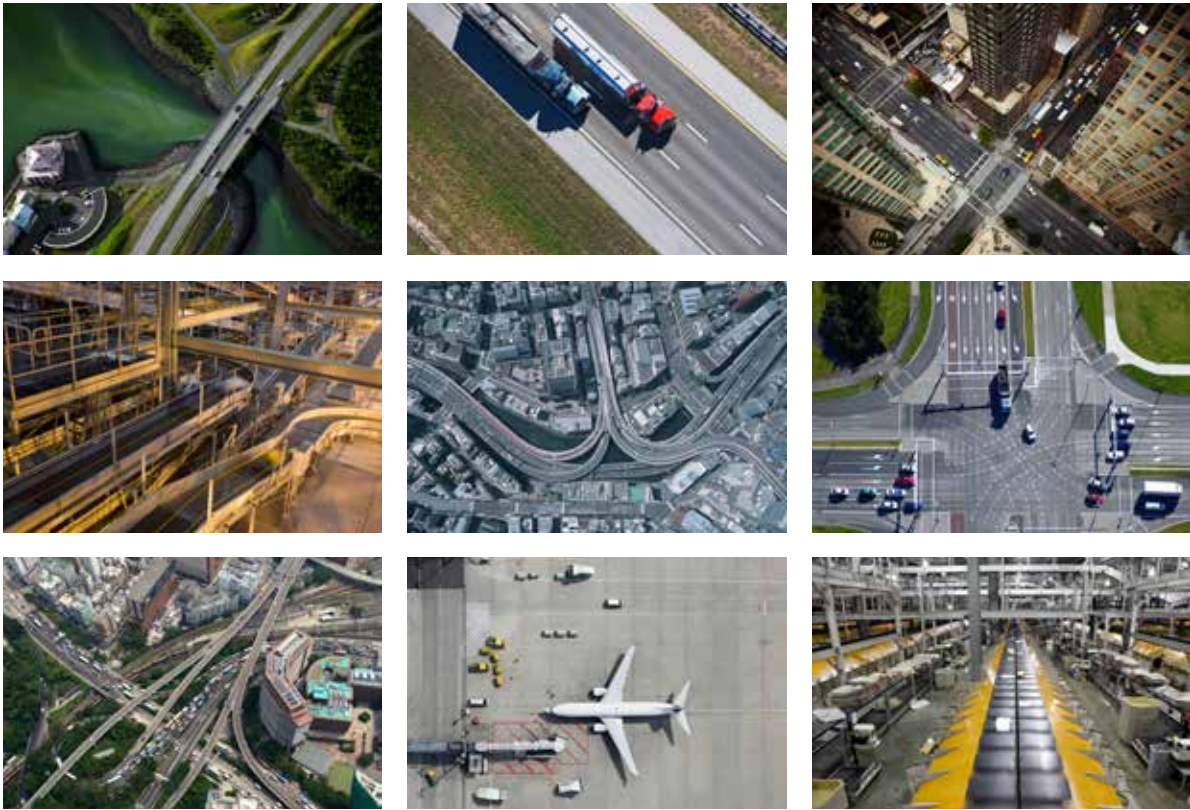




Our Brand	Our Brand Identity	Our Brand Experience
Our Brand at a Glance The Value of Our Brand Our Promise Our Personality Attributes	<i>Our Visual System</i> Logo Color Palette The Golden Thread Typography	Layout and Grids ► Photography Illustrations/Infographics Evolving Our Heritage with the Shield: Our Secondary Visual Element
		Our Flexible System Application

The Big Picture style shows the following attributes:

- The enterprise capabilities and operation magnitude of UPS
- The ability to be everywhere—nothing is out of reach
- The top-down perspective of a global organization
- An eye on the entire world
- Expansive detail



To keep our photography consistent, we've shown examples of photography styles and approaches that should be avoided when selecting or creating images.

The examples at right show some, but not all, incorrect uses.

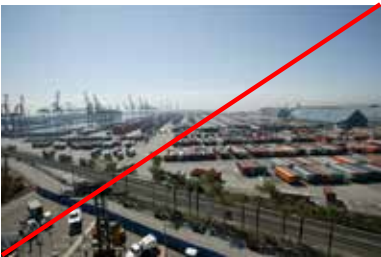
Our Brand	Our Brand Identity	Our Brand Experience
Our Brand at a Glance The Value of Our Brand Our Promise Our Personality Attributes	<i>Our Visual System</i> Logo Color Palette The Golden Thread Typography	Layout and Grids ► Photography Illustrations/Infographics Evolving Our Heritage with the Shield: Our Secondary Visual Element Our Flexible System Application



Do not have the subject positioned in a fake, staged look



Do not have a dimly lit scene



Do not have "The Big Picture" scene look average, amateurish, uninteresting

Our Brand	Our Brand Identity	Our Brand Experience
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# Releases: 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 Exchange. These guidelines outline the types of releases required by UPS and when to obtain them.

Please note 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.

Once your shoot is complete, share your assets via Brand Exchange by completing the “Metadata Information Form” for your respective media and contacting [brandsupport@ups.com](mailto:brandsupport@ups.com) for next steps.

For more information on specific rights usage in your region, please contact your local UPS legal department.

# Illustrations/ Infographics

**60** Illustrations Overview

**61** Infographics Overview

**62** Incorrect Use

## Our Visual System/Illustrations/Infographics

# Illustrations Overview

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

- Modern and artistic
- Complement our simple, flat style with complex content to engage and add sophistication
- Use color to add dimension, energy, and flexibility
- Create regionally specific expressions through focused visuals
- Show the character of our brand, rather than a caricature

### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

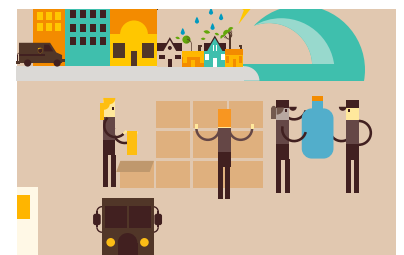
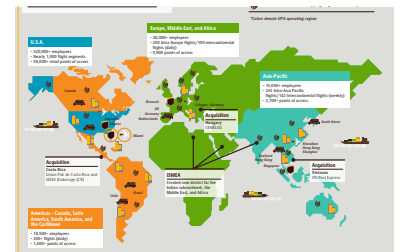
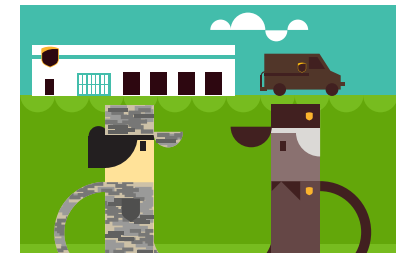
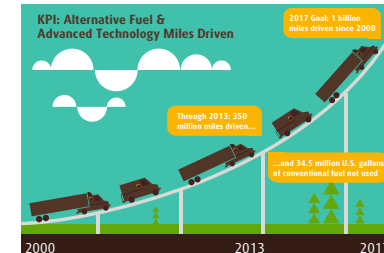
### Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
Typography

Layout and Grids  
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► Illustrations/Infographics  
Evolving Our Heritage with the Shield: Our Secondary Visual Element

### Our Brand Experience

Our Flexible System  
Application





## Our Visual System/Illustrations/Infographics

# Infographics Overview

An infographic portrays quantitative information in a visual manner, helping the viewer better understand the information.

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

- Portray data in interesting ways that promote engagement and understanding
- Simplify the graphics to communicate the information clearly and efficiently
- Be bold
- Champion the beauty and delight of information
- Modern and artistic
- Use color to add dimension, energy, and flexibility

## Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

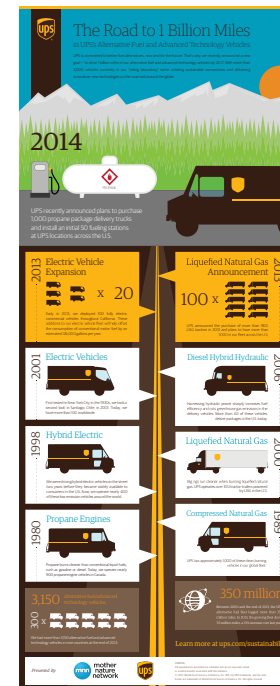
## Our Brand Identity

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Typography

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## Our Brand Experience

Our Flexible System  
Application



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To keep our illustrations and infographics consistent, we've shown examples of styles and approaches that should be avoided when selecting or creating illustrations and infographics.

The examples at right show some, but not all, incorrect uses.



Do not use illustrations that appear to be handcrafted



Do not use illustrations that have a 3-dimensional plane



Do not use illustrations that appear too gritty

# Evolving our heritage with the Shield: Our secondary visual element

**64** Introduction

**65** Overview

**66** Exhibit 1

**67** Exhibit 2

**68** Exhibit 3

Our Brand	Our Brand Identity	Our Brand Experience
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# The Shield: Leveraging the lines of our legacy

The UPS Shield has been an ownable part of our identity and heritage since we introduced our original brand logo in 1919. Today, we’re evolving this iconic shape, and uncovering new ways to adapt it across touchpoints and mediums to demonstrate creativity, flexibility and our focus on our customers.

The following pages outline a few different ways we can bring the Shield to life.

Our Brand	Our Brand Identity	Our Brand Experience
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The UPS shield is an immediately recognizable symbol that we own. We use this shape for our mobile icon, and we have now developed our own secondary graphic based on this shape. The Shield graphic, illustrated at right, portrays the way UPS interacts with the world.

Through the Shield graphic, we can demonstrate our ability to interact and go further for our customers by bringing, in a creative and easy way, the things that they want and need. This can be portrayed in different ways:

- Photography of people or objects moving through a sophisticated and unobtrusive outline form of the shield, demonstrating the brand attributes of being Smart, Helpful, and Ready
- Organizing a collection of objects neatly within the form of the shield. These objects should be related to a person or activity, representing items that may be shipped through UPS and capturing the authentic personality of the person or activity being featured. Objects can take the form of a collection of illustrations or objects organized in a manner that is clearly defined within the shape

The shield should always be central and should interact with the dominant subject. We encourage you to explore clever and creative uses of the shield's shape, as long as the graphic and related tactics are on brand and not overused.

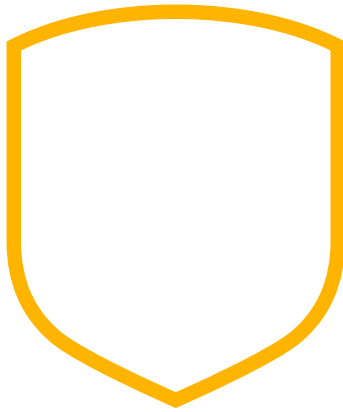
**Note:** The UPS shield should never be cropped in any way. It must be shown in its entirety.



Logo



UPS icon for and digital mobile applications



Shield graphic

Our Visual System/Evolving Our Heritage

# Exhibit 1

Our Brand	Our Brand Identity	Our Brand Experience
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		Our Flexible System Application

The exhibit below demonstrates use of the Shield graphic interacting with photography of people and objects moving through a sophisticated and unobtrusive outline form of the shield. Note: Exhibits are for illustrative purposes only.



## Our Visual System/Evolving Our Heritage

### Exhibit 2

## Our Brand

- Our Brand at a Glance
- The Value of Our Brand
- Our Promise
- Our Personality Attributes

## Our Brand Identity

## Our Visual System

- Logo
- Color Palette
- The Golden Thread
- Typography

## Our Brand Experience

## Our Flexible System Application

## Layout and Grids

- Photography
- Illustrations/Infographics
- ▶ Evolving Our Heritage with the Shield: Our Secondary Visual Element

The exhibit below portrays a collection of illustrations neatly within the form of the UPS shield. Note: The exhibit is for illustrative purposes only.





## Our Visual System/Evolving Our Heritage

### Exhibit 3

#### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

#### Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
Typography

Layout and Grids  
Photography  
Illustrations/Infographics  
► Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element

#### Our Brand Experience

Our Flexible System  
Application

The exhibit below shows a group of objects arranged neatly within the form of the UPS shield. Note: The exhibit is for illustrative purposes only.





# Our Brand Experience

**70** Our Flexible System

**72** Application



# Our Flexible System

**70** Introduction

**72** Overview

Our Brand	Our Brand Identity	Our Brand Experience
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The timeless success of our identity begins with a commitment to a set of core visual elements. Anchored by four key components, our visual system is built to facilitate a flexible world of expression that ensures our brand has the tools to stay relevant and differentiated in the marketplace.

Our Brand Experience/Our Flexible System

# Overview

Our core elements are essential to our brand and serve as a key identifier to unite our different touchpoints. The exhibits below highlight the flexibility of our system when applied to seasonal applications, sponsorships, and promotional advertising, which are all short-term applications.

Core Elements



Boxes, Packaging



Our Brand

- Our Brand at a Glance
- The Value of Our Brand
- Our Promise
- Our Personality Attributes

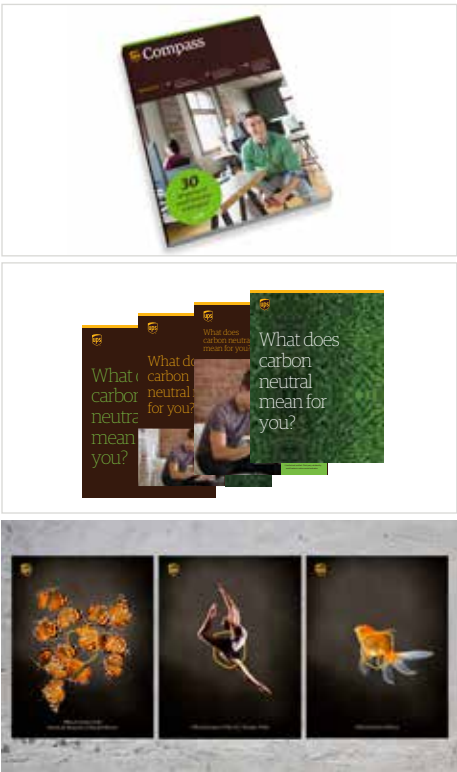
Our Brand Identity

- Our Visual System
  - Logo
  - Color Palette
  - The Golden Thread
  - Typography
- Layout and Grids
- Photography
- Illustrations/Infographics
- Evolving Our Heritage with the Shield: Our Secondary Visual Element

Our Brand Experience

- Our Flexible System Application

Marcomms, Sponsorship



Advertising, Promotions



# Application

**74** Overview

**75** Retail

**76** Retail (interior)

**77** Drop Box

**78** Packaging

**79** Advertising

**80** Mobile App

**81** PowerPoint

**82** PowerPoint (content slide)

**83** UPS Access Point

**84** Web Banner Samples

**85** Web Banner In Use

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On the following pages, we’ve collected an array of illustrative images for your inspiration. Collectively, they showcase our visual system coming to life in real-world scenarios, and across a variety of touchpoints and applications.



## Our Brand Experience/Application

# Retail

### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

### Our Brand Identity

*Our Visual System*  
Logo  
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Typography

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Photography  
Illustrations/Infographics  
Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element

### Our Brand Experience

Our Flexible System  
► Application

Retail store concept that re-imagines the potential use of the space and puts the customer first with user-friendly self-service kiosks.



## Our Brand Experience/Application

### Retail (interior)

#### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

#### Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
Typography

Layout and Grids  
Photography  
Illustrations/Infographics  
Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element

#### Our Brand Experience

Our Flexible System  
► Application

Retail store concept that re-imagines the potential use of the space and puts the customer first with user-friendly self-service kiosks.





## Our Brand Experience/Application

# Drop Box

### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

### Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
Typography

Layout and Grids  
Photography  
Illustrations/Infographics  
Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element

### Our Brand Experience

Our Flexible System  
► Application

A re-imagined Drop Box that utilizes flexible copy.



## Our Brand Experience/Application

# Packaging

### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

### Our Brand Identity

*Our Visual System*  
Logo  
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Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element

### Our Brand Experience

Our Flexible System  
▶ Application

Flexible packaging design portraying how UPS could evolve to differentiated packaging by using minimal ink colors, or none at all by utilizing a debossing technique.



Our Brand Experience/Application

# Advertising

Our Brand	Our Brand Identity	Our Brand Experience
Our Brand at a Glance The Value of Our Brand Our Promise Our Personality Attributes	<i>Our Visual System</i> Logo Color Palette The Golden Thread Typography	Our Flexible System ► Application Layout and Grids Photography Illustrations/Infographics Evolving Our Heritage with the Shield: Our Secondary Visual Element

Advertising examples that use photography as a dominant visual language to demonstrate variety and customization among local markets.



## Our Brand Experience/Application

# Mobile App

Here, we show an example of a mobile app interface and design that focuses on making the user's experience easy, intuitive, and hassle-free.

### Our Brand

Our Brand at a Glance  
The Value of Our Brand  
Our Promise  
Our Personality Attributes

### Our Brand Identity

*Our Visual System*  
Logo  
Color Palette  
The Golden Thread  
Typography

### Our Brand Experience

Our Flexible System  
► Application

Layout and Grids  
Photography  
Illustrations/Infographics  
Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element





Our Brand at a Glance  
The Value of Our Brand  
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Typography

Layout and Grids  
Photography  
Illustrations/Infographics  
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with the Shield: Our  
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Our Flexible System  
► Application

PowerPoint example that utilizes the alternate typography options while maintaining the visuals of the brand.



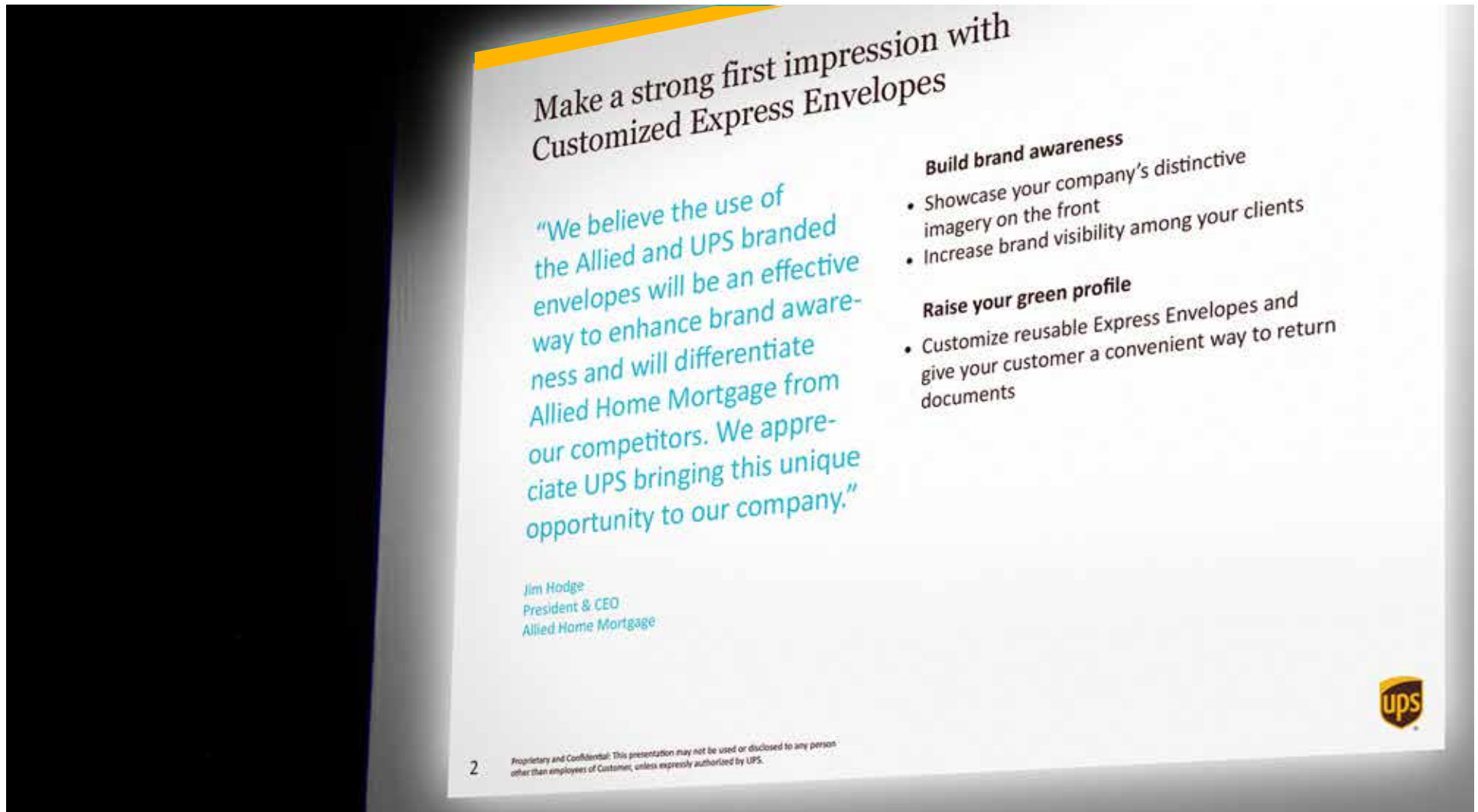
Our Brand at a Glance  
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Typography

Layout and Grids  
Photography  
Illustrations/Infographics  
Evolving Our Heritage  
with the Shield: Our  
Secondary Visual Element

Our Flexible System  
► Application

PowerPoint example that utilizes the alternate typography options while maintaining the visuals of the brand.



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An example of how we can clear identify our brand and our services and drive customer recognition.

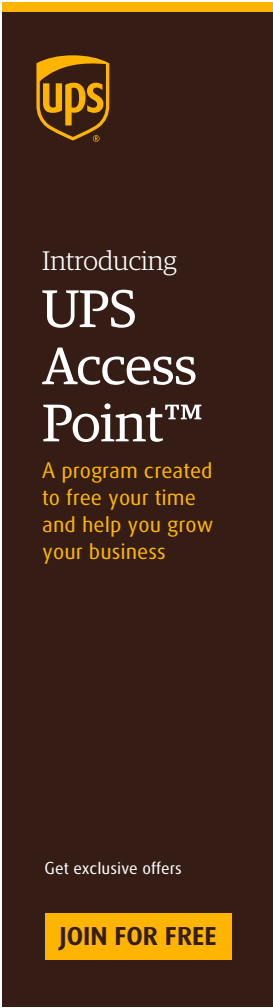
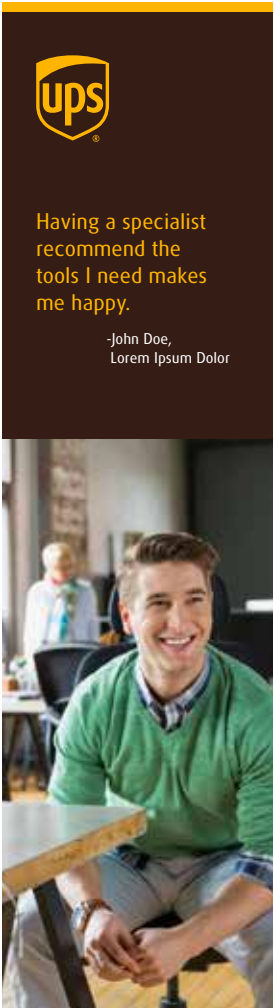


Our Brand Experience/Application

# Web Banner Samples

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The examples below show how the core elements are used in a simple and clear way to communicate new programs and offerings in web banners.







# Contact

## **UPS**

Brand Management  
55 Glenlake Parkway NE  
Atlanta, GA 30328  
E-mail: [brandsupport@ups.com](mailto:brandsupport@ups.com)

For help with technical difficulties,  
please contact our support team at  
[brandsupport@ups.com](mailto:brandsupport@ups.com).