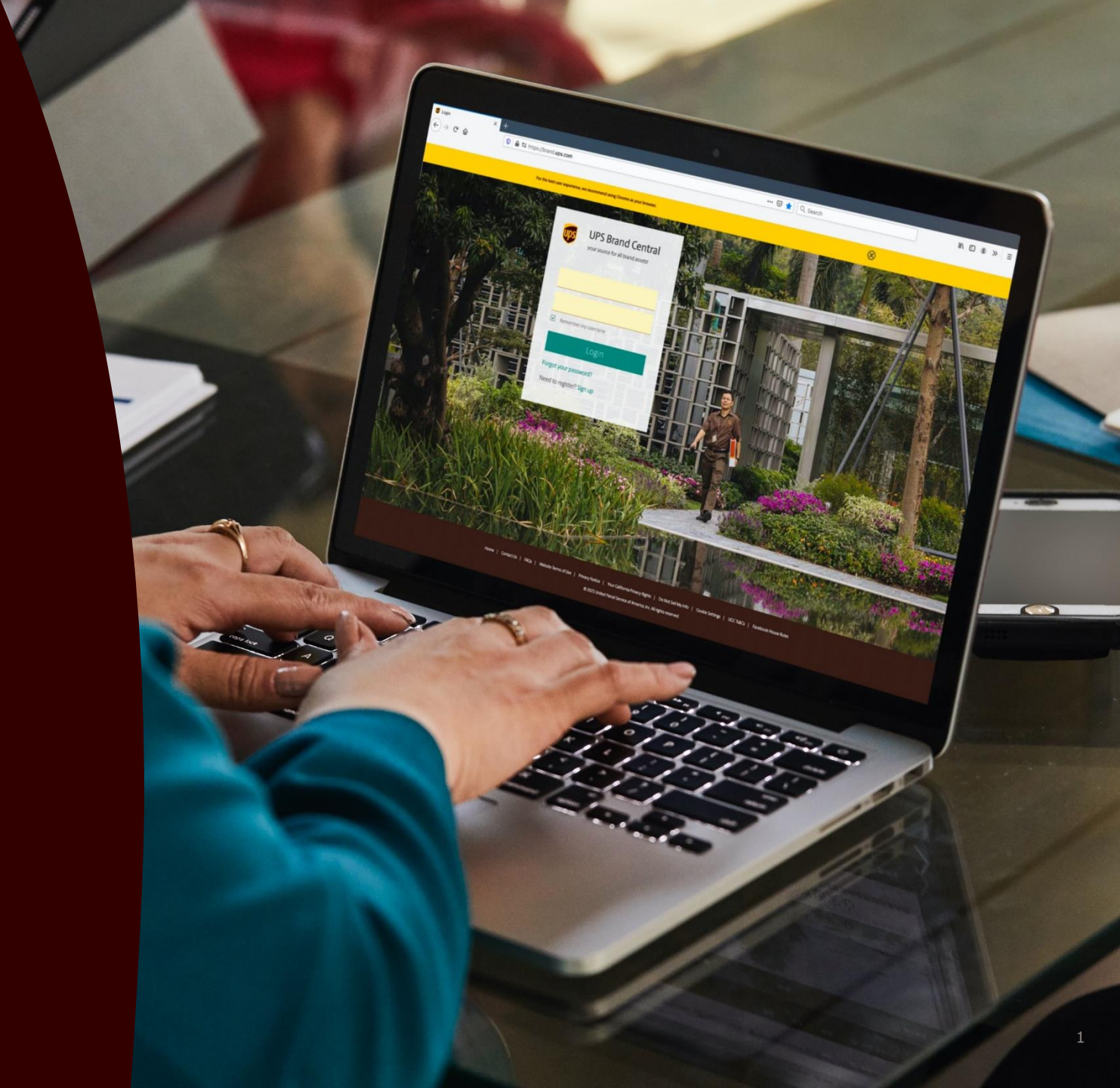
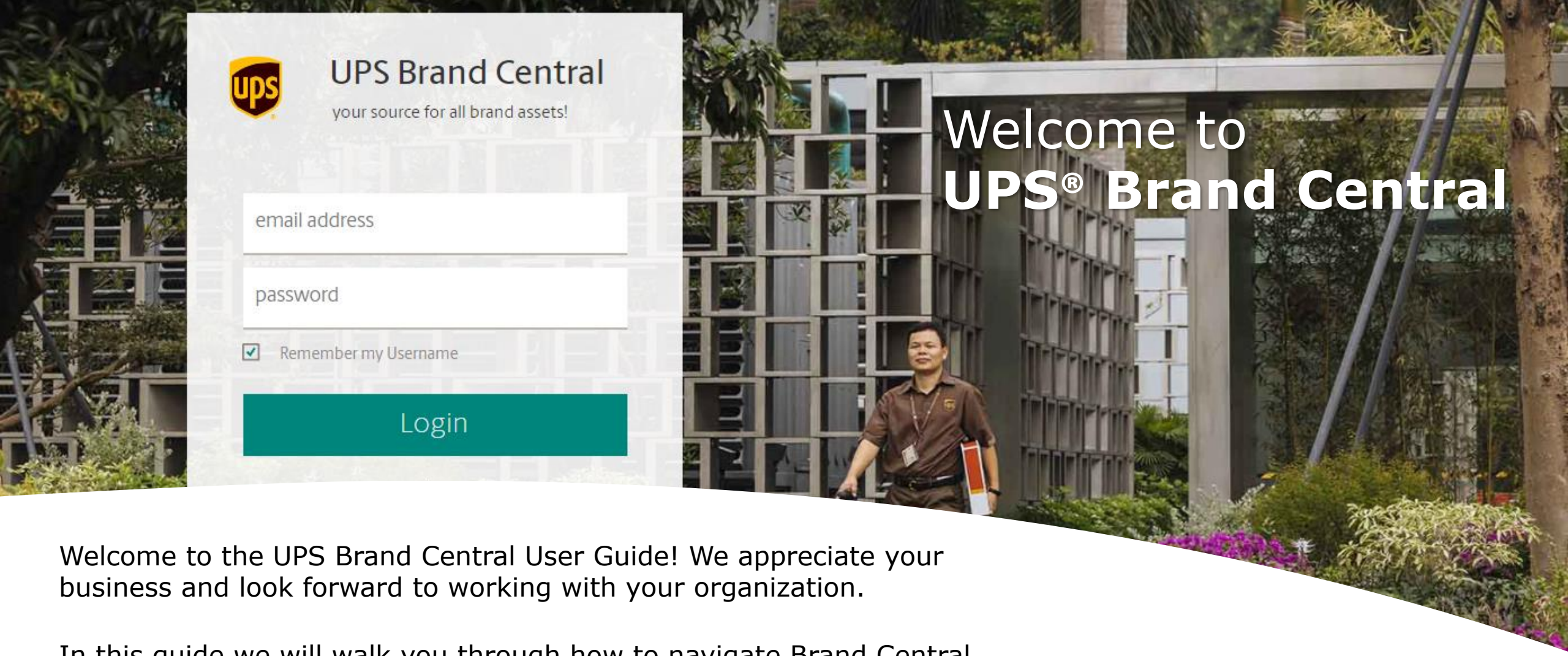
External User Guide to **UPS® Brand Central**

5/4/2021





Welcome to **UPS® Brand Central**

Welcome to the UPS Brand Central User Guide! We appreciate your business and look forward to working with your organization.

In this guide we will walk you through how to navigate Brand Central and submit a request for usage of our UPS visual assets.

If there is anything we can do to assist you through this process, please reach us at brand@ups.com. We are happy to assist!

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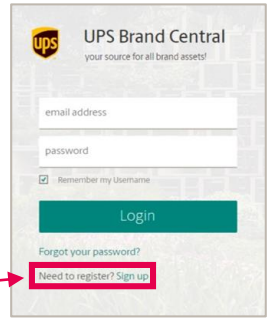
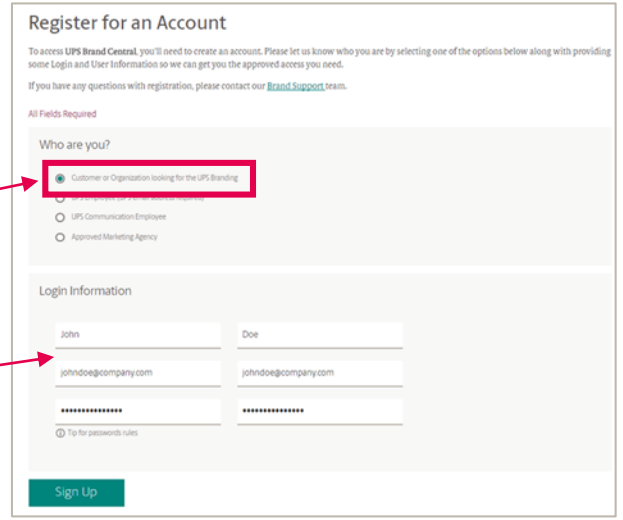
UPS® Brand Central

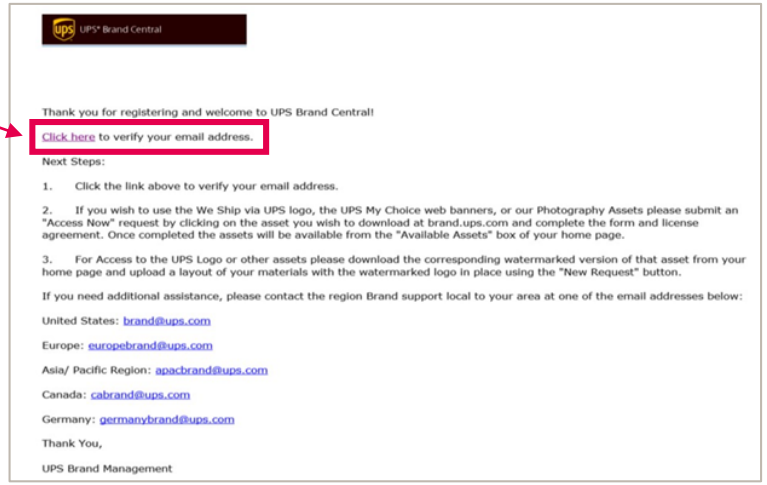
Registration

1. Visit Brand Central at https://brand.ups.com/ and click “Need to register? Sign up” to create your account.
2. Select the Customer or Organization option under “Who are you?”
3. Provide us with your basic user information in the form beneath.
4. Once you have signed up, we will reach out to you via email to verify that the email address you provided is correct. To verify this, please click on the link in the confirmation email.

Welcome to Brand Central!
You will now be able to login.







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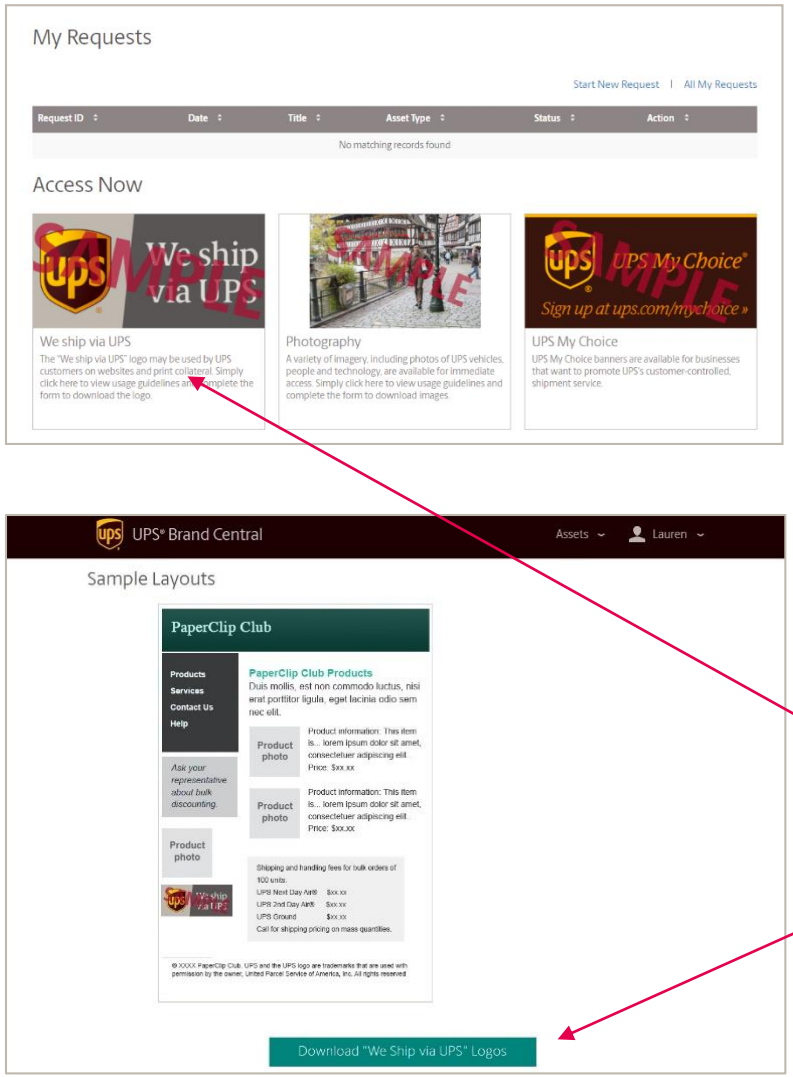
Assets

Access Now



- "**Access Now**" assets are immediately available to you upon the completion of two items:
  - A complete brand request form
  - The acceptance of our licensing agreement
- Only a limited selection of assets are available through the Access Now process.
  - These include the "We Ship via UPS" logos, "UPS My Choice®" banners, and select UPS Photography
- You can complete this form by clicking on the thumbnail of the asset you are looking to access. After reading through our usage guidelines for the particular asset, click the download button at the bottom of the page and the form will appear.

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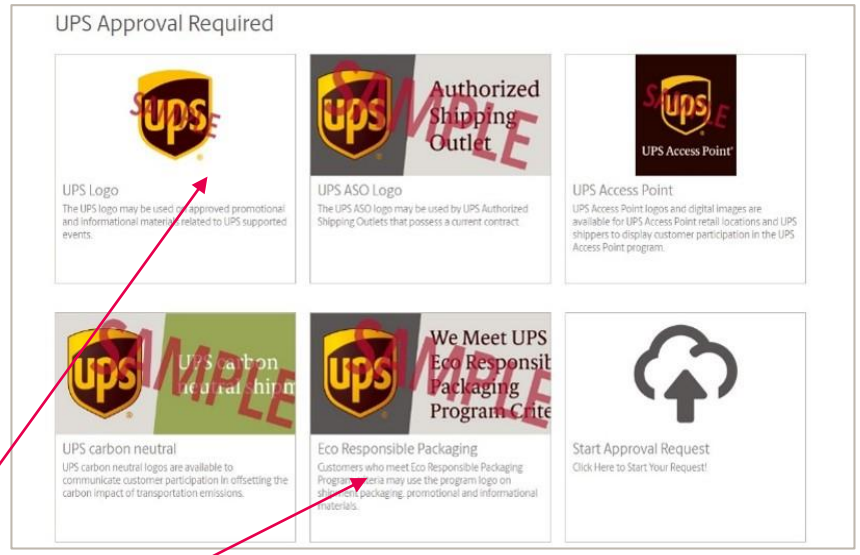
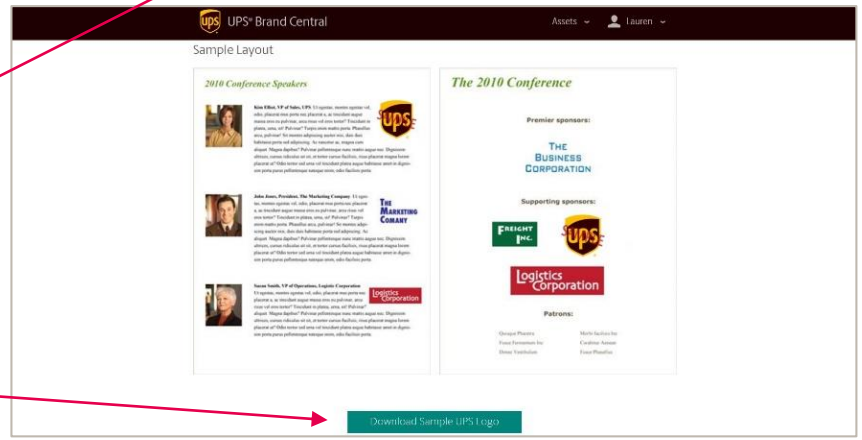
UPS Approval Required

- The remaining assets require additional approval by UPS Brand before use. They include:
  - The UPS Shield, UPS ASO logo, UPS Access Point™ Banners, UPS carbon neutral logos, and the Eco Responsible Packaging Program logos
- To access these, we ask that you submit a request with a visual mockup of how you plan to use the asset for UPS Brand to review.

  To create the mockup:

  1. Click on the thumbnail of the particular asset you would like to use.
  2. Review the usage guidelines.
  3. Scroll to the bottom of the page and click on "Download" to obtain a watermarked version of the asset.
  4. Create your mockup using the watermarked asset.





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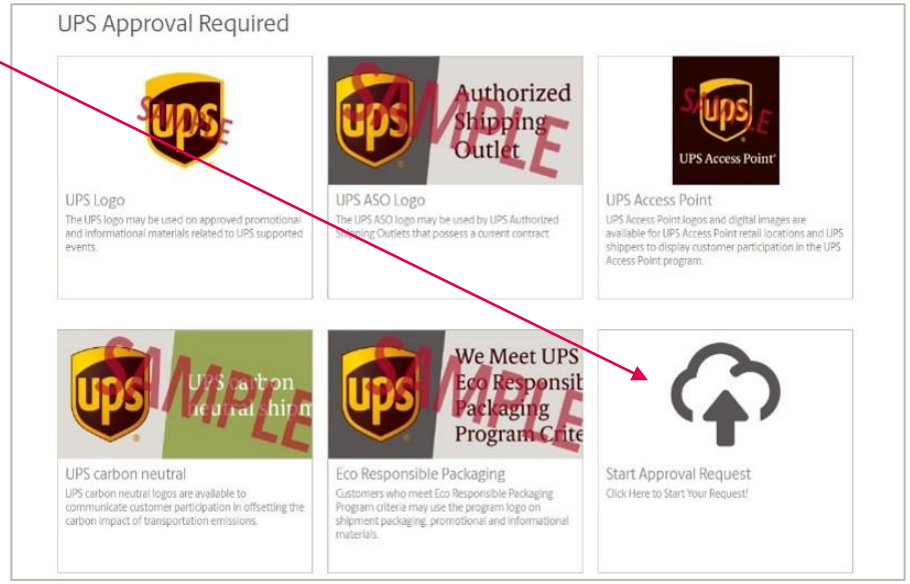
“UPS Approval Required” Assets

Request Process

1. To submit your request, please click on “start approval request” on the homepage of Brand Central.
2. Provide us with all the pertinent information about your organization and why you would like to use the asset.
   - Please note that the contact information of a UPS employee is **always required**.
   - If you are from a sponsored organization, **please enter “00000” for your UPS Account Number**.
3. Once you complete the form, upload your mockup under “Add Files” then click “Submit Request”.
4. You will know that your request has been successfully submitted when you receive a confirmation email with your request ID.

Approval time can range from 1-2 weeks, depending on the thoroughness and complexity of the request as well as the country the request originated from.

- U.S. Requests – approval between 2-5 days
- International Requests - approval between 5-10 days



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"UPS Approval Required" Assets

Upon Approval

- Once your request is approved, you will receive an email from UPS Brand prompting you to log into brand.ups.com and accept the licensing agreement (TMLA).
  - You must scroll through the **entire agreement** before it can be accepted or declined
  - The licensing agreement must be accepted in order to have access to the requested assets.
- To access the assets, click on "My Requests" on the homepage of Brand Central. You will be able to download the assets for the duration of the license agreement under the "My Licensed Assets" section on this page.
- The license agreement is valid for one year; if additional usage occurs during this period, we would ask that you submit an additional request.

Reach out to brand@ups.com with any questions! We are happy to assist you!

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THANK YOU