UPS Healthcare

UPS Healthcare Brand Guidelines

April 29, 2021

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These guidelines outline how to represent the UPS Healthcare brand and what we do, confidently and consistently.

Logo

The UPS shield is arguably one of the most iconic brand assets in the world, working together with our UPS Healthcare 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

The UPS Healthcare logo can contain the tagline to provide brand context.

Horizontal Use
Horizontal is the preferred orientation of the UPS Healthcare logo.

Vertical Use
The vertical UPS Healthcare logo is a secondary option for when the horizontal space is restricted and the logo becomes to small or the white space is encroached upon in the given space.

Specifications
For occasions where the white logo's blue background height is larger than 1 in/25 mm, use the blue-on-white-background logo instead.

Vertivcal Logo	Horizontal Logo
Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.	Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.
Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.	Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.
Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.	Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.

Overview

Logo With Tagline Use
The UPS Healthcare logo with tagline can be used in communications where additional descriptors are needed, such as PowerPoint presentations or collateral. The tagline is not a part of the brand identity, but a communications tool.

Tagline Use
The tagline is a marketing tool and is not part of the core UPS Healthcare brand identity. We have provided logo files with the tag line in its approved location and size for use in communications pieces.

The approved tagline is **"Quality Focused. Patient Driven."**

The phrase "It's a Patient, Not a Package" is not the tagline and should not be used with the logo.

Vertivcal Logo with Tagline	Horizontal Logo with Tagline
UPS Healthcare Quality Focused. Patient Driven.	**UPS Healthcare** Quality Focused. Patient Driven.
Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.	Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.
UPS Healthcare Quality Focused. Patient Driven.	**UPS Healthcare** Quality Focused. Patient Driven.
Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.	Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.
UPS Healthcare Quality Focused. Patient Driven.	**UPS Healthcare** Quality Focused. Patient Driven.
Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.	Vertical logo: UPS Dark Blue on white background. For use when horizontal space is limited.

Use Specifications

Minimum size
The logos may be used at any size, as long as the UPS logo (the shield) is wider than the minimums shown here.

- The minimum print size of the UPS logo is 0.375"/9.5mm wide
- The minimum digital size of the UPS logo is 54 pixels wide
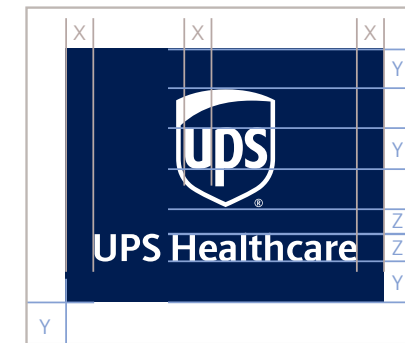
Logo Clear Space
In all cases and for all logo variations, the minimum amount of clear space is a rectangle the Y-height all around the logo (Y = height of letter "U").

This rule defines the size of the boxes around the logos and also applies to the box placement.
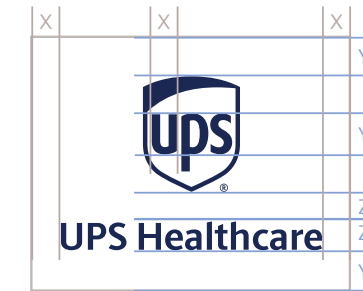
The left and right clear space of the background around the vertical logo is defined by the width of the "U" in the UPS shield. This allows the UPS Healthcare logo to be larger in most applications.

This clear space rule applies to both print and digital applications.

Logo with Tagline Clear Space
In all cases and for all logo with tagline variations, the minimum amount of clear space is a rectangle the Y-height all around the logo (Y = height of letter "U").

This rule defines the size of the boxes around the logos and also applies to the box placement.

The location of the tagline in relation to the logo is dictated by elements within it. Do not deviate from the layout illustrated here.

This clear space rule applies to both print and digital applications.

Minimum size

Print:	0.375"
	27pt
	9.5mm
Digital:	54px

Vertivcal Logo		Horizontal Logo	

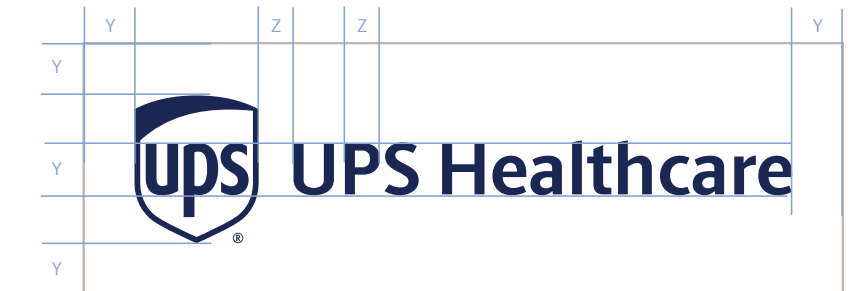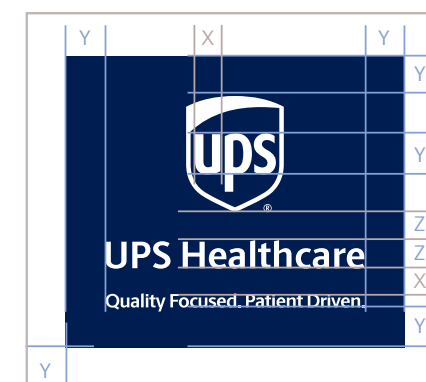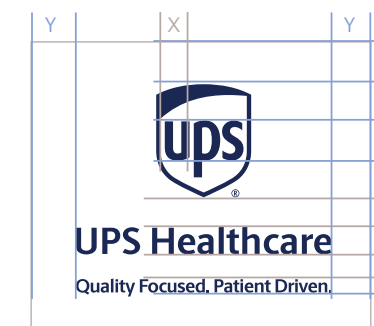Clear space measurements white vertical logo on UPS dark blue background

Clear space measurements UPS dark blue vertical logo on white background

Clear space measurements white horizontal logo on UPS dark blue background

Clear space measurements UPS dark blue horizontal logo on white background

Vertivcal Logo with Tagline		Horizontal Logo with Tagline	

Clear space measurements white vertical logo on UPS dark blue background
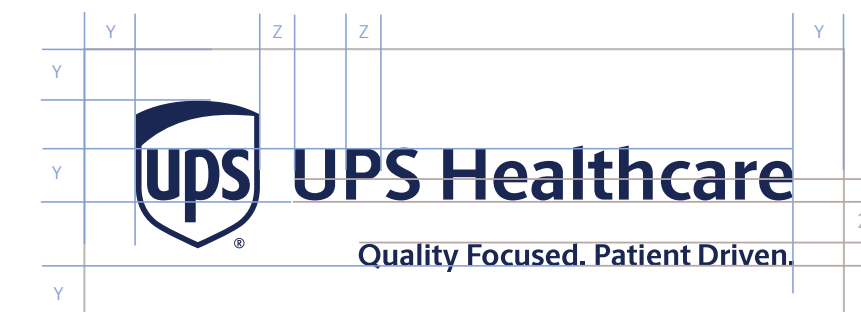
Clear space measurements UPS dark blue vertical logo on white background

Clear space measurements white horizontal logo on UPS dark blue background

Clear space measurements UPS dark blue horizontal logo on white background

Photo Backgrounds

While our primary and secondary logos may appear over photography, contrast and legibility are of utmost importance.

If the tonality or visual complexity of the photograph interferes with the contrast and legibility of the logo, then you must consider either an alternate placement, or a different photograph.

Incorrect Use

To ensure a clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.

Do not use the other UPS dimensional shield and do not add a keyline to the UPS Healthcare logo.

UPS Healthcare

Do not distort, rotate or stretch any part of the logo in any direction.

UPS Healthcare

Do not change the colors of the logo

UPS Healthcare

Do not use the logo on unapproved color backgrounds

UPS Healthcare

Do not apply effects such as drop shadows to the logo

UPS Healthcare

Do not replace the approved tagline with any other text or phrase.

UPS Healthcare

High-end healthcare is made easy.

Name Usage Guidelines

Brand requirements related to the usage of "UPS Healthcare" and its optional tagline "Quality Focused. Patient Driven."

This is an overview of the brand requirements related to the usage of the "UPS Healthcare" (trademark) and its optional tagline "Quality Focused. Patient Driven." This trademark and tagline refer to all of the services provided by the UPS Healthcare and Life Sciences units including Marken and Polar Speed, now unified under one name: UPS Healthcare. This unit provides extensive supply chain management, cold chain, clinical trials, global transportation and other critical healthcare service operations.

Implementation Guidelines

The proper way to use the trademark and tagline in conjunction with services:

UPS Healthcare

- When no shield appears with mark, text should read "UPS Healthcare."

- The unit name, UPS Healthcare is not a trademark, it is a business name. The name is used as a trademark when UPS Healthcare is used in conjunction with related healthcare services.

- The mark is currently pending registration should not be referred to as "UPS Healthcare®," "UPS® HC," "UPSHC" or any other variation of the pieces contained in the official name.

- The name should be written in full each occasion it is used.

- When UPS shield is used placement must always be to the left of "UPS Healthcare."

- "®" should always appear to bottom right hand side of shield.

Quality Focused. Patient Driven.

- When including tagline, all above guidelines for UPS Healthcare equally apply.

- Tagline should not be used as a stand-alone phrase or in a sentence.

- Tagline must appear below usage of "UPS Healthcare", and read as follows:

  UPS Healthcare
  Quality Focused. Patient Driven.

- Tagline should always be written "Quality Focused. Patient Driven." on same line.

- Tagline should **not** be written with "Quality Focused." placed above "Patient Driven" on separate line. (Example: do not use)

  Quality Focused.
  Patient Driven.

- Tagline should not be referred to as "QF.PD." or "QFPD" or "UPSHC QFPD."

- The phrase "It's a Patient, Not a Package" is not the tagline and is never used with the logo.

Usage Examples

Always use a trademark as an adjective. Here are some examples:

- "Medical clients utilize UPS Healthcare cold supply chain solutions to help streamline operations."

- "UPS Healthcare warehousing capabilities provide SMB healthcare clients a wide variety of services at an attractive price point."

- "The UPS Healthcare product portfolio provides the essential capabilities healthcare clients need to help create efficiencies in their operation."

- Please contact the Legal Department if you need further clarification on name usage outside the U.S.

- If you have any questions on name development, name usage or product architecture, please contact Brand Management at brand@ups.com.

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.

Use 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

UPS Dark Blue
PMS: 655 C
C100 M75 Y0 K64
R14 G37 B84
HEX: #0E2554

UPS Blue
PMS: 2144 C
C95 M50 Y0 K0
R25 G102 B177
HEX: #1966B1

UPS Blue 55%
—
C43 M27 Y6 K0
R129 G171 B212
HEX: #81ABD4

UPS Blue 35%
—
C26 M13 Y0 K0
R175 G201 B228
HEX: #AFC9E4

Secondary

UPS Teal
PMS: 7717 C
C96 M0 Y47 K19
R0 G133 B125
HEX: #00857D

UPS Teal 55%
—
C56 M0 Y28 K5
R115 G188 B183
HEX: #73BCB7

UPS Teal 35%
—
C30 M6 Y18 K0
R166 G212 B210
HEX: #A6D4D2

UPS Gray 1
PMS: Cool Gray 10 C
C0 M0 Y0 K80
R88 G89 B91
HEX: #58595B

UPS Gray 2
PMS: 408 C
C0 M16 Y18 K55
R140 G133 B133
HEX: #8C8585

UPS Gray 4
PMS: Warm Gray 1 C
C10 M10 Y11 K0
R216 G212 B215
HEX: #D8D4

White
—
C0 M0 Y0 K0
R255 G255 B255
HEX: #FFFFFF

Typography

We communicate in many moments, and across many touchpoints. For that reason, our approach to typography balances visual appeal with consistency and legibility. Rooted in our core Berlingske type family, our primary, secondary and system fonts deliver on clear, compelling design.

Use Specifications

Primary Font

UPS Berlingske Sans Serif styles that are compatible and offer design flexibility. It is a modern, versatile face with smooth, clean lines and shapes and provides a harmonious style for all UPS communication. It is functionally suited to digital use and also reflects a technologically smart approach to typography for UPS.

There are a large number of weights and styles and with almost half a million glyphs (individual characters) there is very good provision for languages.

Primary font

UPS Berlingske Sans Serif

Regular
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#$%&*

Bold
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#$%&*

Medium
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#$%&*

ExtraBold
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#$%&*

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System font

System fonts are fonts that are preloaded on any Mac or PC. When the Berlingske Type Family is unavailable, the universal system fonts Verdana may be used instead. Tahoma may be used for Web environments.

System font

Verdana

Regular
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#$%&*

Bold
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890()?!@#$%&*

Lorem Ips, Dolar at.

Photography

Lifestyle photography is a major part of the UPS Healthcare brand. Our photography should take a lifestyle approach. Photos are warm and focused. Imagery should reflect a snapshot of daily life. People should not look directly at camera.

Approved photography is available for download at UPS Brand Central.

Use Specifications

CORRECT USE

INCORRECT USE

Passion for Quality example

Clean, tech-enabled, healthcare specific

Global supply chain example

Convey global presence, reflective of healthcare environments (hospitals, labs)

Customer's Patient-Centric Example

Focus on customer's patient, show an emotional connection between the doctor and patient, should feel human, authentic and natural

The Hexagon

The hexagon element is a core visual brand element that represents our DNA. The hexagon element add texture and visual appeal to touchpoint, and give us the flexibility to make even the smallest brand moments feel proprietary, without overextending other visual elements. The hexagon evoke colors and shapes from our system to create supporting materials that feel on-brand.

Overview

The hexagon element provide a consistent texture to add additional appeal to communications and innovation of the brand. This is a great way to have an illustrations feel without much back-end work required.

Donwload the premade hexagon element here LINK

How to use

- As a support element, the use of the hexagon should be less than 30% of the layout space.

- The hexagon element can be use with outline, a combination of outline and solid fill, or a mix with smaller hexagon shape.

- The hexagon element should be use in one color : UPS Dark Blue, UPS Blue or White. We highly recomend using UPS Blue for better contrast on both dark and light background.

- A half of a single hexagon can be use as a graphic indicators.

Hexagon Colors
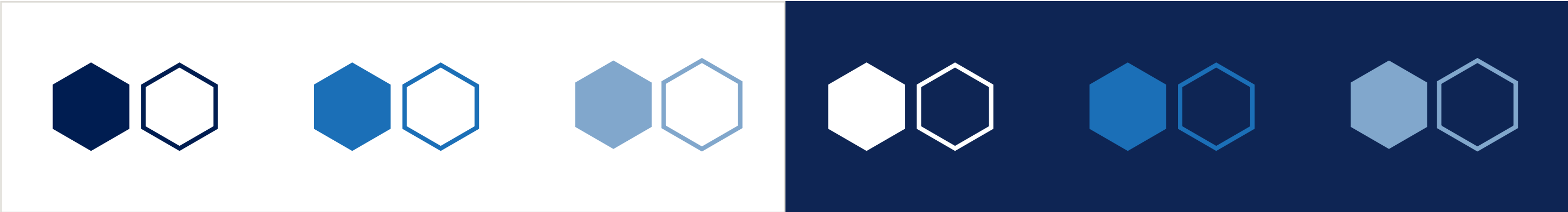
Hexagon variations

Graphic Indicators

Lorem ipsum   **Lorem ipsum**

In Use

Incorrect Use

To ensure a clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.

Do not create hexagon element with two or more different color.
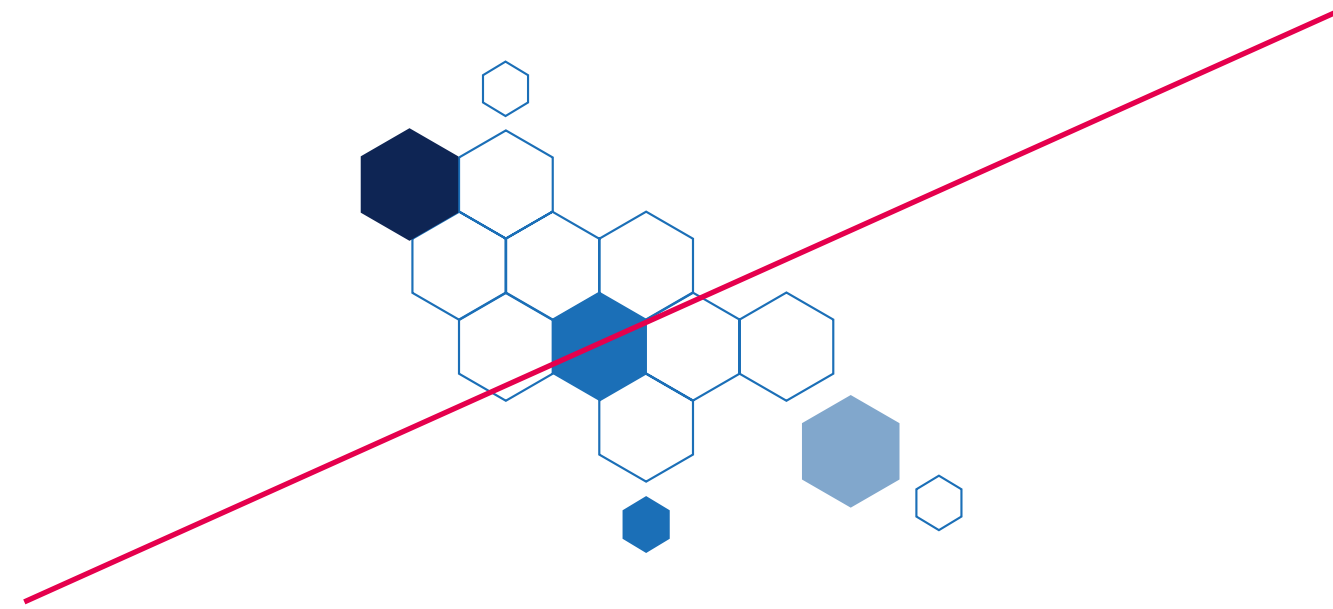
Do not alter the proportion of the hexagon element.
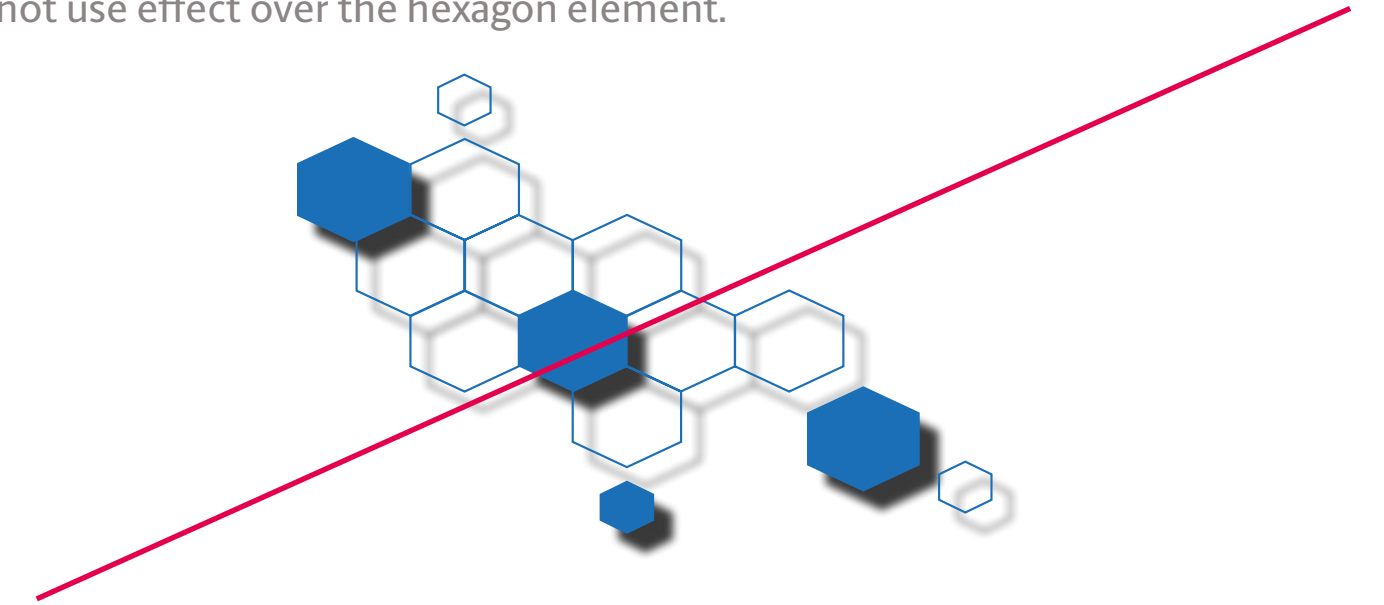Do not use effect over the hexagon element.

Do not create the hexagon with a mix of color and un-consistance sizing and shape
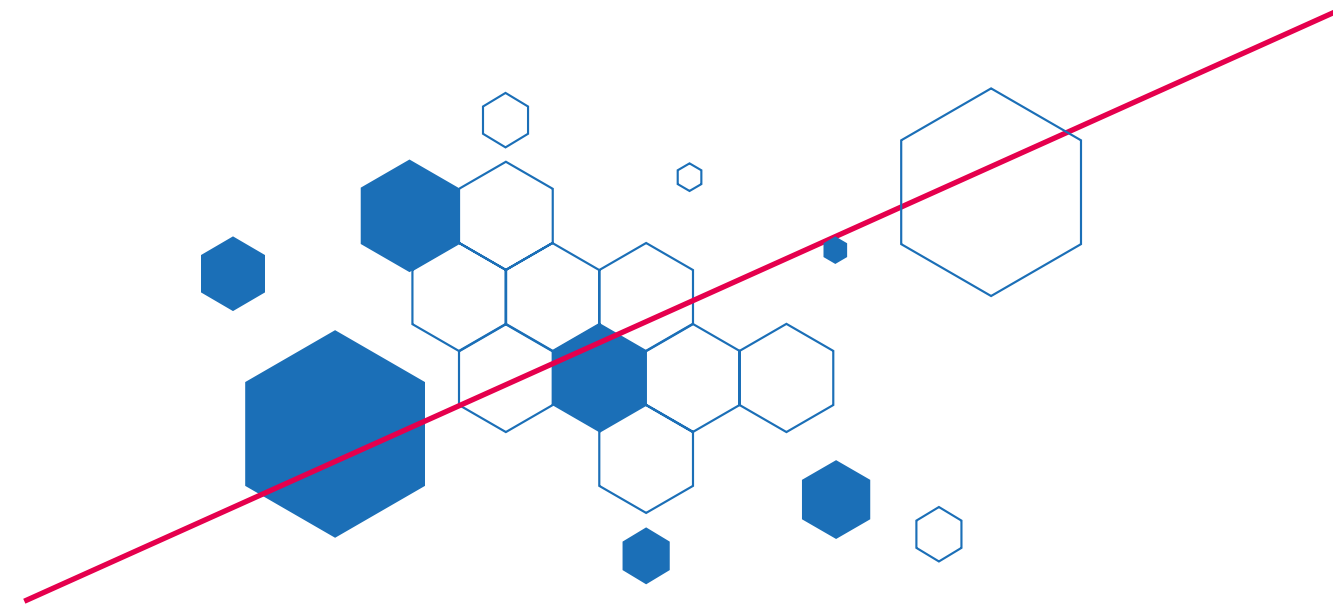
Do not use the logo on unapproved color backgrounds
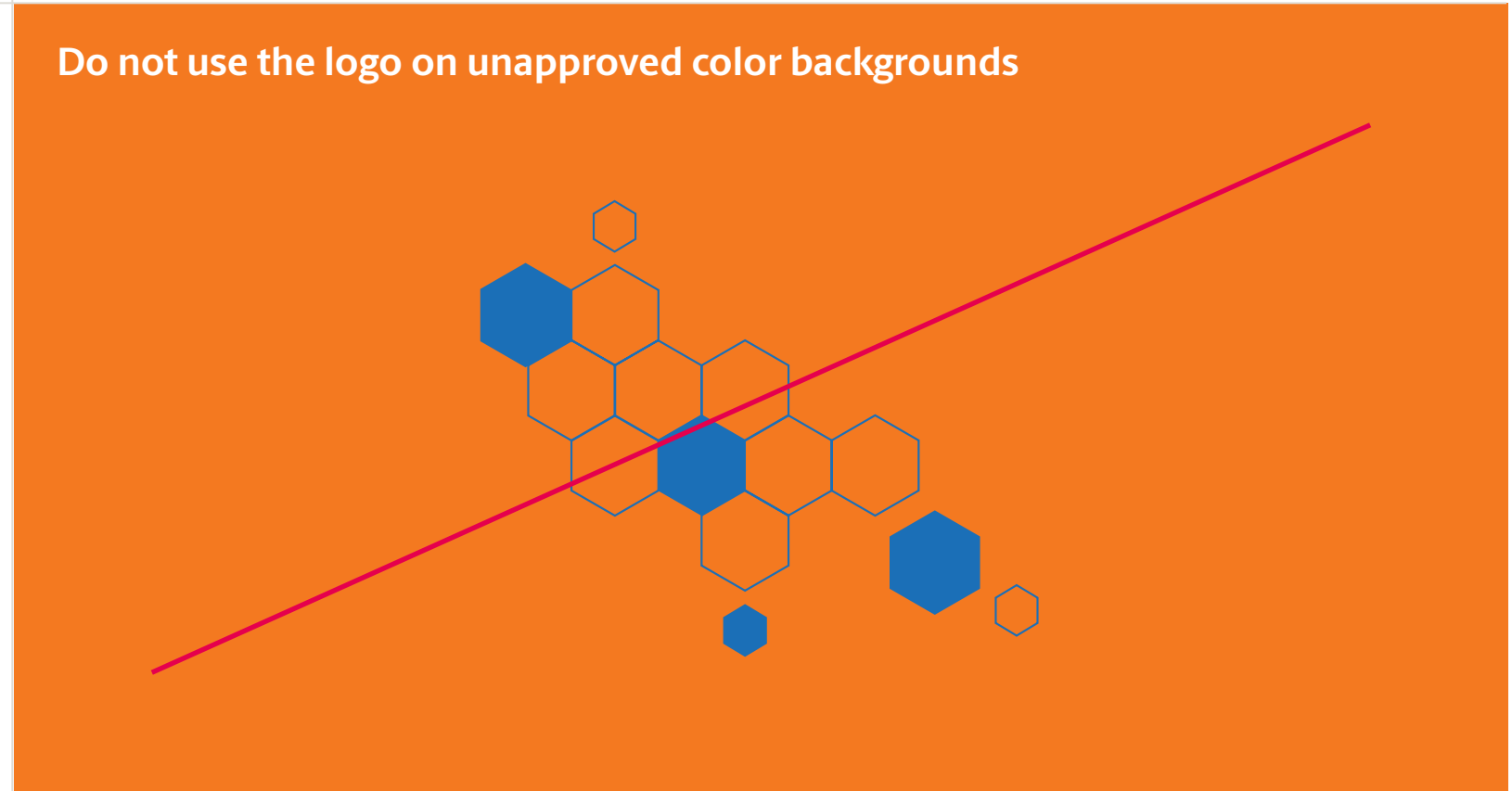
Do not use the hexagon element with fill image.

Do not use the hexagon element to cover more then 30% of the layout.

UPS Healthcare

Layouts

Layouts are where the magic happens, combining imagery, graphic elements, our logo and typography to tell a complete story.

Overview

The Arc is a proprietary shape drawn from the forms of our logo and designed to create floods of color and space in layouts. This device works hand in hand with photography and type and provides the final polish to create truly on-brand communications.
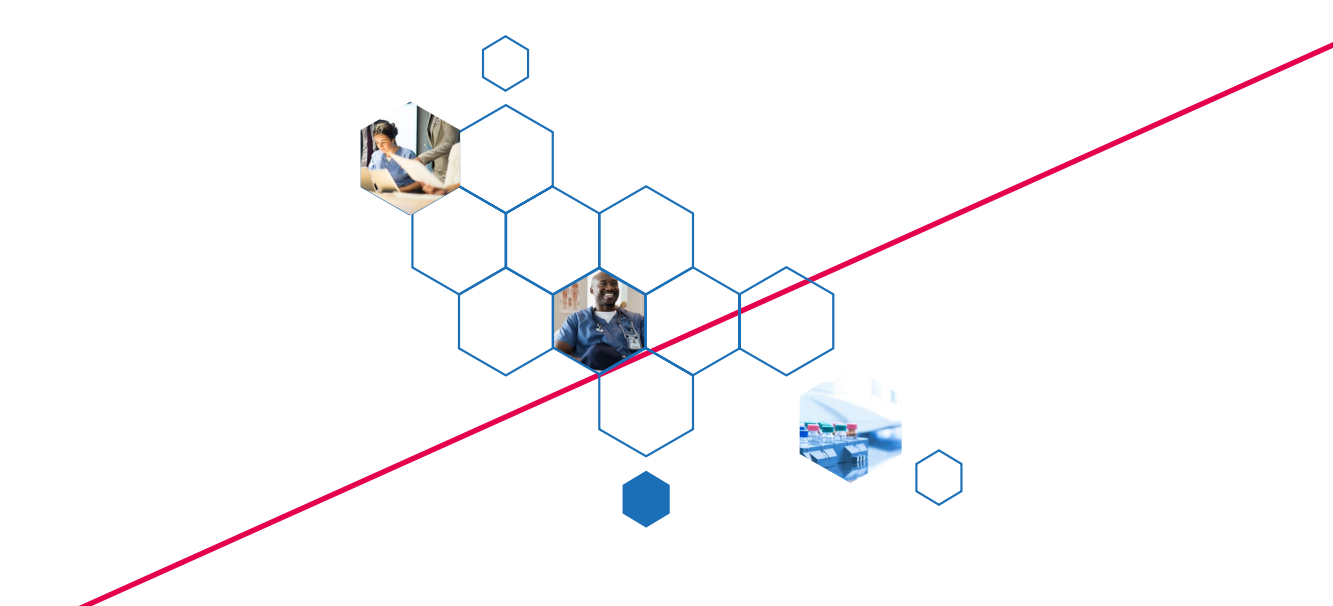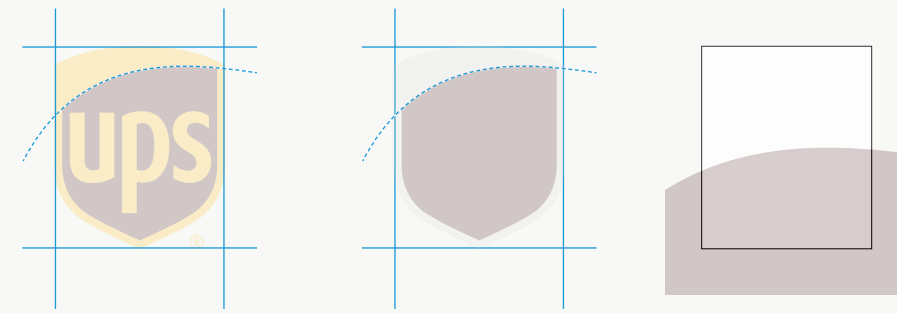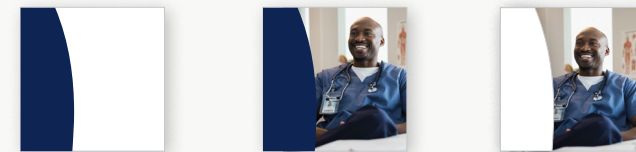
Additionally, we have two layout types: with and without a white frame. The white frame is used for printed communications and provides a "safety zone" around a piece: For digital applications, we remove the frame and extend graphic elements and photography to the edges of a touchpoint.

Arc

- The Arc shape is derived from the upper curve of the UPS Shield

- Various orientations and proportions.
- Appears in UPS Dark Blue with photographic or white background
- Appears in White with photographic background

UPS Healthcare

Ciusaerf eriberibus min non

In today's challenging times, small and diverse business are more vital than ever to keep commerce moving and meet people's needs. Thanks for all that you are doing. We are proud to work with you.
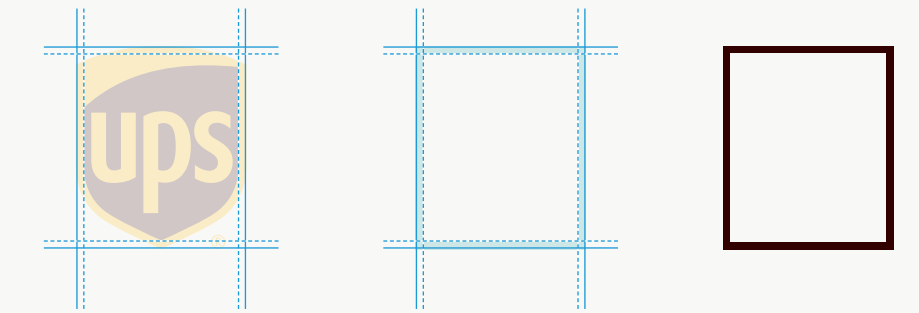
Frame

- The Frame is created by referencing the outer margin of the UPS Shield

- Used in print applications
- Only appears in White
- Can be used with Arc

- Can be used with photography

Arc

The Arc is a graphic element derived from our logo that helps create interesting layouts and provides structure.

The Arc can be used with or without a frame.

There are various orientation options and proportions available to accommodate a wide variety of applications and formats.

• Arc can only use in two colors: UPS Dark Blue and White

• Photography can not be placed within the Arc

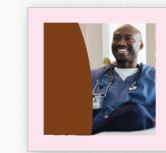• Arc can not take up more than 1/2 the page

• Do not manipulate the Arc's curve by rotating or stretching the angle

• Do not crop the Arc, always use the Arc at full-width

Donwload the premade Arc element here LINK

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UPS Healthcare

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Arc Proportions

The Arc covers either 1/2 or 1/3 of an application and can be oriented vertically or horizontally. For tall, vertical applications, use the horizontal format.

The Arc device will be available for download in Adobe InDesign and Adobe Illustrator formats on UPS Brand Central.

For use with PowerPoints, please download the latest PowerPoint template on UPS Brand Central.

1/2 Vertical

1/3 Vertical

1/2 Vertical

1/3 Vertical

1/2 Horizontal

1/3 Horizontal

1/2 Horizontal
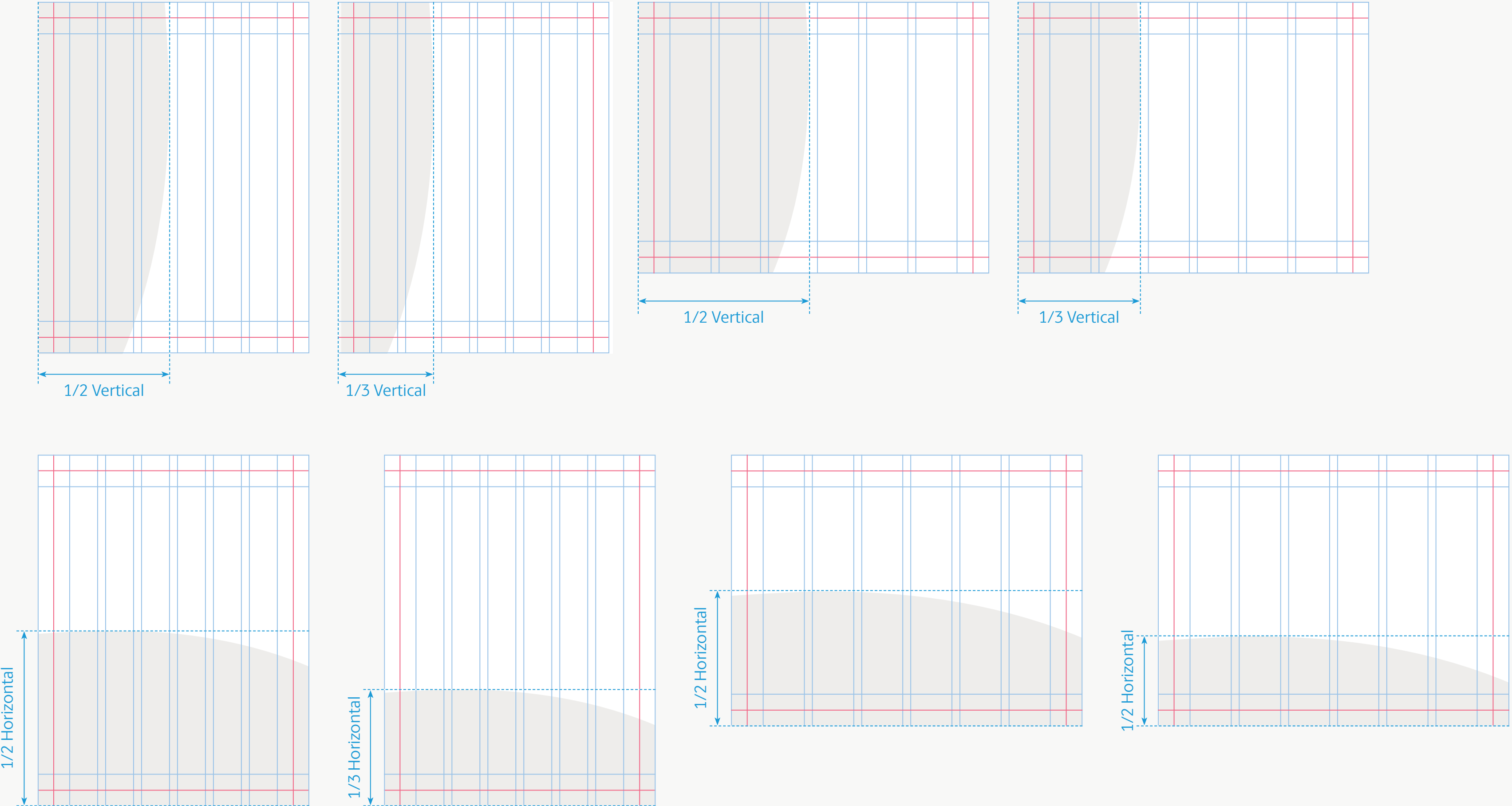
1/2 Horizontal

Arc Orientation

The Arc sweeps either top to bottom or left to right, across the application format.

• Arc is oriented vertically or horizontally

• 1/2 and 1/3 proportions can be used for all orientations shown

• When oriented horizontally, it only appears on the bottom of the application

• When oriented vertically, the Arc can be flipped on the horizontal or vertical axis.
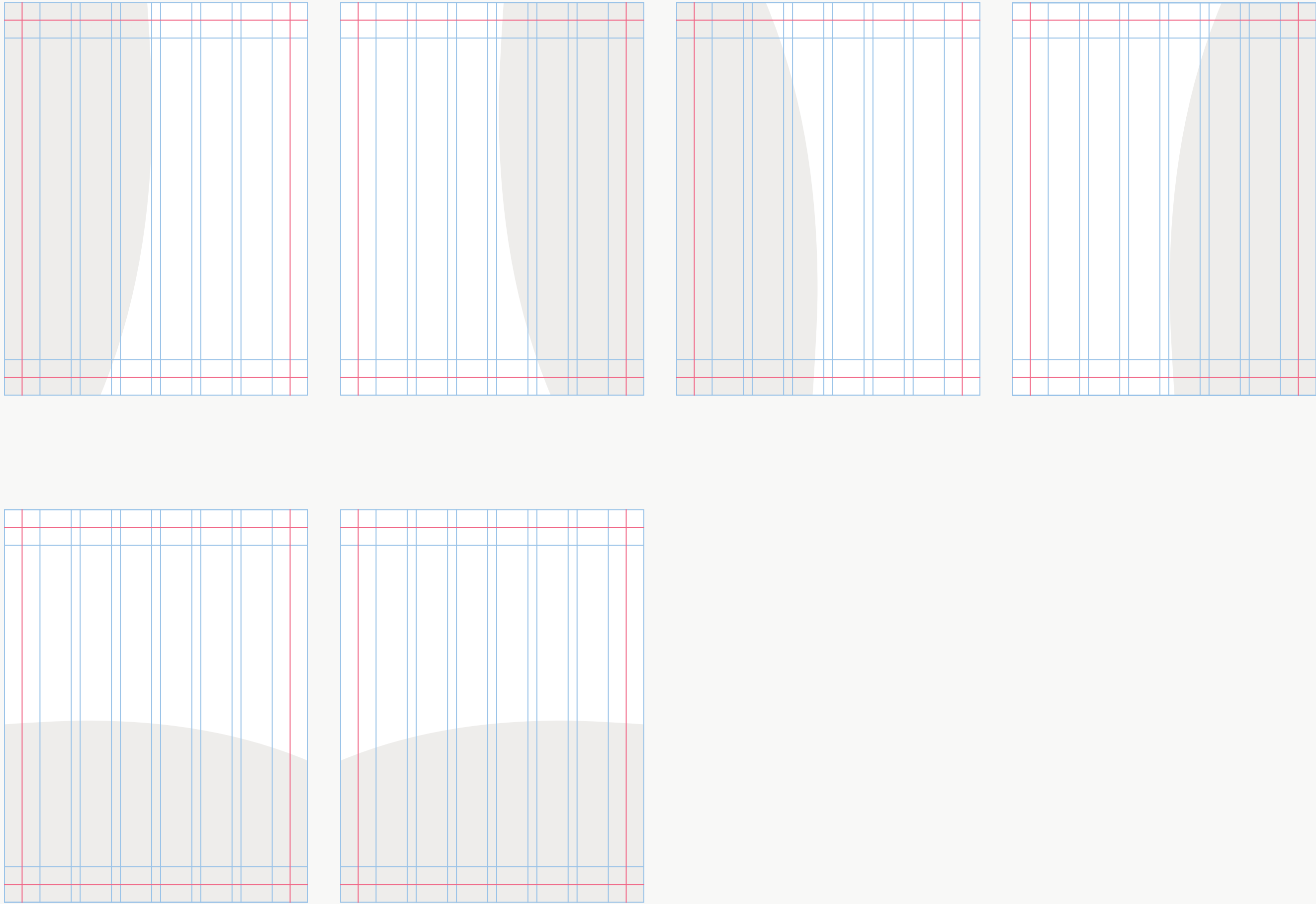
Frames

Frames are based on the grid and are built using the dimensions of the application. There are four size types: Small, Medium, Large and Display. See Grid System for more information.

• Small, Medium and Large frames are set sizes
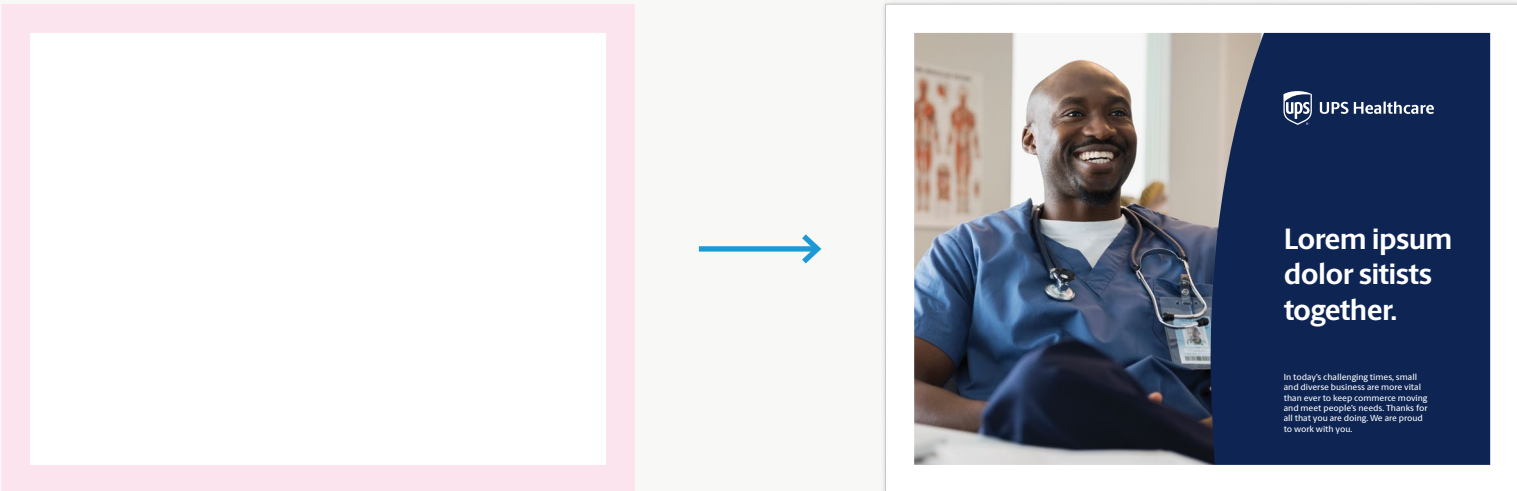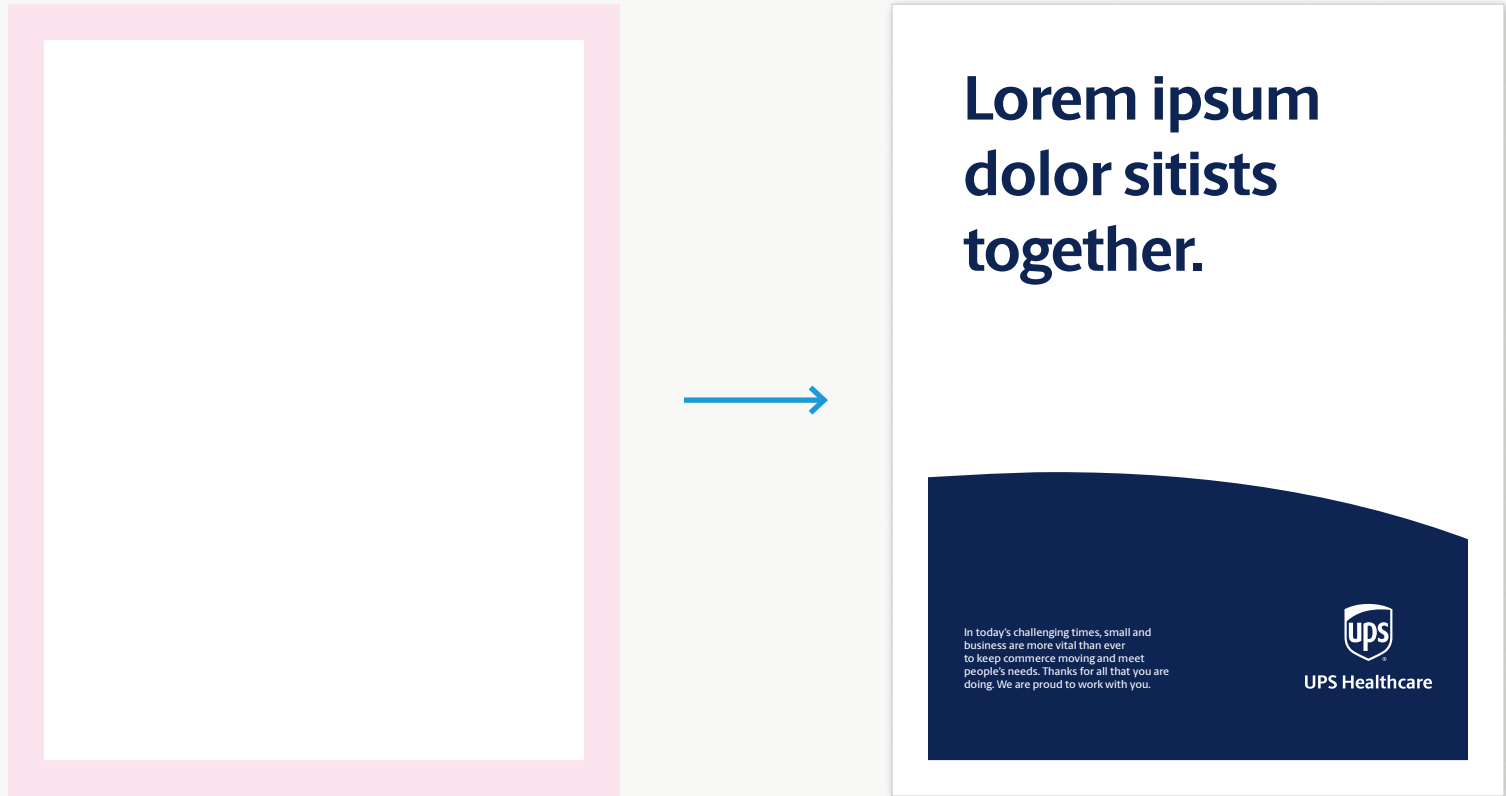
• Display size frames are 50% of the Margin width

• Frames appear in White only

• Frames can be used together with Arc

• Frames are used for print applications and are not used in digital applications

Lorem ipsum dolor sitists together.

In today's challenging times, small and diverse business are more vital than ever to keep commerce moving and meet people's needs. Thanks for all that you are doing. We are proud to work with you.

UPS Healthcare

UPS Healthcare

Lorem ipsum dolor sitists together.

In today's challenging times, small and diverse business are more vital than ever to keep commerce moving and meet people's needs. Thanks for all that you are doing. We are proud to work with you.

Lorem ipsum dolor sitist

In today's challenging times, small and diverse business are more vital than ever to keep commerce moving and meet people's needs. Thanks for all that you are doing. We are proud to work with you.

UPS Healthcare

Layout Example

Examples on this page show some of the possible combinations of color, Arc, photography, type and logo placement — with or without a frame.

with Frame

without Frame

Incorrect Use

It's important to maintain a consistent feel to all of our applications. The examples on this page illustrate some potential incorrect uses of the visual identity in application layouts.
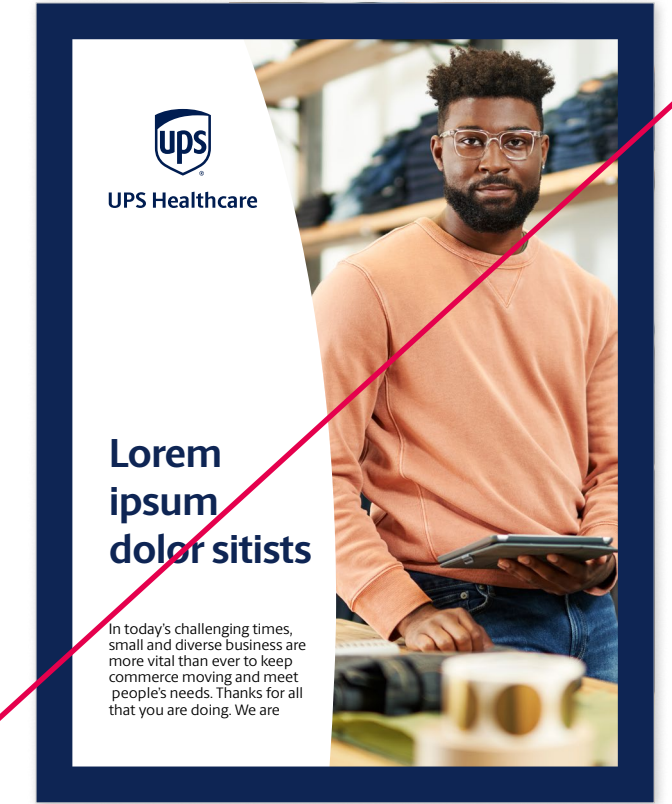
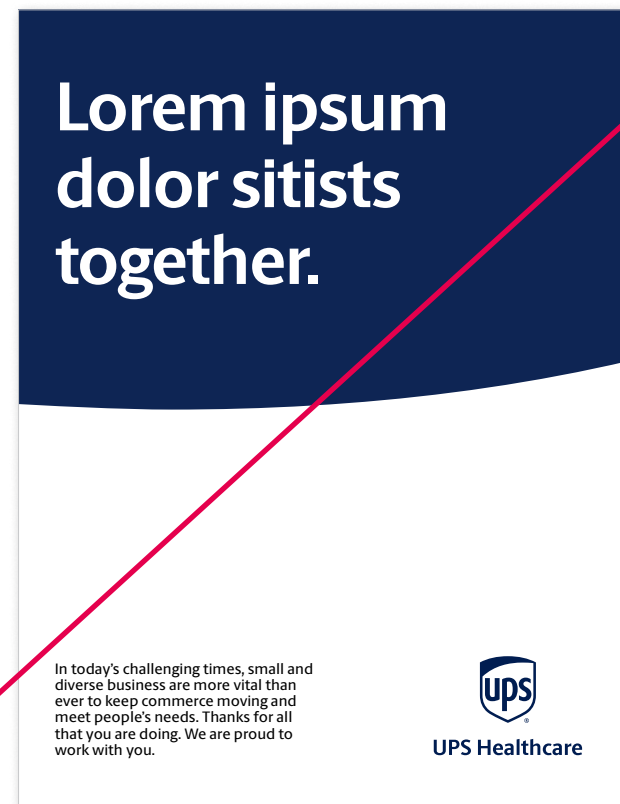**Do not allow the Arc to cover more than 1/2 of the application**

Do not place photographs inside the Arc

Do not fill the frame with color

Do not flip the horizontal orientation of the Arc

Do not color the Arc with secondary colors

Do not allow the logo and photography to clash

Grid System

Our grid system provides a framework for the placement of text and graphics in layouts. Use the grid to maintain consistency with the look and feel of our brand.

Please note that web uses a different grid system. For an in-depth look into digital guidance, please visit Design Lab at UPS Brand Central.

Principles

Grids provide a framework for organizing and positioning our logo, typography, graphics and other content. They allow for flexibility while providing consistency, ensuring a unified look to our applications.

Not all content is arranged the same on our grid, which is primarily comprised of margins, a frame, six columns and gutters. Our logo is always aligned to margins. However, other content, such as type, imagery and tables, has more flexibility — and can be placed more freely and align with columns.

- Two grid types, with and without frame
- Six columns, shifting to two columns in narrow formats

Standard grid

Frame

Margin

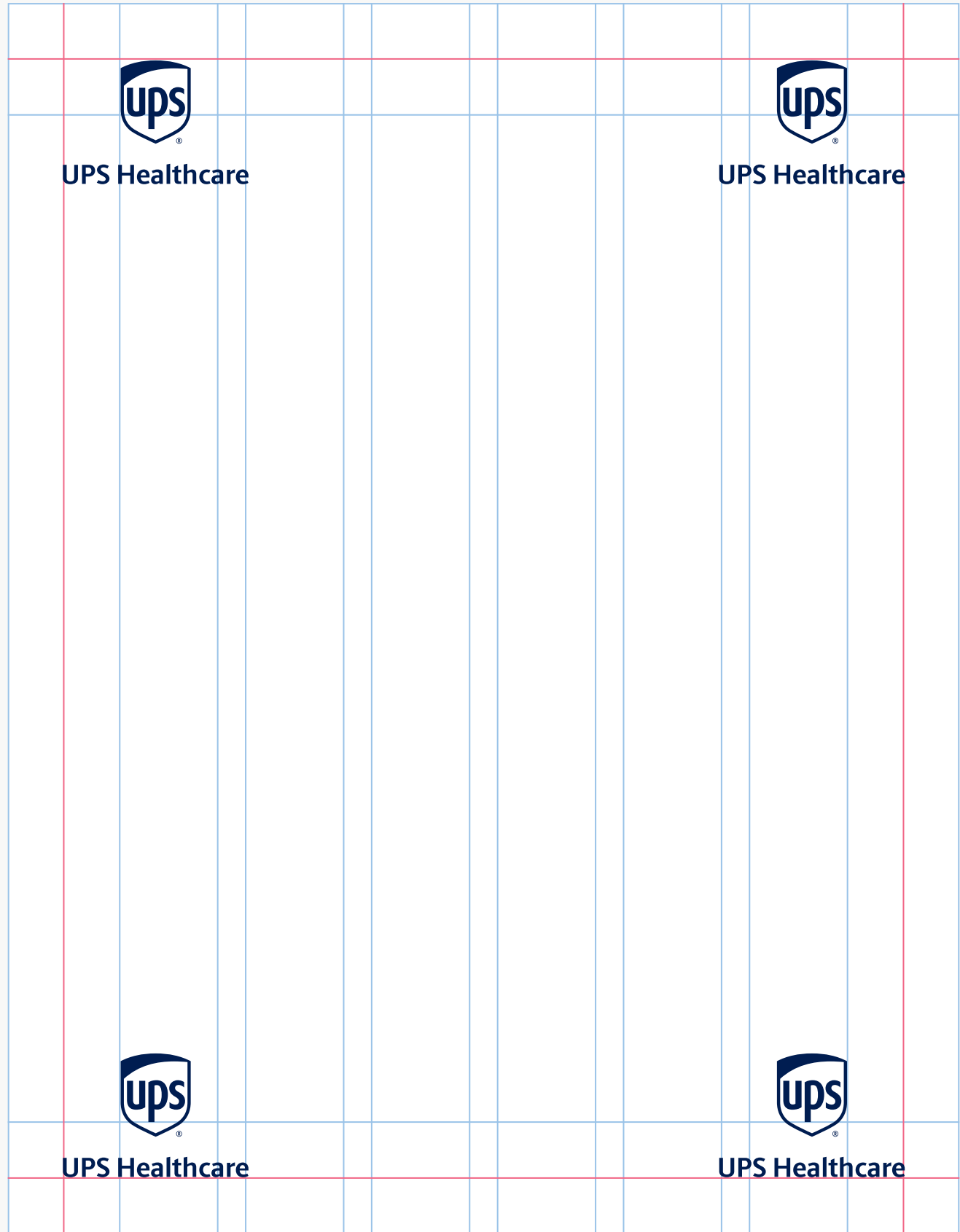Frame   Gutter   Column   Margin
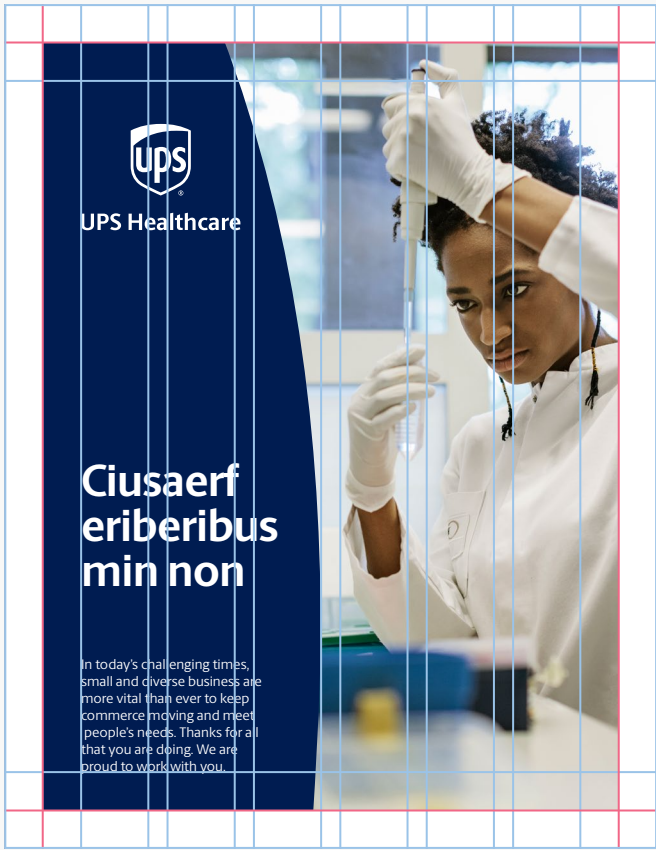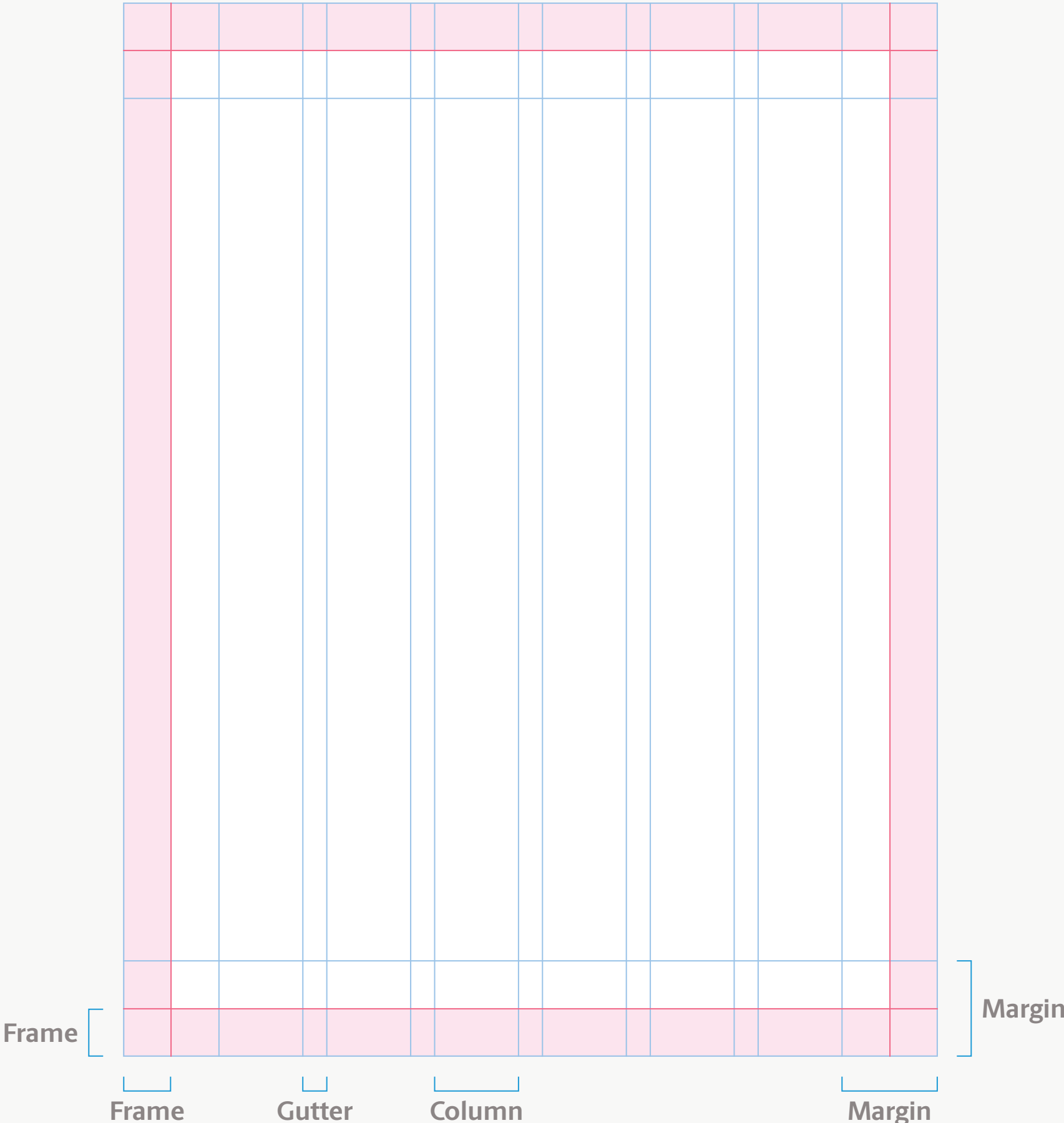
with Frame
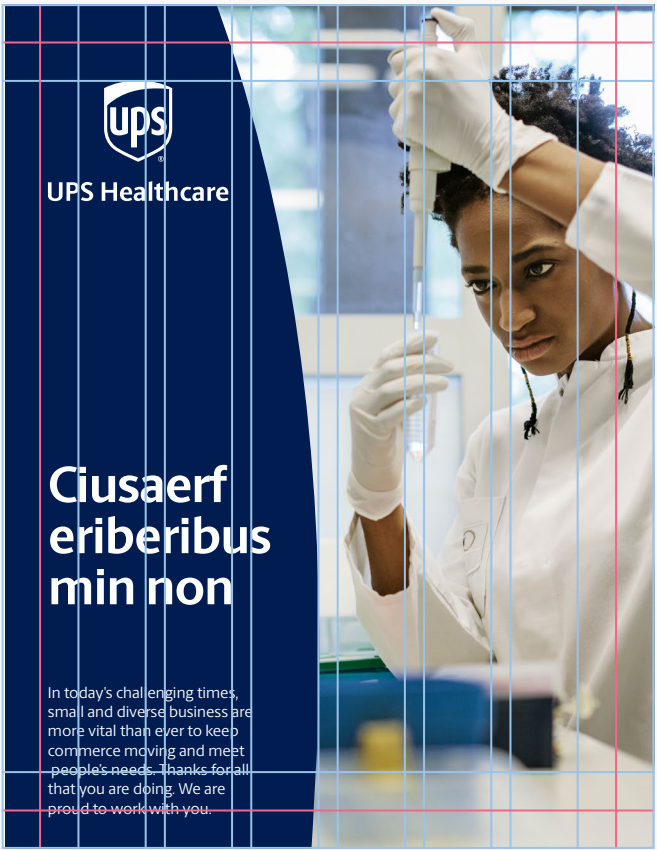
without Frame

Logo Position

- Logo preferred positions are one of the four corners
- Logo may be vertically aligned with content such as copy blocks or headlines, while staying aligned to the left or right margin
- Be sure to provide ample clearspace when positioned inside of an Arc

Preferred logo positions

Preferred logo positions are one of the four corners
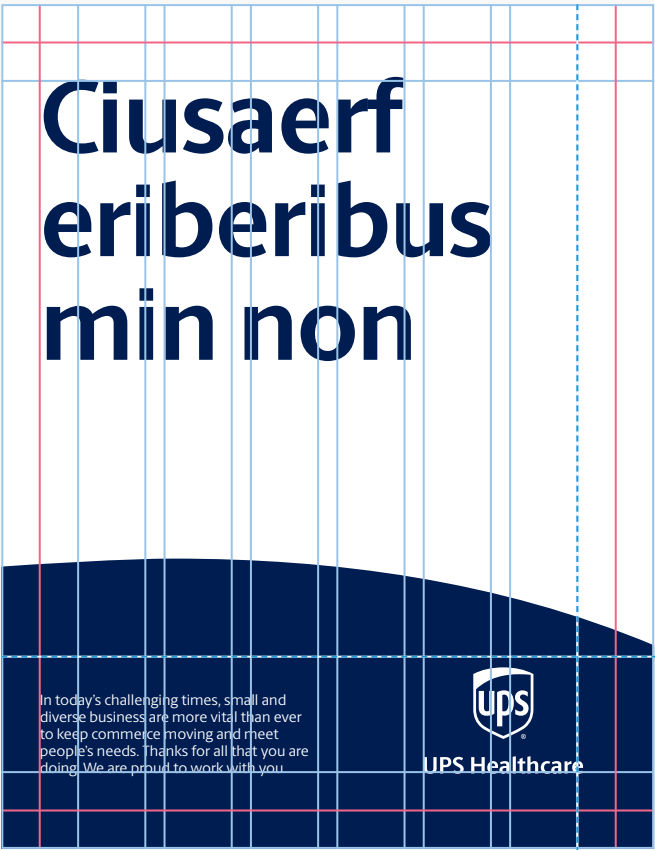
Logo aligned to right margin, vertically aligning to copy block on the left

Logo aligned to left frame, vertically aligned to margin

Tone Of Voice

At each touchpoint, our voice should inspire trust and convey expertise in providing services to the healthcare industry. We are confident but not boastful. The tone is clear, concise and direct, because we understand the importance of quality.

Core Attributes

Our brand should always represent and deliver the three attributes that mean the most to our customers:

- Passion for quality
- Global supply chain
- Customer-centric

PowerPoint

PowerPoint presentations are a highly visible demonstration of the UPS Healthcare brand. It is vital that they are visually consistent in how they use the elements within the UPS Healthcare identity.

Use Specifications

Template Details

To aid the process of creating consistent presentations, a template has been developed and made available:

- Do not adapt the approved template to form a modified style.
- Templates are for use in internal presentations and reports, presentations for customers/stakeholders, and speaking engagements.
- Try not to place too many words onto a single slide.
- Avoid the use of low-quality or inappropriate images, SmartArt or unapproved illustrations.
- Images may be replaced with appropriate images that conform to the UPS Healthcare imagery style.

Title font
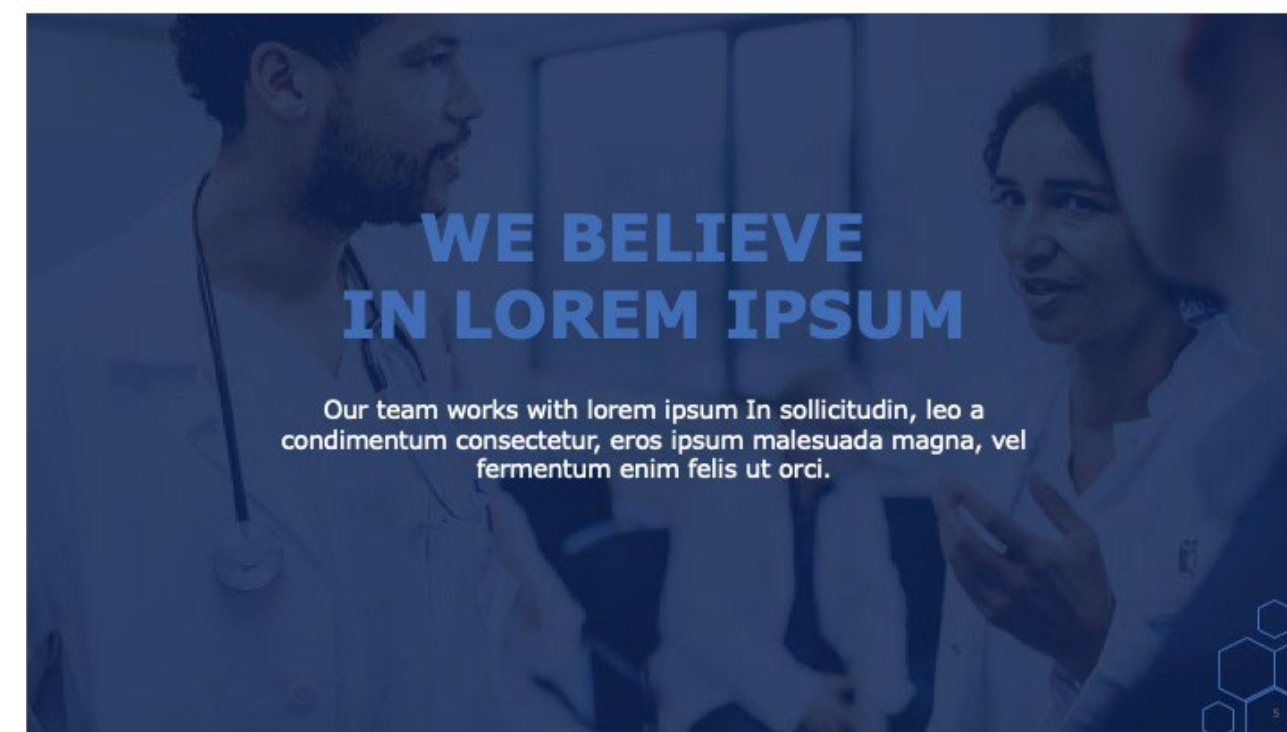- Verdana Bold: 32 pt
- UPS Blue or white

Subtitle font
- Verdana: 16 pt
- UPS Blue or white

Body font
- Verdana at 14 pt
- UPS Brown Dark Tone or white

Presentation Size
- 16:9

Email Signature

Primary Email Signature

UPS employee email signature
Email signatures should follow the format shown here. By helping maintain clarity and consistency in our communications, you strengthen our brand and our company's reputation with both internal and external audiences.

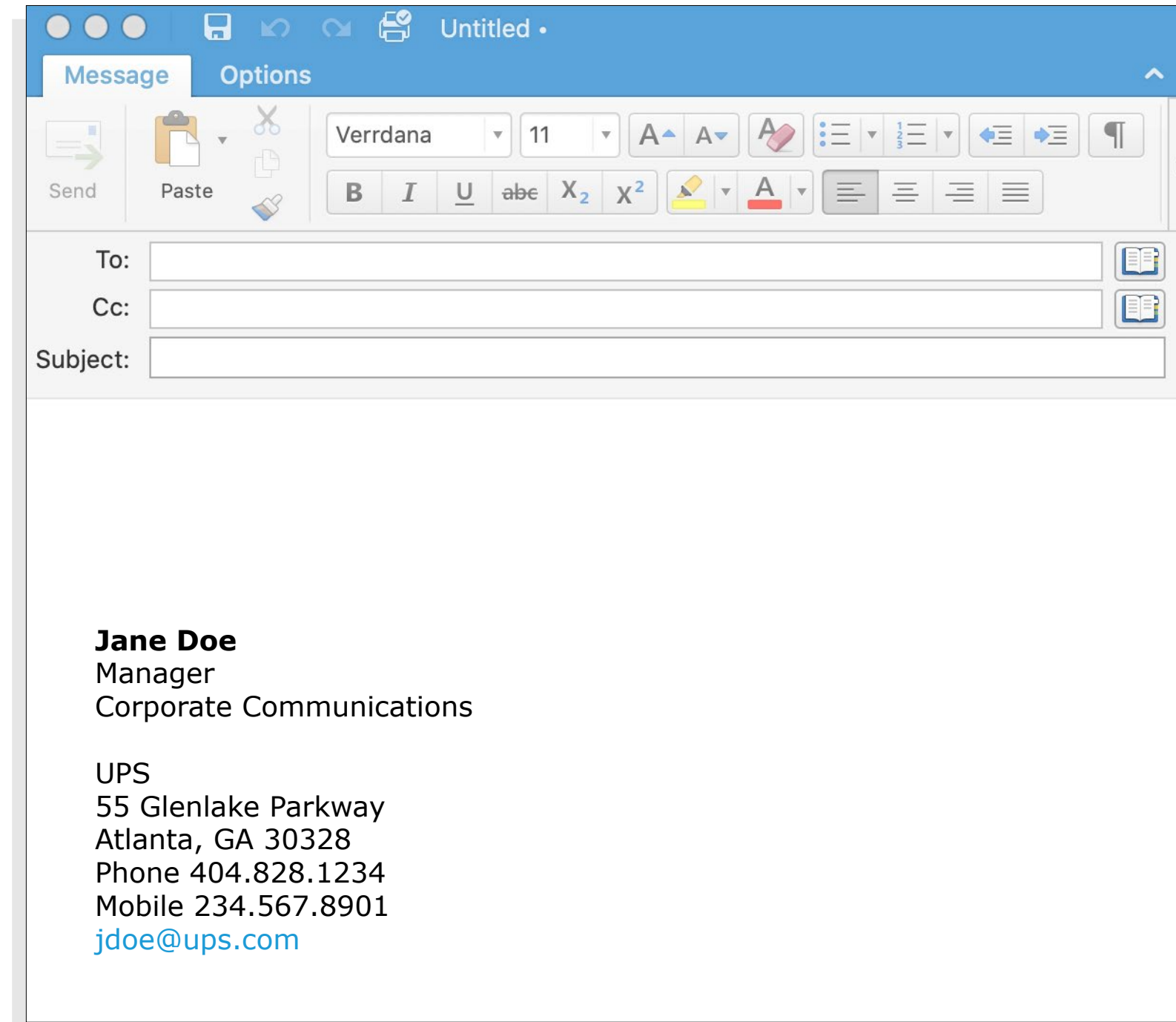**Order of personal information and contact information**
- Employee's First and Last Name.
- Employee's Title (optional).
- Region, District, or Department Name (optional).
- Company Name (UPS) or Business Unit Name.
- Business Address (optional).
- Phone 123.456.7890.
- Mobile 234.567.8901 (optional).
- Fax 987.654.3210 (optional).
- Other relevant customer-facing telephone numbers may be included as appropriate (e.g., 1-800-PICK-UPS).
- Email address: xxxxx@ups.com.
- ups.com or Business Unit URL (optional).

Color
All text should be black or gray (email addresses and website links may automatically default to blue).

Typesetting
Verdana in 11-14 pt.

Jane Doe
Manager
Corporate Communications

UPS
55 Glenlake Parkway
Atlanta, GA 30328
Phone 404.828.1234
Mobile 234.567.8901
jdoe@ups.com

This is the preferred format for email signatures.

We do not recommend the use of images or logos in email signatures. Adding in any images or logos in a signature significantly increase its file size, filling up people's mailbox up to 10x faster than normal.

Stationery

UPS Healthcare logo stationery is an important tool for communicating our brand.

Stationery design should follow these guidelines:

• Allow proper clear space around the UPS Healthcare logo.

• Use only approved elements and artwork.

• Do not move, alter or add elements to the business cards.

Business Card

Size
3.5" x 2".

Paper Stock
110# CG Cover or equivalent.

Printing
Offset lithography, four-color process, overall varnish.

Color
UPS Dark Blue.
All text: Black.

UPS Logo
Small UPS Healthcare logo with tagline
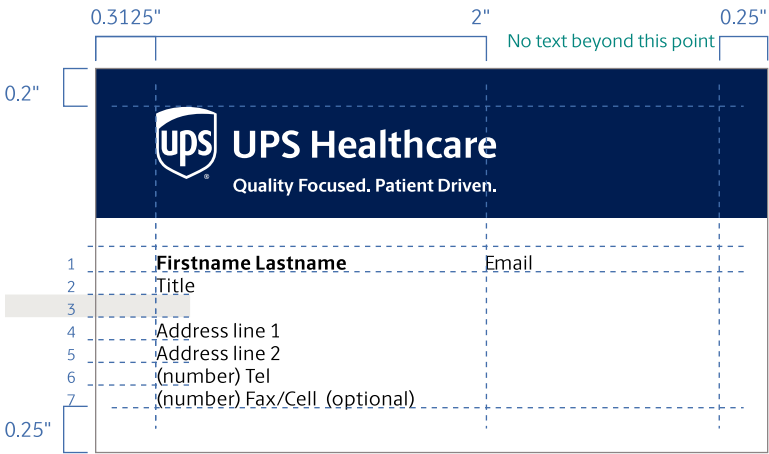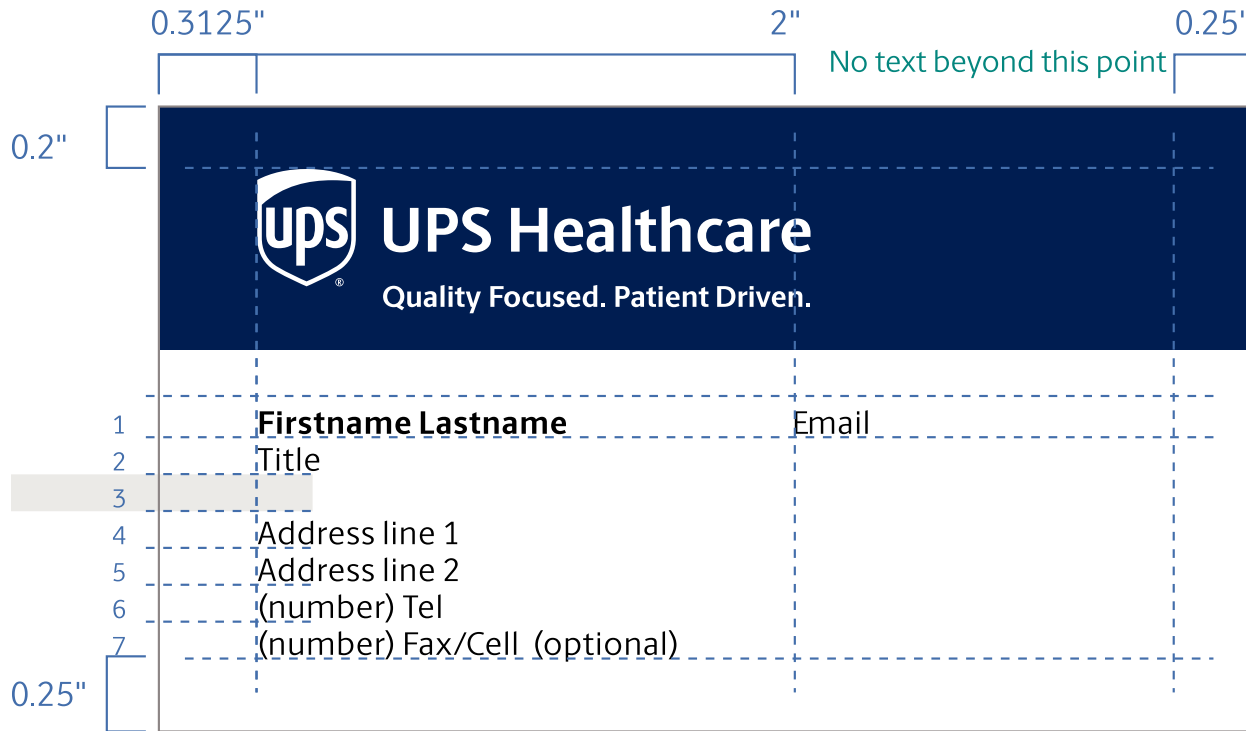
Typesetting
Spacing: one line minimum between personal details
and contact information.

Email: Always appears on line 1 to the right of the name. UPS
Berlingske Sans Bold
7.5 pt/8.5 pt leading

Personal name: UPS Berlingske Sans Bold
7.5 pt/8.5 pt leading

Contact information: UPS Berlingske Sans Regular
7.5 pt/8.5 pt leading

Artwork is available from UPS Brand Central.

0.3125" 2" 0.25"
No text beyond this point
0.2"

UPS Healthcare
Quality Focused. Patient Driven.

1   **Firstname Lastname**   Email
2   Title
3
4   Address line 1
5   Address line 2
6   (number) Tel
7   (number) Fax/Cell (optional)

0.25"

0.3125" 2" 0.25"
No text beyond this point
0.2"

UPS Healthcare
Quality Focused. Patient Driven.

1   **Firstname Lastname**   Email
2   Title
3
4   Address line 1
5   Address line 2
6   (number) Tel
7   (number) Fax/Cell (optional)

0.25"

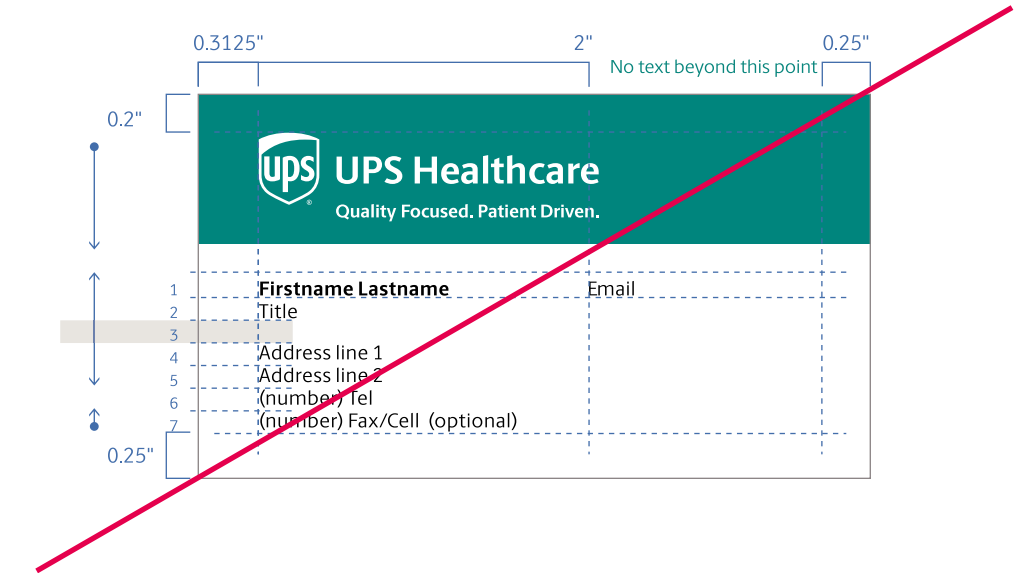Business cards are shown actual size

Incorrect Use

To ensure a clear and consistent application of our business card, we've compiled some examples of treatments or alterations to avoid.
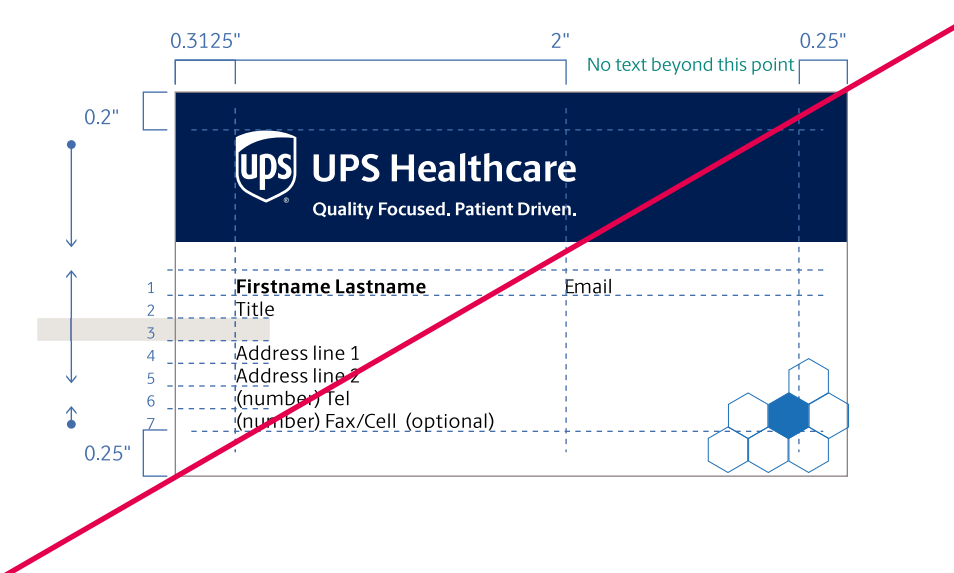
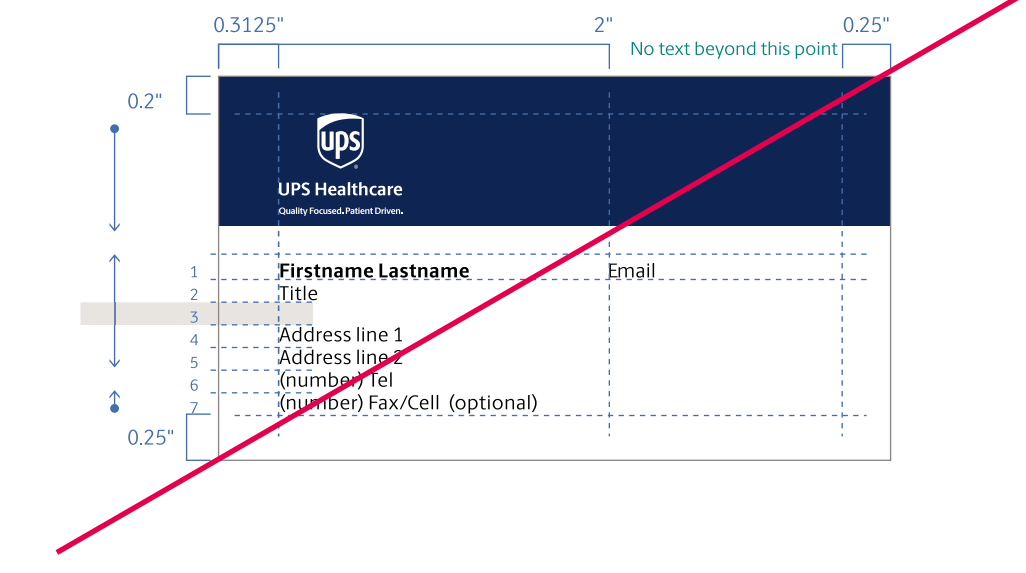### The contact information should always start on line 4.
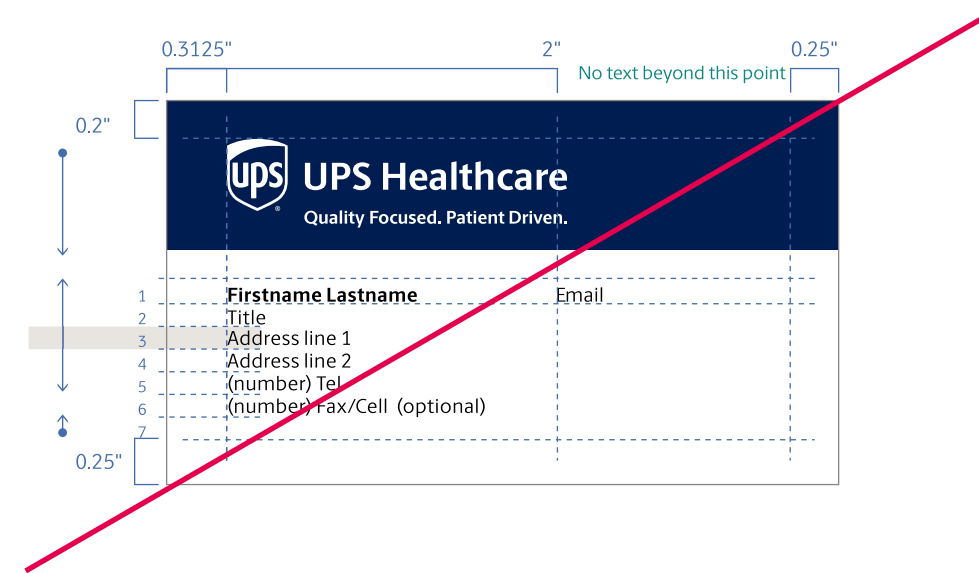
Do not use the different color other than UPS Dark blue.

Do not add on any other design elements.

Do not use the wrong version of UPS Healthcare logo.

Icons

Icons are best used as a functional device for navigation. In infographics, icons should be used sparingly to aid comprehension and support the communication.

Use Specifications

Standard icons should always be filled in with either UPS Gray 1 – 4, or reverse out in white over UPS Brown and UPS Brown 1 – 4. Should you need to adjust an icon to fit the UPS iconography style, always select the simplest icon version for what you need, and make sure of the following:

• No overly rounded corners

• No overly detailed icons

Icons can appear either on white or over shades of UPS Browns.

• When using icons on a white background, they should appear in a shade of UPS Grays

• When using icons a brown background, they should appear in white

For additional versatility in digital applications, icons may be outlined. Icons are available for download from UPS Brand Central.

UPS Healthcare