



UPS ASO Icon Guidelines

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At UPS, we realize that one of the most important benefits as an Authorized Shipping Outlet is 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 icon 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 icon.

The ASO icon includes:

- The three-dimensional UPS brandmark in combination with the words "Authorized Shipping Outlet"
- The new proprietary typeface, UPS Sans, developed exclusively for UPS and not available to any other company

In addition to this guideline manual, there is an ASO Icon CD supplied in the back with the new ASO icon for you to use, along with the UPS ASO Brand Request Form.

If you have any questions, please contact retailbrand@ups.com.



Note: If any ASO uses the ASO icon 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.

There are two versions of the ASO icon:

1. Primary 3D full-color version
2. Alternate one-color version

Keep in mind that different applications require distinct icon sizes and versions. Be sure to check the size range indicated for the icons on the enclosed CD at the end of this manual or see reproduction tips and file names on page 1.12.

Primary 3D full-color icon:

Use this version whenever possible. There is only one version of the full-color ASO icon.

- Use only on white or very light-colored backgrounds
- Do not use on dark-colored backgrounds

Alternate one-color (black) icon:

This version should be used when the 3D full-color icon is not an option. This version may be printed only in black. There are two variations of the one-color ASO icon:

- One to use on white or very light-colored backgrounds
- One to use on black or dark backgrounds

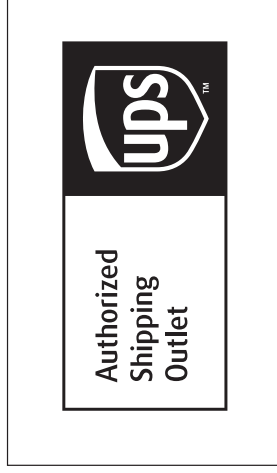
The trademark symbol

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

Always use approved artwork provided on the ASO Icon CD to reproduce the ASO icon.



ASO Primary 3D full-color icon on a white background.



ASO Alternate one-color icon (black) on a white background.



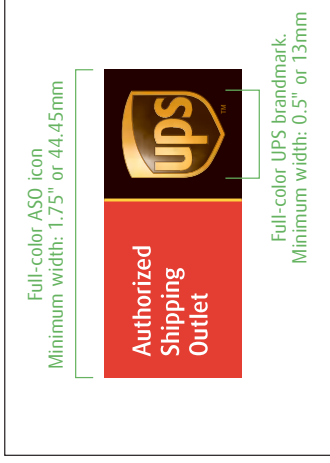
ASO Alternate one-color icon (black) on a black background.

Minimum size

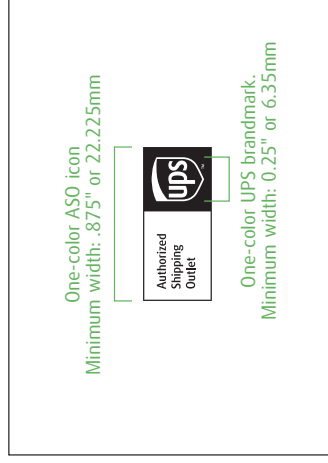
Minimum size refers to the smallest dimensions allowed for icon versions, determined by the width of the UPS brandmark.

Minimum size for each of the ASO icon versions:

- 1.75" wide for Primary 3D full-color version. (Determined by the .5" minimum width of the full-color UPS brandmark.)
- 0.875" wide for Alternate one-color versions. (Determined by the .25" minimum width of the one-color UPS brandmark.)



Minimum size for the full-color version. (Note: This size is determined by minimum width allowed for the full-color UPS brandmark.)



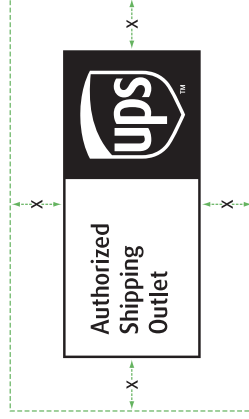
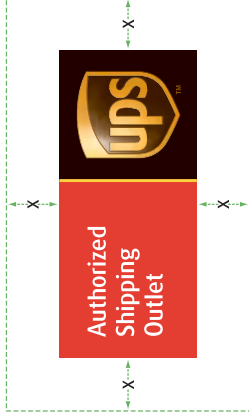
Minimum size for the one-color version. (Note: This size is determined by minimum width allowed for the one-color UPS brandmark.)

Clear space

Clear space, by definition, is the minimum distance from the ASO icon to any other graphical elements or to the edge of a printed piece. It is the minimum “breathing room” maintained around the ASO icon. This space should always be kept clean and free of graphics, photography, text and other marks. It also defines the minimum distance from the icon to the edge of a printed piece.

In order to avoid an implication of co-branding or partnership, the ASO icon should have an area of clear space around the icon equal to the height of the letter “p” in the UPS brandmark. Maintain this clear space between the ASO icon and your company’s logo or name, any competitive carrier’s logo or any other graphic element.

Please follow the clear space guidelines for Yellow Pages advertising and any other materials including advertising, banners, Web site, promotions or any other applications using the ASO icon.



Minimum clear space requirements apply to both the full-color and one-color ASO icon.

ASO icon color palette

Color is a fundamental part of the ASO identity. It allows us to enhance the awareness of and build the strength of the brand. Of course, the color most widely associated with UPS is brown. Thus, the ASO icon incorporates the UPS brandmark colors along with a distinguishing red color field.

Brown

The color brown is defined in the CMYK (cyan, magenta, yellow, black) color palette by the following formula:

C: 0, M: 60, Y: 72, K: 98

Red

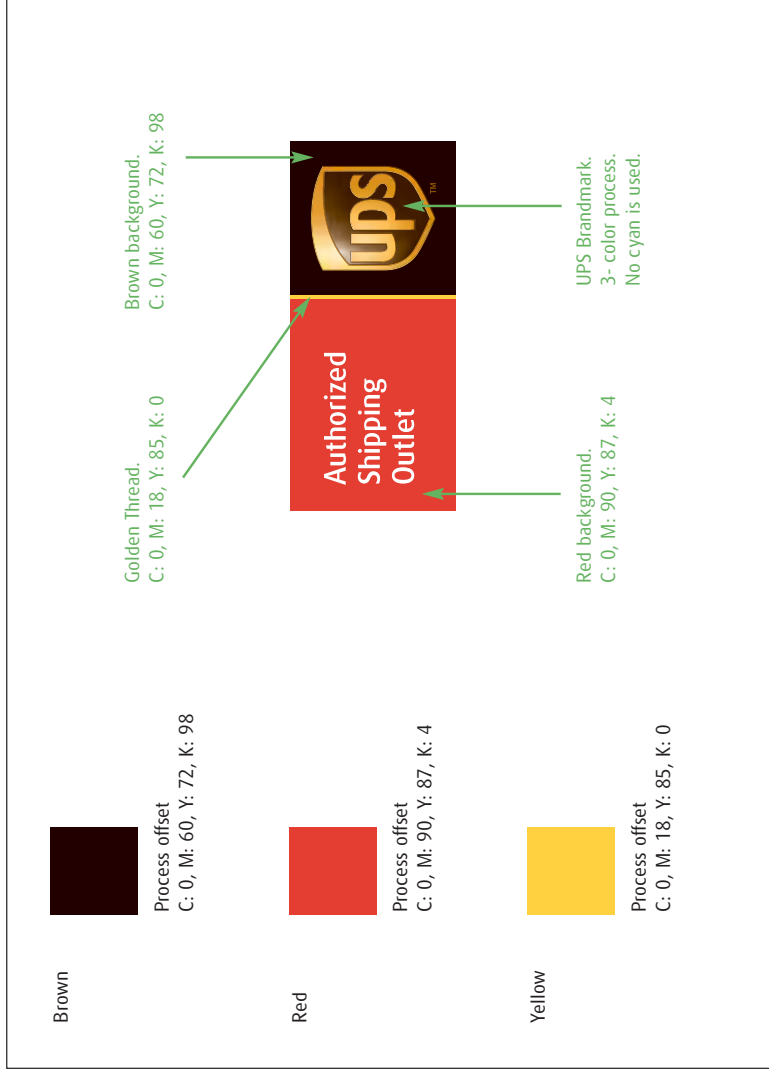
The red used in the ASO icon is a crucial element in helping to define the ASO icon and identity. The icon red is defined in the CMYK color palette by the following formula:

C:0, M: 90, Y: 87, K: 4

Yellow

The yellow connection line between the red field with the "Authorized Shipping Outlet" type and the UPS brandmark is the "Golden Thread" used on all UPS materials. It is an important link to the UPS brand. The yellow is defined in the CMYK color palette by the following formula:

C: 0, M: 18, Y: 85, K: 0



The Do's and Don'ts for the ASO icon usage:

- Do allow for proper clear space around the ASO icon.
- Do follow the minimum size requirements.
- Do make the ASO icon as large or larger than the competitors' logos when possible.
- Do remove all old UPS materials from display.
- Do not use the UPS brandmark alone. Always use the ASO icon in its entirety.
- Do not make the ASO icon larger than your company's logo or name on any signs, banners, materials or advertisements.
- 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 use the ASO icon or UPS brandmark on uniforms, promotional items, letterhead, envelopes, notepads, etc., without written permission from UPS.
- Do not change the ASO icon in any way. Do not recreate the ASO icon as a vertical treatment.
- Do not use the ASO icon on your storefront exterior sign.

Attribution statements

When you use the UPS name, ASO icon 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 or registered trademarks that are used with permission by its owner, United Parcel Service of America, Inc. All rights reserved.

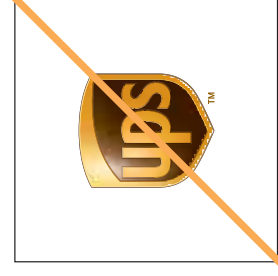
If your communications material includes the ASO Primary 3D full-color icon, please use this statement:

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

However, this attribution statement does not need to appear on banners, business cards or Yellow Pages advertising.



Always use the ASO icon in its entirety



Do not use the UPS brandmark by itself.

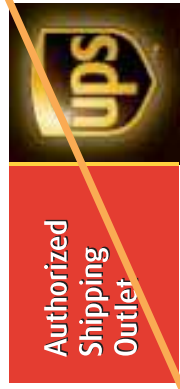


The ASO icon should never appear larger than your company's logo or name.

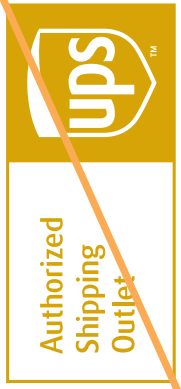
The following are examples of unacceptable applications of the ASO icon.



Do not stack the icon in a vertical treatment.



Do not add other effects or new elements or change the font on the icon.



Do not use the one-color icon in any other color than black.



Do not reverse the one-color icon. Use the icon that is designated for dark backgrounds.



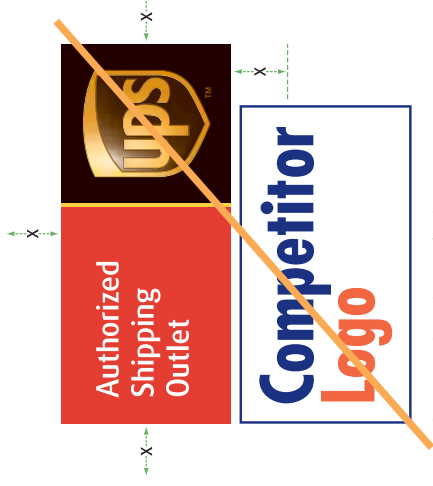
Do not use the ASO icon at an angle.



Do not place the icon on a photograph or pattern.



Do not change any colors of the icon.



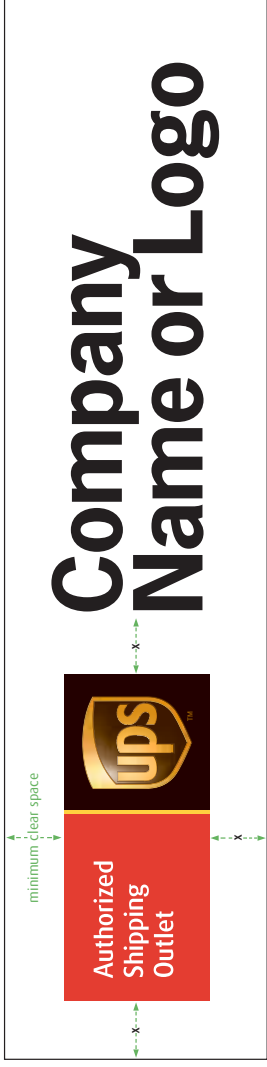
Do not violate the icon's clear space.



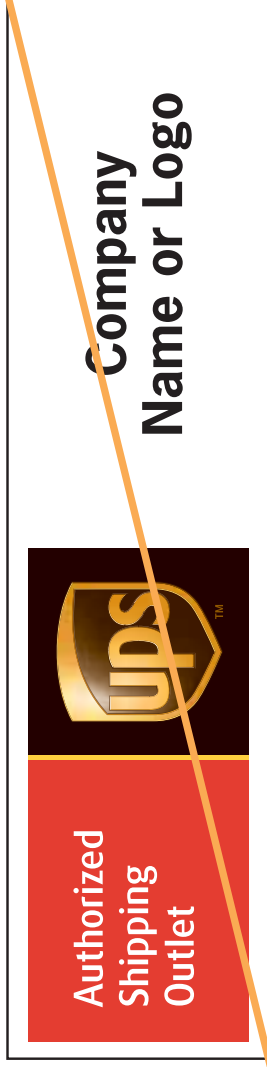
Do not use the 3D full-color icon on dark-colored backgrounds. One-color (black) version is permitted.

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 Do's and Don'ts from Section 1.06. The following are some examples of proper and improper banners for your clarification.

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



Correct usage of the ASO icon with your company name/logo. (Follows clear space requirements, and the ASO icon is smaller than your company name/logo.)



Incorrect usage of the ASO icon with your company name/logo. (Violates minimum clear space requirements, and the ASO icon is bigger than your company name/logo.)



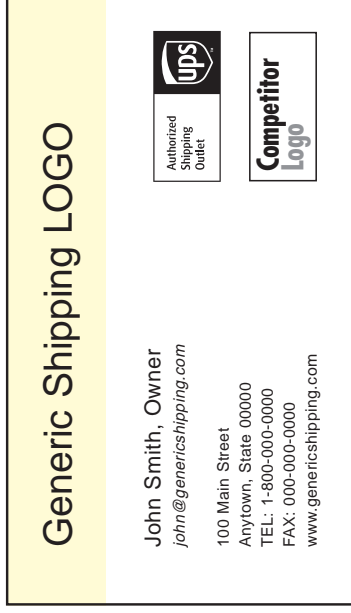
Correct usage of the ASO icon with your company name/logo and the competitors' logos. (Follows clear space requirements, the ASO icon is smaller than your company name/logo, and the ASO icon is as large or larger than the competitors' logos.)



Correct usage of the ASO icon with your company name/logo and the competitors' logos. (Follows clear space requirements, the ASO icon is smaller than your company name/logo, and the ASO icon is as large or larger than the competitors' logos.)

Business Cards

If you are printing business cards for your company and want to include the UPS ASO icon on your card, please remember to follow the Do's and Don'ts from section 1.06. *Note: Business card design does not require prior approval from UPS Retail Brand Management as long as the ASO icon guidelines are followed.*



Correct usage of the ASO icon with your company name/logo and competitors' logos. (Follows clear space requirements; the ASO icon is smaller than your company name/logo, and the ASO icon is as large or larger than the competitors' logos.)

Advertising

If you would like to use the ASO icon 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 following the instructions below.

Yellow Pages advertising

If you are running Yellow Pages advertising and want to include the UPS ASO icon in your ad, please remember to follow the Do's and Don'ts from section 1.06. *Note: Yellow Pages creative does not require prior approval from UPS Retail Brand Management as long as the ASO icon guidelines are followed.*

Print/Radio/Television

UPS Retail Brand Management must approve all creative prior to production as well as prior to running in publications or airing on broadcast stations. Please complete the UPS ASO Brand Request Form (located on the ASO Icon CD found in the back of this guideline manual) and send it along with the items listed below for approval as early as possible in the pre-production process. UPS Retail Brand Management will facilitate approval.

Remember to provide the following:

- Concept/copy/layout/script/storyboard
- Media schedule/flowchart
- Copy of finished creative for final approval before it is released to the publications and/or broadcast stations. (PDF and JPEG formats are acceptable for print.)

Web site

If you are placing the ASO icon on your company's Web site, please remember to follow the Do's and Don'ts from section 1.06. *Note: Web site creative does not require prior approval from UPS Retail Brand Management as long as the ASO icon guidelines are followed.*

Generic Shipping LOGO

100 Main Street, Anytown, State 00000

This is an example of where the headline copy could be placed for your ad.

- **This could be some bullet point copy here.**
- **This could be bullet point copy about your store.**
- **This could be some bullet point copy here.**
- **This could be bullet point copy about your store.**







000-000-0000 or 000-000-0000

Correct usage of the ASO icon in a print ad. (The proper version of the logo is used, clear space guidelines are followed, your store name/logo is larger than the ASO icon, and the ASO icon is as large or larger than the competitors' logos.)

Generic Shipping, LLC

Generic Shipping LOGO

We Ship Anywhere!





100 Main, Anytown 1-800-000-0000

Correct usage of the ASO icon in a small Yellow Pages ad. (The proper version of the logo is used, clear space guidelines are followed, your store name/logo is larger than the ASO icon, and the ASO icon is as large or larger than the competitors' logos.)

Please remember, the ASO agreement does not give you any right or authority to use any aspect of UPS' identity including, but not limited to, any UPS trademark, service mark, the UPS brandmark, promotional materials, advertising copy or other materials, except as provided to you as part of UPS' promotional support or by specific written permission from UPS via the UPS ASO Brand Request Form as outlined in Section 1.10.

UPS language guidelines

Along with the following guidelines, please review the attribution statement in section 1.06.

- **Do not** use the word "Brown" to represent UPS. Do not use the words "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").

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.



A correct example of using the name UPS independently.

Please use the information provided here to help you choose the ASO icon that is best suited for your needs.

If you have a need for Web-based applications or other screen applications such as Microsoft® PowerPoint®, please be sure to locate the specifically designated icon on the enclosed CD.

Size

In order to maintain clarity and detail, choose an ASO icon file based on its application and intended size.

Sizes for print reproduction:

1. Small full-color icon: from 1.75" to 3.5" wide.
 Small one-color icon: from 0.875" to 3.5" wide.
2. Medium full-color icon: from 3.5" to 63" wide.
 Medium one-color icon: from 3.5" to 63" wide.
3. Large full-color icon: anything over 63" wide.
 Large one-color icon: anything over 63" wide.

Sizes for screen applications:

1. Small full-color icon: from 1.75" to 3.5" wide.
 Small one-color icon: from 0.875" to 3.5" wide.
2. Medium full-color icon: from 3.5" to 12" wide.
 Medium one-color icon: from 3.5" to 12" wide.

ASO icons for print reproduction (EPS format)

The Primary 3D full-color icon may be printed only on white or very light-colored backgrounds. File names for the full-color ASO icon are:

- aso_3pro_lbg_sm.eps (Small)
- aso_3pro_lbg_md.eps (Medium)
- aso_3pro_lbg_lg.eps (Large)

File names for the Alternate one-color icon used on a white or light background are:

- aso_1col_lbg_sm.eps (Small)
- aso_1col_lbg_md.eps (Medium)
- aso_1col_lbg_lg.eps (Large)

File names for the Alternate one-color icon used on a black or dark background are:

- aso_1col_dbg_sm.eps (Small)
- aso_1col_dbg_md.eps (Medium)
- aso_1col_dbg_lg.eps (Large)

ASO Primary 3D full-color reproduction

The full-color icon is printed in a three-color process composed of magenta, yellow and black. No cyan is used.

ASO Alternate one-color reproduction

The one-color version may be printed only in black.

ASO icons for screen usage (JPEG format)

File names for the Primary 3D full-color icon used in screen-based applications.

For white or very light background colors only:

- aso_3col_rgb_lbg_sm.jpg (Small)
- aso_3col_rgb_lbg_md.jpg (Medium)

Please note that the color icon cannot be used on dark backgrounds.

File names for the Alternate one-color icon used in screen-based applications.

For white or very light backgrounds:

- aso_1col_rgb_lbg_sm.jpg (Small)
- aso_1col_rgb_lbg_md.jpg (Medium)

For black or dark backgrounds:

- aso_1col_rgb_dbg_sm.jpg (Small)
- aso_1col_rgb_dbg_md.jpg (Medium)

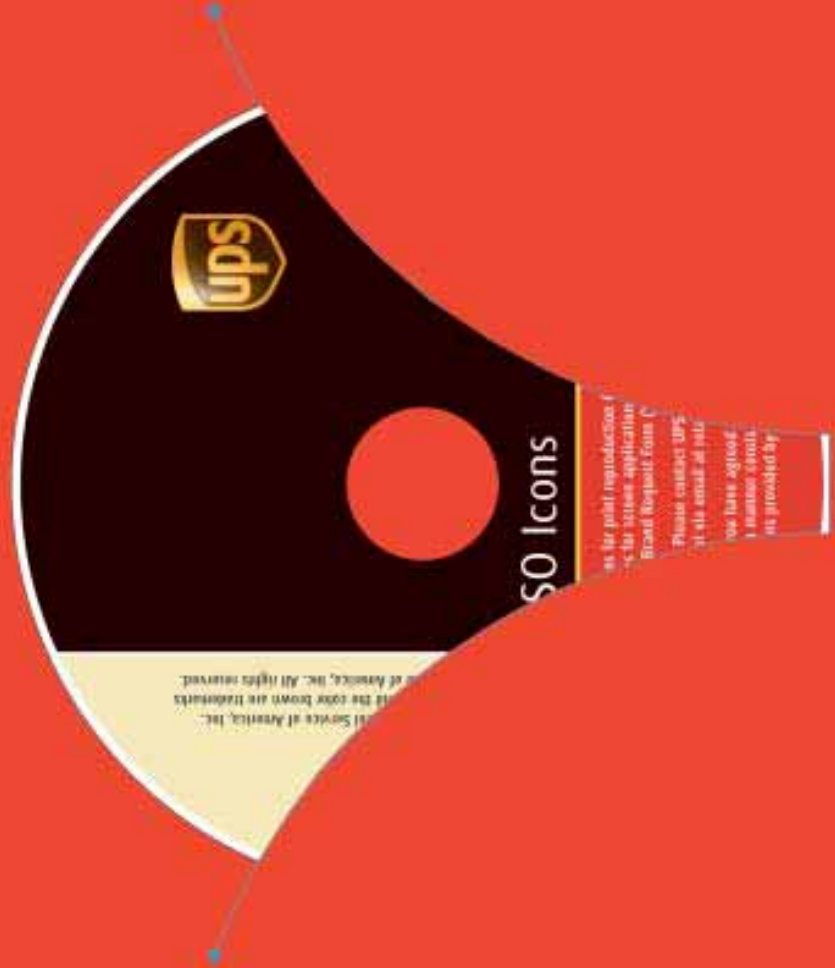
All icons for screen-based applications are supplied at a resolution of 150 dpi.

This ASO Icon CD contains the ASO icon listed on page 1.12 as well as a UPS ASO Brand Request Form. This form must be used when submitting for approval marketing and communications materials featuring the ASO Icon, UPS name, service mark and/or trademark.

Please send two copies of the material to:

UPS Retail Brand Management
ASO Brand Requests
UPS

55 Glenlake Parkway NE
Atlanta, GA 30328



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