



Authorized
Shipping
Outlet

UPS® Authorized Shipping Outlet (ASO) **Brand Guidelines**

November 17, 2022

At UPS, we realize that one of the most important benefits of Authorized Shipping Outlet (ASO) status is the ability to promote UPS services at your place of business. With that in mind, we've created these guidelines to establish a consistent brand message for all ASOs—one that will lend credibility to your business in the minds of the consumer and enhance your presentation of the UPS brand.

These easy-to-follow parameters are enforceable requirements of being a UPS ASO. In the following pages, you'll find examples of both correct and incorrect usage of the ASO bug and examples of acceptable corporate language to use when creating your own advertising or promotional materials. This guideline manual defines the only acceptable protocol for using the ASO bug.

Note: If any ASO uses the ASO bug or other UPS identity elements in a way that is not compliant with the requirements set forth in these guidelines and the ASO contract, UPS reserves the right to have the ASO remove or destroy the material at the ASO's expense or the ASO will risk forfeiting their ASO status.

For any additional guidance not outlined in this document, please refer to the UPS Master Brand Guidelines found on [**Brand Central**](#).



These guidelines outline how to represent UPS® Authorized Shipping Outlet (ASO) brand and what we do, confidently and consistently.

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Logo

The UPS shield is arguably one of the most iconic brand assets in the world, working together with The UPS Foundation brand's 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



Primary Use

Use this version whenever possible.

Alternate One-Color Version

This version should be used when the 4-color bug is not an option. This version may be printed only in black.

The bug's trademark symbol in the UPS logo is set in the artwork. Do not reposition, resize, remove or redraw the trademark.

Primary Logo	Alternate Logo
 <p data-bbox="1599 797 1749 825">Full color bug</p>	 <p data-bbox="2648 797 2798 825">One-color bug</p>

Size Specifications

Minimum size

Minimum size refers to the smallest dimensions allowed to meet UPS logo size requirements. It is stated as a minimum width. Minimum size applies to both full color and one-color ASO bugs.

Minimum size

Print: 1.775" wide
08536" high
Digital: 127.8px wide
61.461px high



Logo Clear Space

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



Color

Color is an important signifier of our brand. Maintaining a consistent look and feel will drive equity and recognition with the audience. This modern color palette was chosen because it is clean and evokes forward thinking and a transformational vision.

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.

Primary Version



This full color variation uses the following colors from the UPS color palette in addition to the UPS shield:

- UPS Brown
- UPS Gold
- White

1-Color Alternate

This version should be used when the 4-color bug is not an option. This version may be printed only in black. This is the only approved alternate color.

The bug's trademark symbol in the UPS logo is set in the artwork. Do not reposition, resize, remove or redraw the trademark.

Primary Logo	Alternate Logo					
 <p data-bbox="1602 797 1745 827">Full color bug</p>	 <p data-bbox="2645 797 2802 827">One-color bug</p>					
<table border="1"> <tr> <td data-bbox="1202 930 1512 1260"> <p>UPS Brown PMS: UPS Brown 0607298* C0 M60 Y72 K98 R51 G0 B0 HEX: #330000</p> <p>*Contact Brand Team for exact color formula</p> </td> <td data-bbox="1519 930 1829 1260"> <p>White C0 M0 Y0 K0 R255 G255 B255 HEX: #FFFFFF</p> </td> <td data-bbox="1835 930 2145 1260"> <p>UPS Gold PMS: 7408 C / 109 U C0 M30 Y100 K0 R255 G190 B0 HEX: #FFBE00</p> </td> </tr> </table>	<p>UPS Brown PMS: UPS Brown 0607298* C0 M60 Y72 K98 R51 G0 B0 HEX: #330000</p> <p>*Contact Brand Team for exact color formula</p>	<p>White C0 M0 Y0 K0 R255 G255 B255 HEX: #FFFFFF</p>	<p>UPS Gold PMS: 7408 C / 109 U C0 M30 Y100 K0 R255 G190 B0 HEX: #FFBE00</p>	<table border="1"> <tr> <td data-bbox="2425 930 2735 1260"> <p>Black C0 M0 Y0 K100 R0 G0 B0 HEX: #000000</p> </td> <td data-bbox="2742 930 3052 1260"> <p>White C0 M0 Y0 K0 R255 G255 B255 HEX: #FFFFFF</p> </td> </tr> </table>	<p>Black C0 M0 Y0 K100 R0 G0 B0 HEX: #000000</p>	<p>White C0 M0 Y0 K0 R255 G255 B255 HEX: #FFFFFF</p>
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<p>Black C0 M0 Y0 K100 R0 G0 B0 HEX: #000000</p>	<p>White C0 M0 Y0 K0 R255 G255 B255 HEX: #FFFFFF</p>					

Usage Guidelines

Legal

Attribution statements

When you use the UPS name, ASO bug or UPS trademarks on communications materials such as print (i.e., newspaper ads, flyers, brochures, etc.), the following statement must appear in a clear, easily readable position on the material:

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

If your communications material includes the full color ASO bug, please use this statement:

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

UPS Identity

Please remember, the ASO agreement does not give you any right or authority to use any aspect of UPS's identity including, but not limited to, any UPS trademark, service mark, the UPS logo, promotional materials, except as provided to you as part of UPS's promotional support or by specific written permission from UPS via the UPS ASO Brand Request Form at brand.ups.com.

UPS Language Tips

The following are commonly used terms, defined to ensure consistent messaging:

Customer: We define a customer as any person, group, organization or company that uses UPS products or services.

Partner: Avoid any phrases with the term "partner" when referencing UPS. It implies a different legal relationship between UPS and the ASO.

UPS Language Guidelines

Along with the language tips, please review the attribution statement on page 10.

- **Do not** use the word "Brown" to represent UPS. Do not use the phrase "United Parcel Service." Simply refer to UPS as UPS.
- **Do not** use the color brown in a way that implies you are a UPS location or company, or to represent UPS in any way.
- **Do not** make statements that imply you are UPS.
- **Do not** refer to the UPS locations such as Customer Centers, The UPS Store® or any other UPS shipping location as a competitor or compare your prices to UPS locations in your communications. UPS is not a competitor, but a supplier.
- **Do not** use UPS to make a play on words, such as "In the UPS and downs of life."
- **Do not** use the phrase "What can Brown do for you?" or any other messages used by UPS in its advertising.
- You may use the name UPS independently (as in "We Ship UPS").

Dos and Don'ts

ASO Logo Usage

DO:

- Allow for proper clear space around the ASO bug.
- Follow the minimum size requirements.
- Make the ASO logo as large or larger than the competitors' logos when possible.
- Remove all outdated UPS materials from display.

DON'T:

- Use the UPS logo alone. Always use the ASO bug in its entirety.
- Make the ASO logo larger than your company's logo or name on any signs, banners, materials or advertisements.
- Use the color brown in a way that implies you are a UPS location or company, or to represent UPS in any way.
- Use the ASO bug or UPS logo on promotional items, letterhead, envelopes, notepads, etc., without written permission from UPS.
- Change the ASO bug in any way. Do not recreate the ASO bug.
- Use the ASO logo on your storefront exterior sign.

Examples



Don't change the orientation of the bug



Don't invert colors



Don't change any of the colors of the bug



Don't violate the bug's clear space.



Don't add other effects or new elements or change the font of the bug



Don't use the one-color version in any color other than black



Don't place the bug on a photograph or pattern



Don't angle the bug

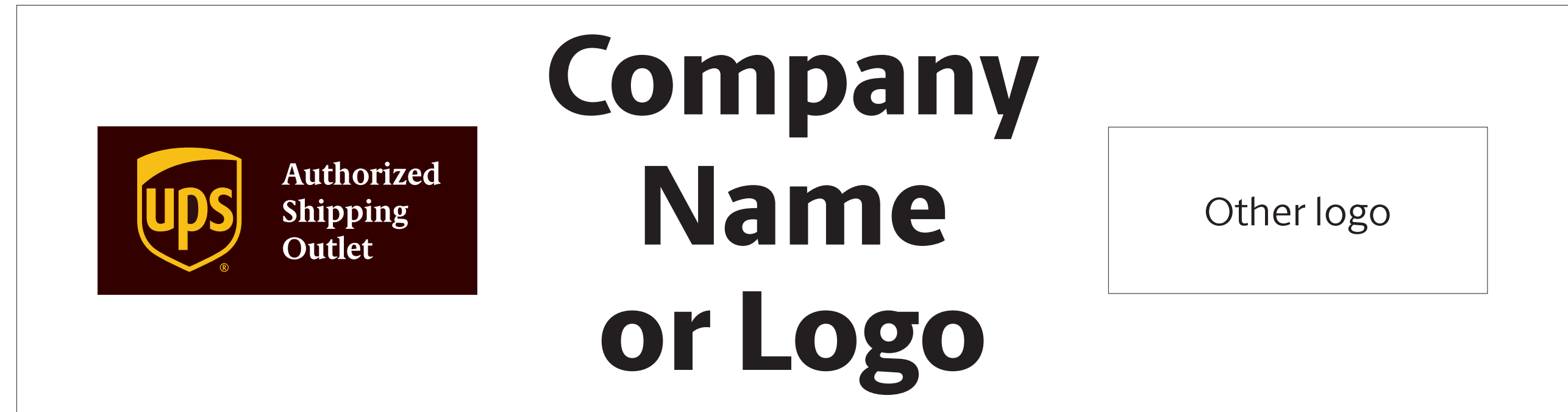
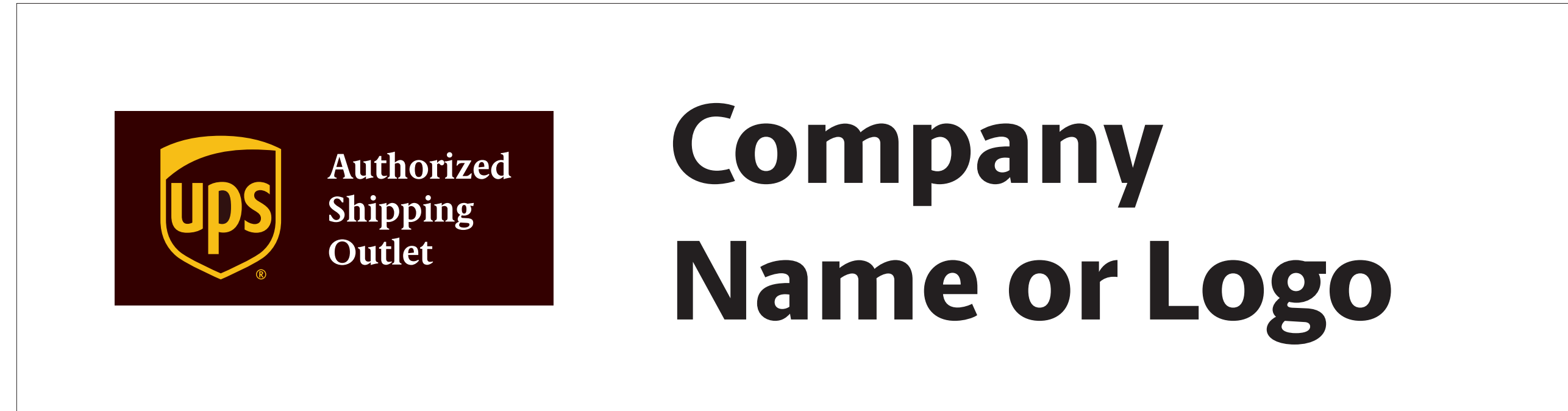
Sample Works

Banners

One of the most visible ways to promote your ASO status with UPS is to create a marquee banner to hang on your storefront. Please remember to follow the Dos and Don'ts from this document. The following are some examples of proper and improper banners for your clarification:

How to treat the ASO bug in combination with your company name and logo

How to treat the ASO bug in combination with your company name and logo and the competitors' logos



Business Cards

If you are printing business cards for your company and want to include the UPS ASO bug on your card, please remember to follow the Dos and Don'ts in this document.

Generic Shipping Logo

John Smith, Owner
john@genericshipping.com

100 Main Street
Anytown, State 00000

Tel: 1-800-000-0000
www.genericshipping.com



Authorized
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Outlet

Other
Logo

Advertising

If you would like to use the ASO logo in your advertising, you must follow the guidelines. These guidelines are designed to preserve the integrity of the UPS brand, meet legal requirements and strengthen the impact of the UPS brand in your communication. Please keep in mind that any communication that includes other UPS identity elements, such as the UPS truck, driver, etc., requires special permission and, therefore, must be submitted for approval.

Yellow Pages advertising

If you are running Yellow Pages advertising and want to include the UPS ASO bug in your ad, please remember to follow the Dos and Don'ts in this document.

Generic Shipping Logo
100 Main Street, Anytown, State 00000
www.genericshipping.com

Sample Headline

- Bullet point copy about your store.
- Bullet point copy about your store.
- Bullet point copy about your store.
- Bullet point copy about your store.

Tel: 1-800-000-0000 Fax: 000-000-0000

Generic Shipping, LLC.

Generic Shipping Logo
We Ship Anywhere!





100 Main Street, Anytown 1-800-000-0000



Authorized Shipping Outlet

For further inquiries or clarifications, please contact the UPS Brand Team.

brand@ups.com