



# UPS Authorized Shipping Outlet (ASO) Brand Usage

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# What is an ASO & who should use these guidelines?



## Authorized Shipping Outlet

### ASO definition

An Authorized Shipping Outlet (ASO) is an independently owned and operated retail business officially authorized by UPS to provide select shipping services. ASOs serve as convenient, local access points for customers to drop off packages, purchase shipping labels, and receive professional packaging assistance, extending the UPS network into the community.

### Target Audiences

#### Authorized Service Outlets:

This document is the primary resource for ASO business owners and staff. It must be referenced when using any digital and physical branded assets, or creating marketing and promotion materials for your location.

#### UPS Internal Teams & Partners :

This guide serves as the standard reference for UPS employees managing ASO relationships, providing necessary guidance on brand compliance.

**ASOs may not create or use their own self-generated UPS-branded assets, or edit content on UPS provided materials, without explicit prior approval. All assets must be reviewed by UPS Brand Stewards, who are responsible for clearing messaging with UPS legal counsel before implementation.**

# 1.0

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## Download

You can download the UPS ASO logos  
at [brand.ups.com](https://brand.ups.com)

# ASO Logo Usage

# ASO Logo & Usage

## Overview

ASO logo is provided in order to show connectivity between the authorized outlet and the UPS services they provide. Use of the ASO logo is intended to appropriately represent that relationship in market.

ASOs are not authorized to use the UPS shield as a stand-alone logo without the ASO designation – however variations are provided to adapt to various use-case scenarios.

### Primary full-color logo:

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

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

### Primary dark background full-color logo:

- Use only on dark-colored backgrounds

### Alternate one-color (black) logo:

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

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

### Alternate one-color (white) logo:

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

- One to use on black or dark backgrounds

## Primary full-color logo

Horizontal



**Authorized  
Shipping  
Outlet**

Vertical



**Authorized  
Shipping  
Outlet**

## Choose the correct spelling for your region

Both spelling variations are available. Please choose the option that aligns with the culturally appropriate spelling in your country or region.



## Primary dark background full-color logo

Horizontal



**Authorized  
Shipping  
Outlet**

Vertical



**Authorized  
Shipping  
Outlet**

## Alternate one-color (black) logo

Horizontal



**Authorized  
Shipping  
Outlet**

Vertical



**Authorized  
Shipping  
Outlet**

## Alternate one-color (white) logo

Horizontal



**Authorized  
Shipping  
Outlet**

Vertical



**Authorized  
Shipping  
Outlet**

# Use Specifications

## Attribution statements

When you use the UPS name, ASO logo 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 logo, 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 advertising.

## Clear Space



## Minimum clear space

Minimum clear space is the area surrounding a logo that must be kept free of any text or graphic elements. Clear space is measured by the width of the letter “u” in the shield. Please note that this is the minimum clear space. To help maintain visual impact on all our communications, always allow for a generous space around the logo.

## Minimum Size

Print: 0.575”  
42pt  
14.6mm



Digital: Recommended: 160px x 64px  
Mobile: 80px x 32px

## Minimum Size

Our logos must be sized large enough to be read easily on every application, print or digital.

# Logo Use: Do Nots

- Do not make the ASO logo 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 logo or UPS brandmark on uniforms, promotional items, letterhead, envelopes, notepads, etc., without written permission from UPS.
- Do not change the ASO logo in any way. Do not recreate the ASO logo as a vertical treatment.
- Do not use the ASO logo on your storefront exterior sign.

Do not stretch.



Do not make your own logo with the shield.



Do not place logo inside a box. See section 3.4 for signage guidance.



Do not use a drop shadow.



Do not place on a background with insufficient contrast.



Do not place logo on a busy photo or background.



Do not abbreviate.



Do not add a tagline.



Do not translate (Translations must be created by UPS and approve by UPS legal).



# 2.0

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ASOs **may not** create or use their own self-generated UPS-branded assets, or **edit content** on UPS provided materials, without **explicit prior approval**. **All assets must be reviewed by UPS Brand Stewards**, who are responsible for clearing messaging with **UPS legal** counsel before implementation.

 **Download**  
You can download the UPS ASO Exterior Signage designs at [brand.ups.com](https://brand.ups.com)

## Exterior Signage

# Window Cling – Vertical Format

## Purpose

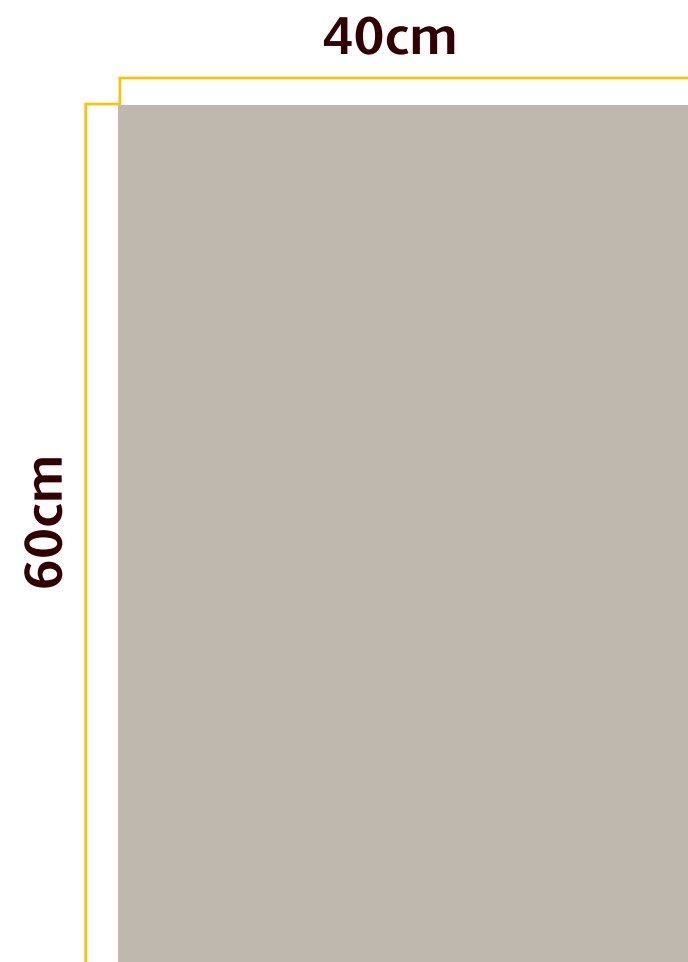
Window clings are designed to make the UPS Authorized Shipping Outlet identity visible from the street or courtyard façade, clearly communicate available services (e.g., International Shipping & Package Reception Counter, Package Reception Counter), and display operating hours. Positioned on glass surfaces facing outward, they inform customers before entering the store.

## Dimensions & Layout

Recommended sizes: 40 cm width × 60 cm height

Minimum size: 36 cm width × 54 cm height

*Note:* Signage design does not require prior approval from UPS Brand Management as long as the ASO logo guidelines are followed.



## UPS International Shipping & Package Reception Counter



## UPS Package Reception Counter



## Store Hours (OPEN / CLOSE)



# Material & Placement

## Material & Printing

Material: Opaque static/low-tack vinyl (window cling), UV-resistant for outdoor exposure.

Print: High-resolution ( $\geq 300$  dpi), color calibrated to UPS brand standards.

Adhesive: Front-adhesive (applied outside) or back-adhesive (inside facing out), depending on security and climate.

## Recommended Placement

It is recommended to position clings at eye level (approximately 150–170 cm) for optimal visibility.

Avoid areas that interfere with door handles or hardware.

For locations with multiple glass panels, symmetrical alignment is suggested to maintain visual consistency.

**Note:** These are best-practice recommendations intended to support brand visibility. Final placement may vary based on store layout and local requirements.

Placement guide only. Dimensions not represented to scale.



# Window Cling – Horizontal Format

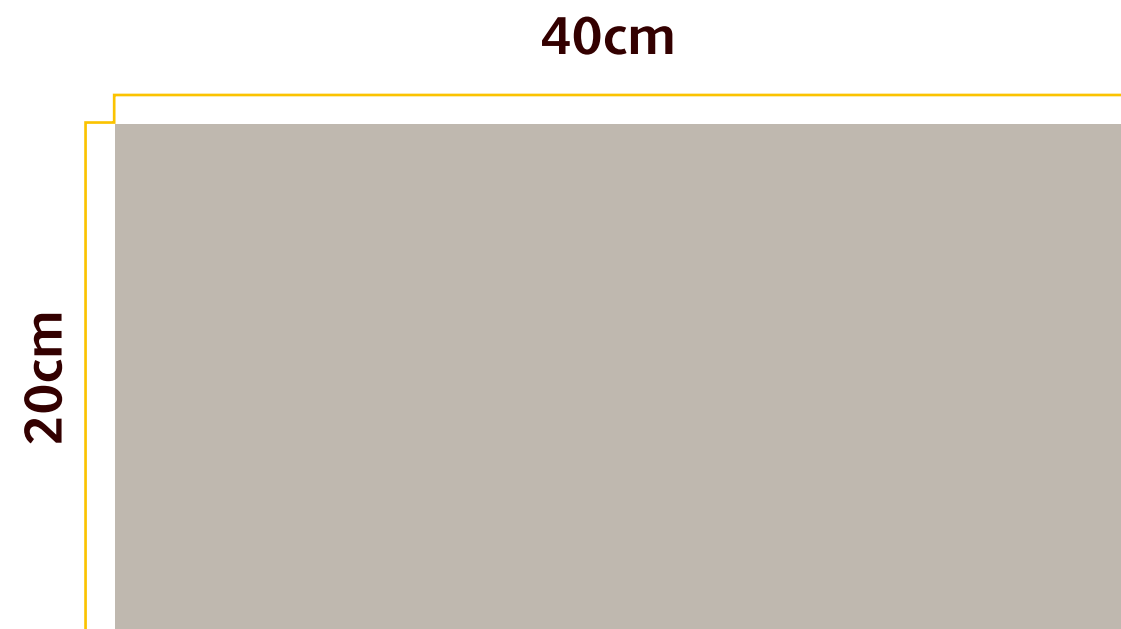
## Purpose

Window clings are designed to make the UPS Authorized Shipping Outlet identity visible from the street or courtyard façade, clearly communicate available services (e.g., International Shipping & Package Reception Counter, Package Reception Counter), and display operating hours. Positioned on glass surfaces facing outward, they inform customers before entering the store.

## Dimensions & Layout

Recommended size: 40 cm width × 20 cm height

Minimum size: 36 cm width × 18 cm height



UPS International Shipping & Package Reception Counter



UPS Authorized Shipping Outlet



Store Hours (OPEN / CLOSE)



# Material & Placement

## Material & Printing

**Material:** Opaque static/low-tack vinyl (window cling). UV-resistant for outdoor exposure.

**Print:** High-resolution ( $\geq 300$  dpi), color calibrated to UPS brand standards.

**Adhesive:** Front-adhesive (applied outside) or back-adhesive (inside facing out), depending on security and climate.

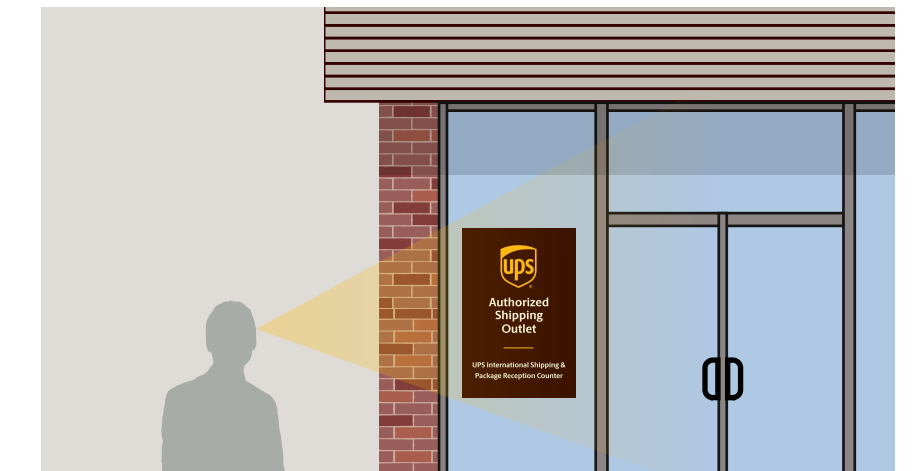
**Note:** These are best-practice recommendations intended to support brand visibility. Final placement may vary based on store layout and local requirements.

Placement guide only. Dimensions not represented to scale.



## Recommended Placement

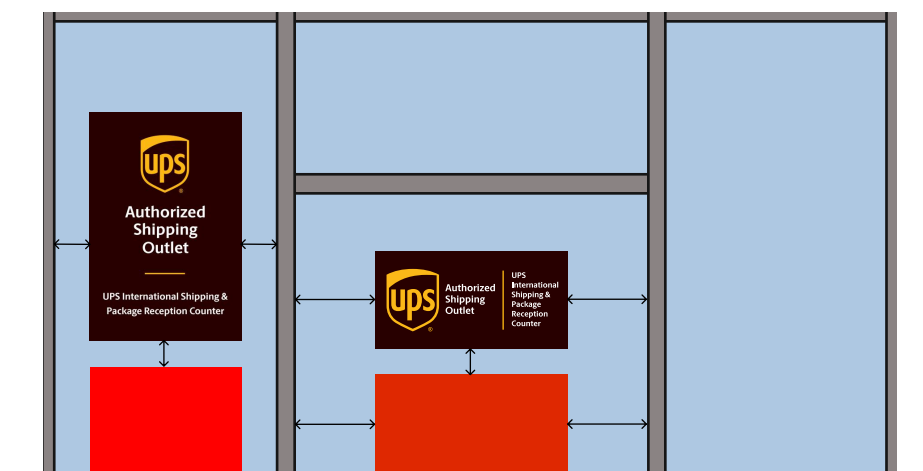
It is recommended to position clings at eye level (except the A-frame) for optimal visibility.



Do ensure logo is large enough to be impactful.



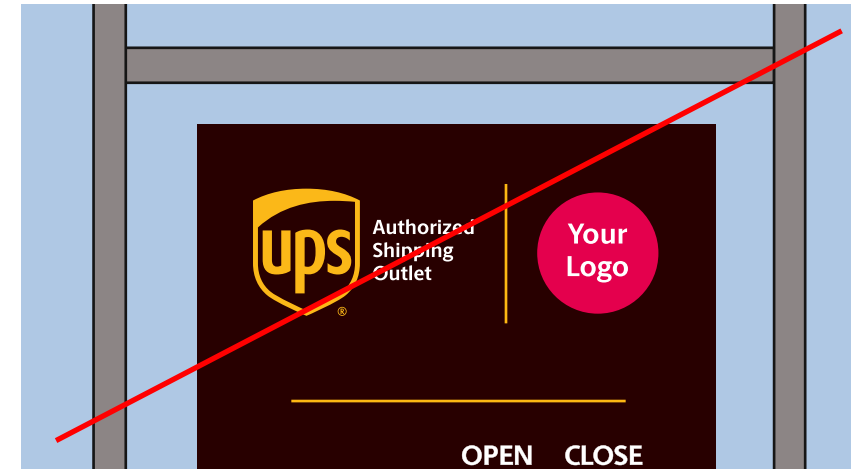
For locations with multiple glass panels, symmetrical alignment is suggested to maintain visual consistency.



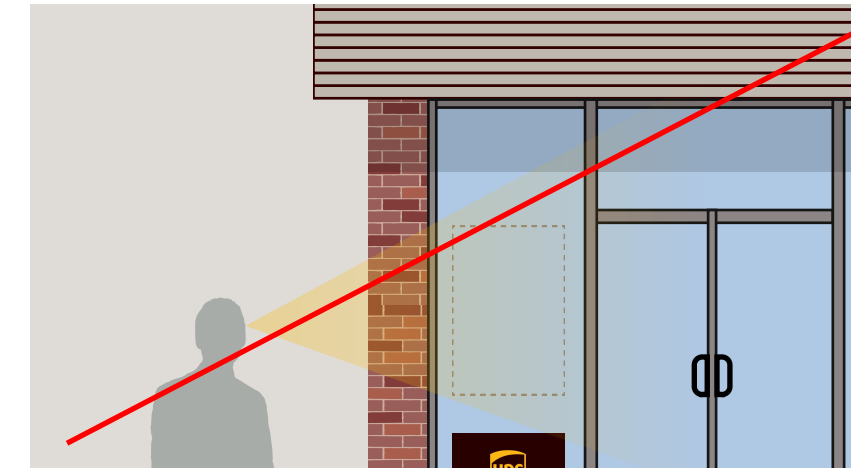
# Exterior Signage Use: Do Nots

To maintain a consistent and professional UPS brand presence, consider these recommendations when using exterior signage:  
 UPS ASO signage is designed for clarity and visibility. For best results, position signs where they are easily seen and avoid alterations that could reduce legibility or brand impact.  
 Following these guidelines helps create a positive and trustworthy customer experience.

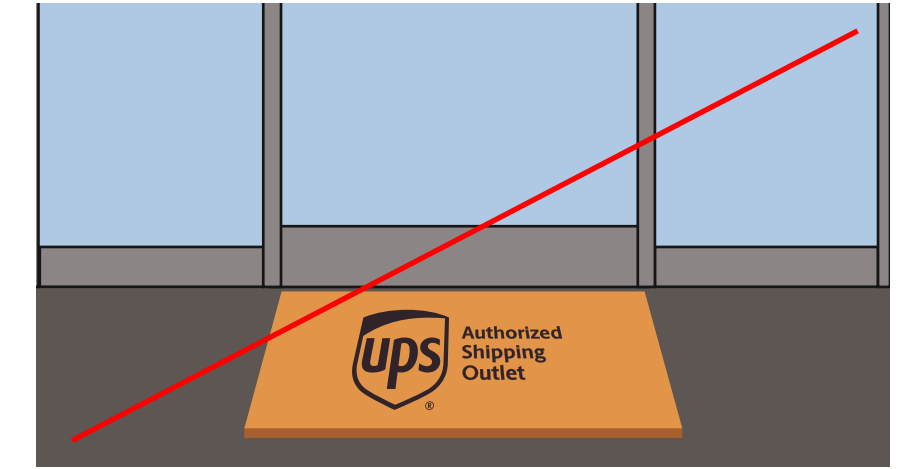
**Do not combine the ASO logo with store logo.**



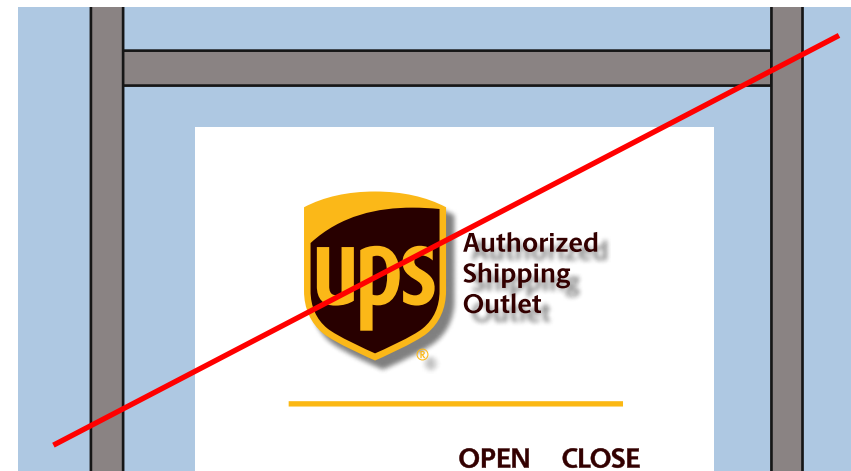
**Do not place below eye level.**



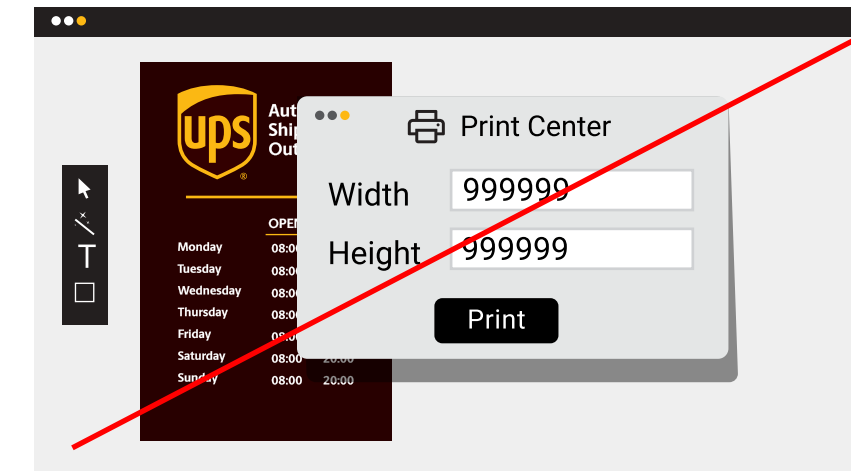
**Do not use logo as a door mat (the thing you wipe your feet on before entering a store).**



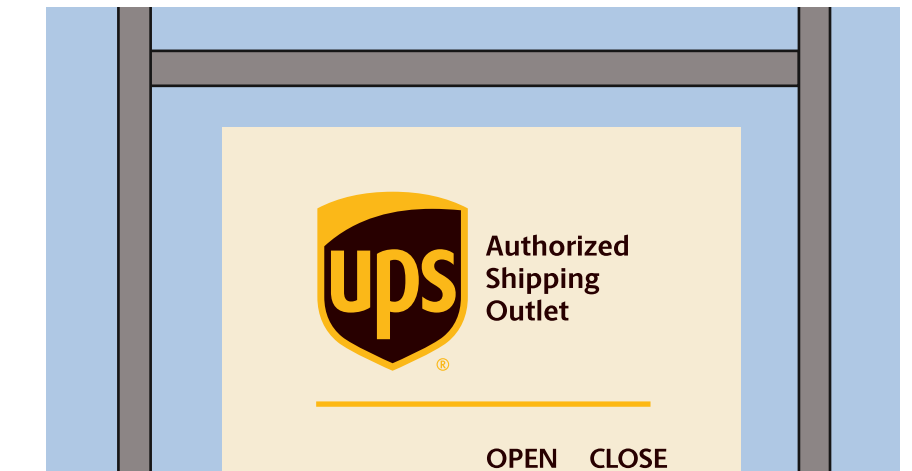
**Do not use a drop shadow.**



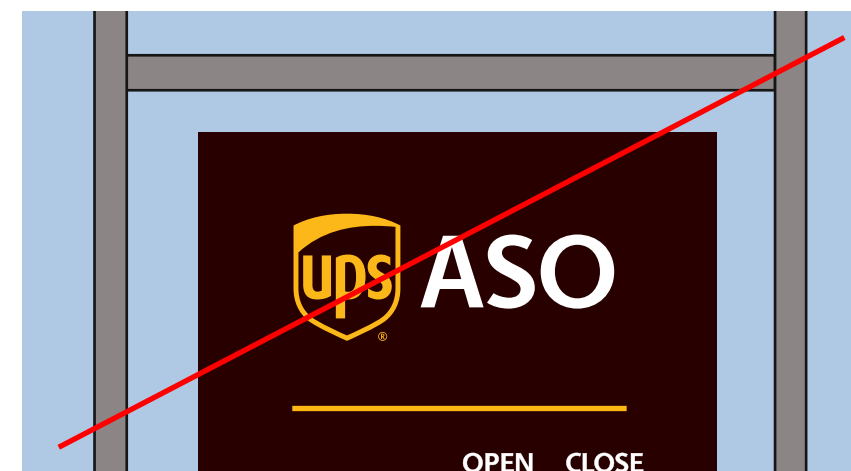
**Do not print signage smaller than the minimum size.**



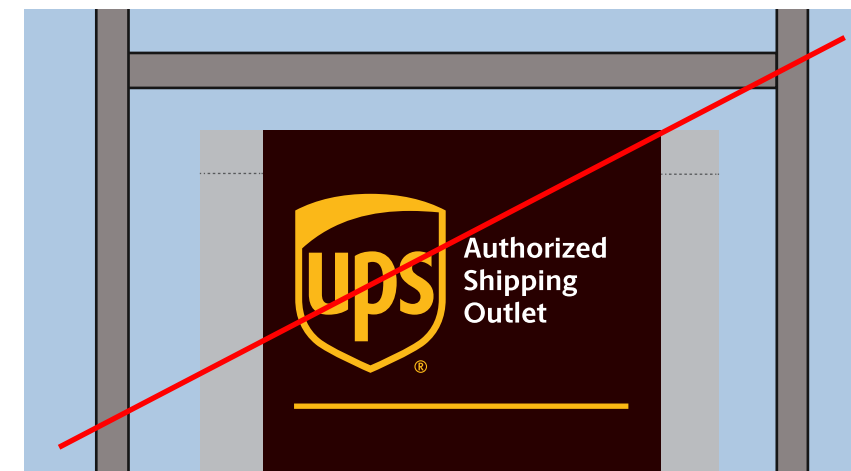
**Do not place on a background with insufficient contrast.**



**Do not abbreviate.**



**Do not crop signage to fit different proportions.**



**Do not add a tagline.**



# 3.0

Retractable Banner	3.1
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ASOs **may not** create or use their own self-generated UPS-branded assets, or **edit content** on UPS provided materials, without **explicit prior approval**. **All assets must be reviewed by UPS Brand Stewards**, who are responsible for clearing messaging with **UPS legal** counsel before implementation.

 **Download**  
You can download the UPS ASO Interior Signage designs at [brand.ups.com](https://brand.ups.com)

## Interior Signage

# Retractable Banner

## Purpose

Retractable banners are designed for indoor use to reinforce UPS brand identity and guide customers to service points. They clearly communicate key services and optional promotional messages in high-traffic areas such as near counters or entrances.

## Dimensions & Layout

Large Banner: 85 × 216 cm (portrait)

Medium Banner: 60 × 183 cm (portrait)

*Note:* Signage design does not require prior approval from UPS Brand Management as long as the ASO logo guidelines are followed.



# Material & Placement

## Material

High-quality polyester fabric or PVC vinyl suitable for indoor environments. Tear-resistant and lightweight for easy portability. Includes aluminum retractable stand and carrying case for convenience.

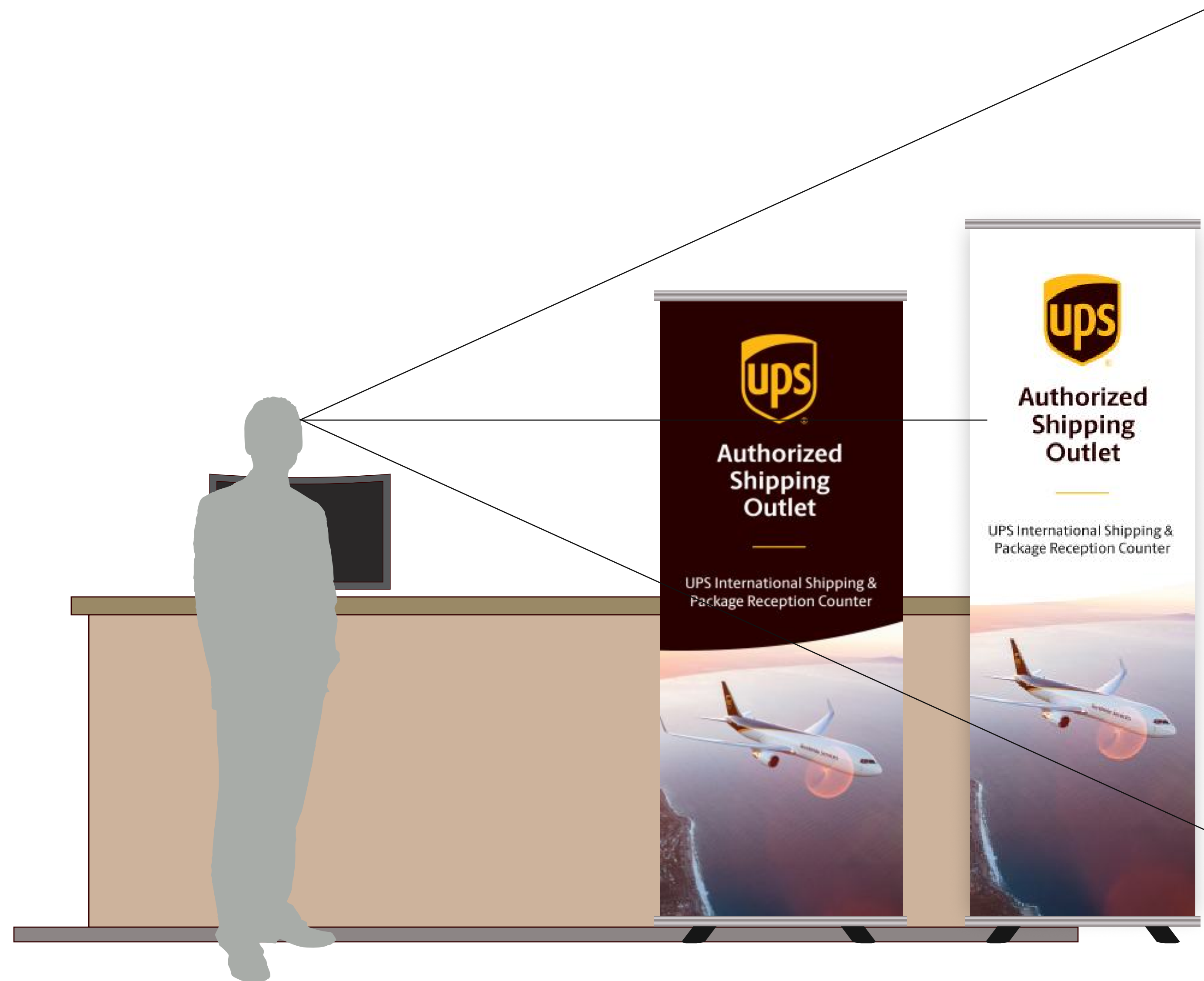
## Printing

High-resolution digital print (minimum 300 dpi) for sharp text and logo clarity. Color calibrated to UPS brand standards (UPS Brown, UPS Gold, and approved accent colors). Matte finish recommended to reduce glare under indoor lighting.

## Placement

Position banners near service counters or waiting areas for maximum visibility. Avoid blocking walkways or emergency exits.

**Note:** *These are best-practice recommendations; final placement may vary based on store layout.*



# Posters

UPS provides a set of approved poster templates to ensure consistent and high-quality communication across all Authorized Shipping Outlet locations. These designs are created to meet UPS brand standards and should be used as the primary source for all in-store poster applications. While select text fields may be editable, changes should remain minimal and aligned with the original design structure to maintain visual consistency.

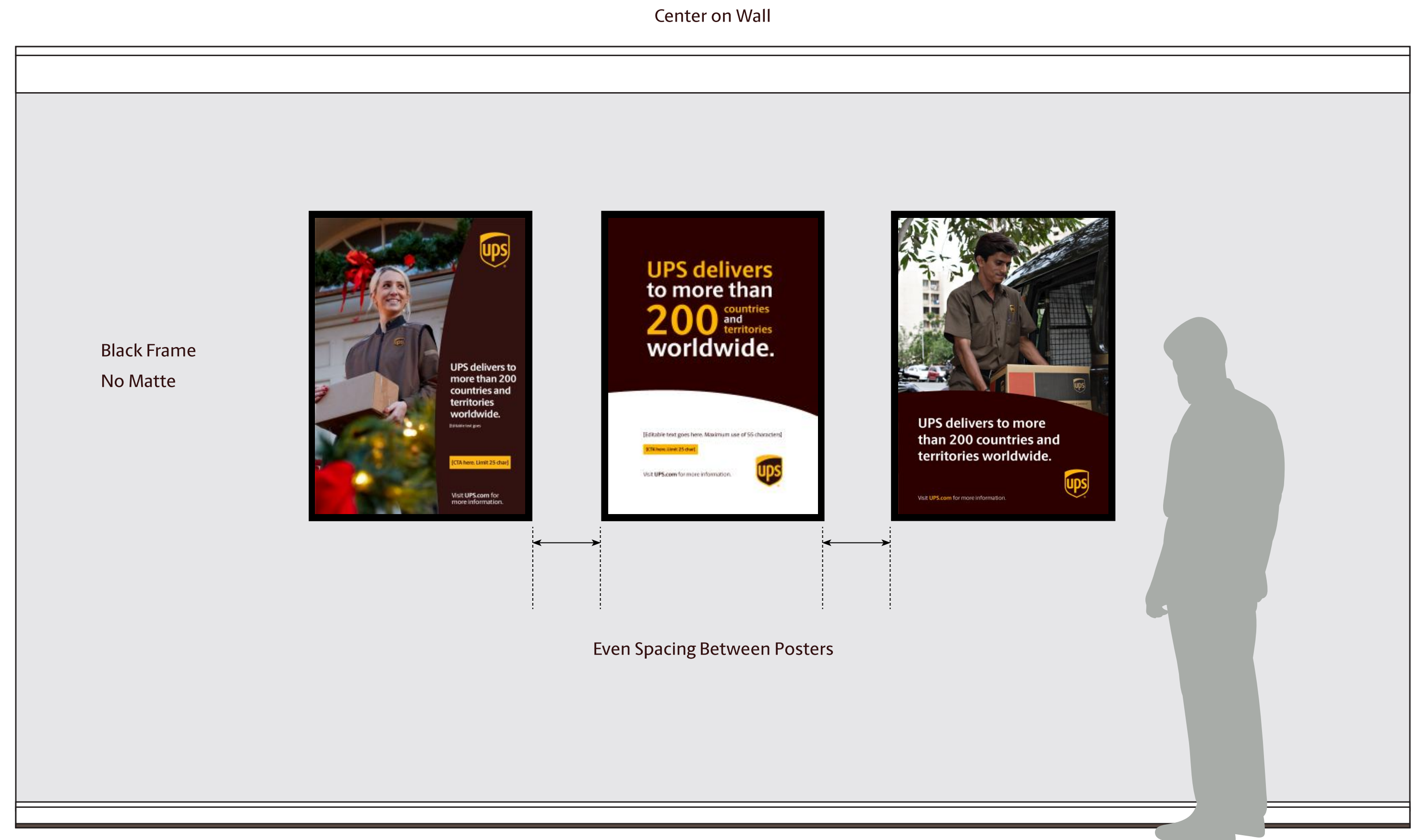
**Note:** ASOs may not create or use their own self-generated UPS-branded assets, or edit content on UPS provided materials, without explicit prior approval. All assets must be reviewed by UPS Brand Stewards, who are responsible for clearing messaging with UPS legal counsel before implementation.



# Material & Placement

To achieve this visual effect, frame your posters with black frames and without a matte. Ensure even spacing between posters for a polished and professional display.

**Note:** *These are best-practice recommendations; final placement may vary based on store layout.*



# Posters use: Do Nots

To help maintain a clean and professional look in your location, consider these best practices when displaying UPS ASO posters:

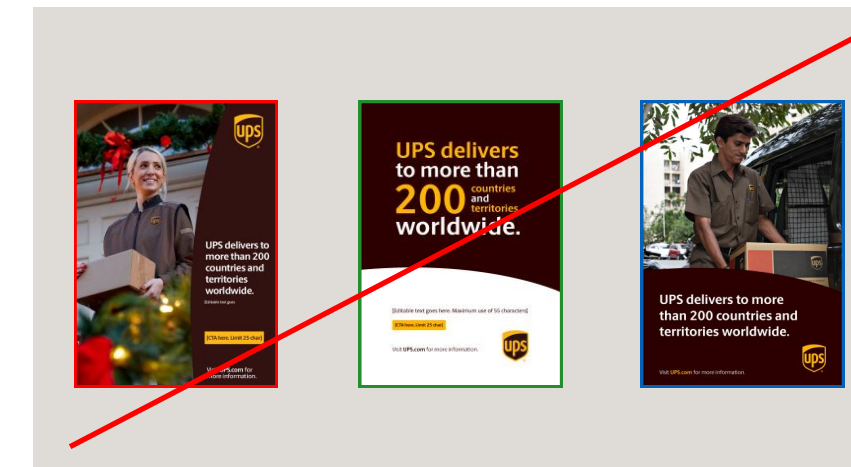
UPS ASO posters are designed to deliver a clear and consistent message. For the best results, place them in areas with good visibility and avoid changes that could impact brand integrity.

Using approved materials and keeping displays neat will enhance the customer experience.

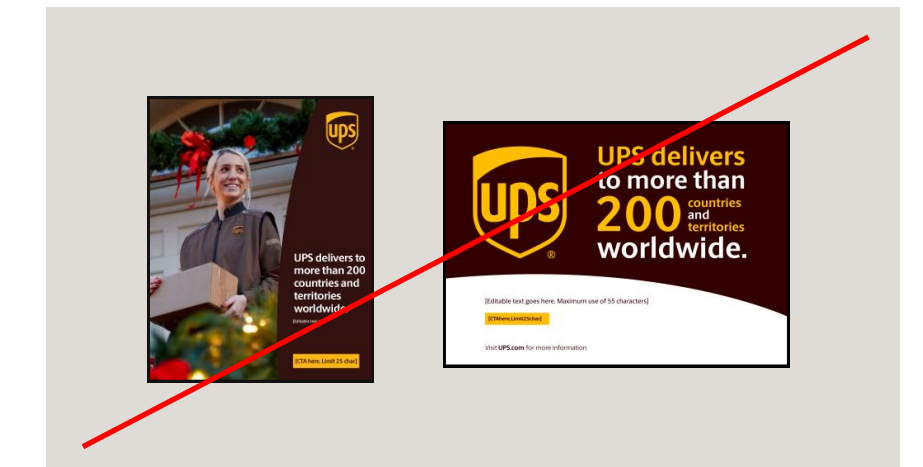
Do not place posters on doors or windows.



Do not use frames with mats or colored borders.



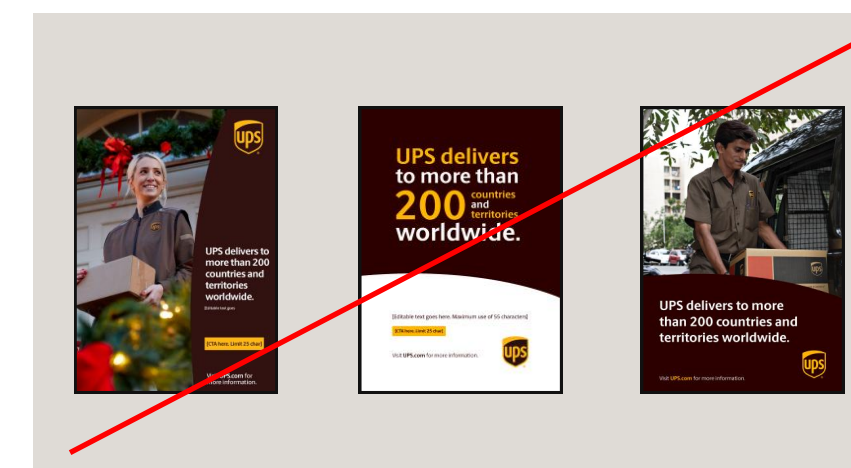
Do not crop or resize posters disproportionately.



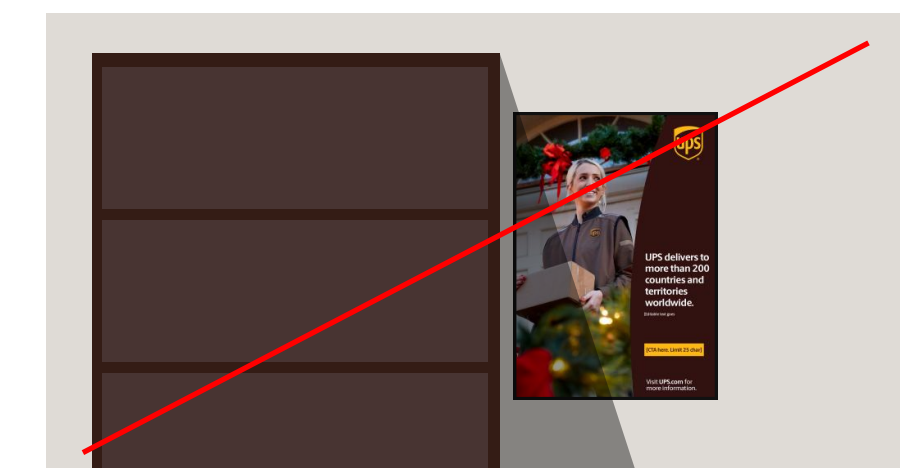
Do not add extra text or promotional messages.



Do not mix UPS posters with competitor branding.



Do not place posters in cluttered or low-visibility areas.



Do not use damaged or faded posters.



# 4.0

Media Uses	4.1
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Advertising (Print/Radio/Television/Web)	4.2

ASOs **may not** create or use their own self-generated UPS-branded assets, or **edit content** on UPS provided materials, without **explicit prior approval**. **All assets must be reviewed by UPS Brand Stewards**, who are responsible for clearing messaging with **UPS legal** counsel before implementation.

## Additional Materials & Guidance

# Media Uses

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 UPS 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

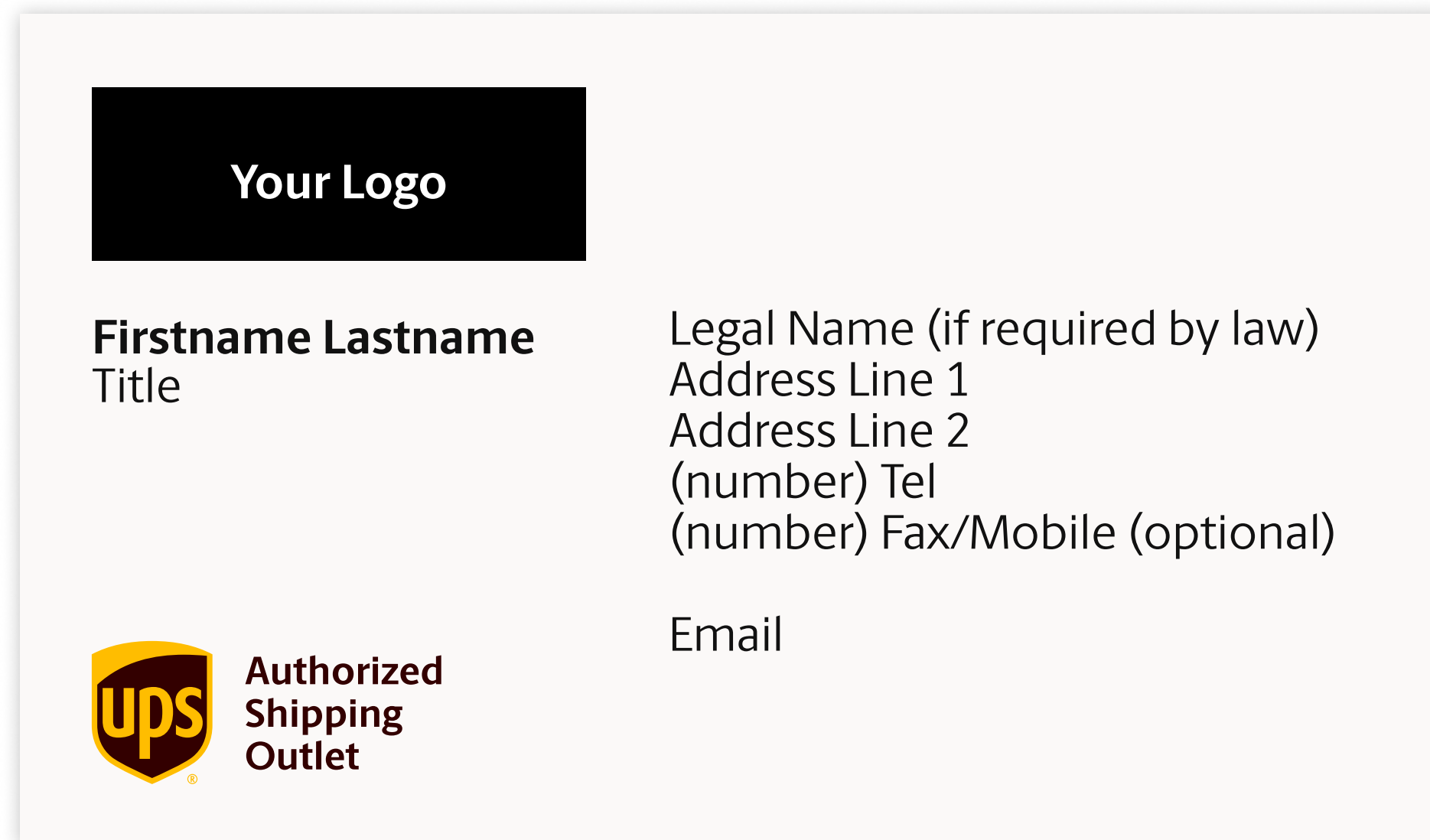
The following are commonly used terms, defined to ensure consistent messaging:

**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.

## Business Cards

If you are printing business cards for your company and want to include the UPS ASO logo on your card, please remember to follow the Do's and Don'ts from section 1.06.



Contractor Business Card

# Advertising

## 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 following the instructions below.

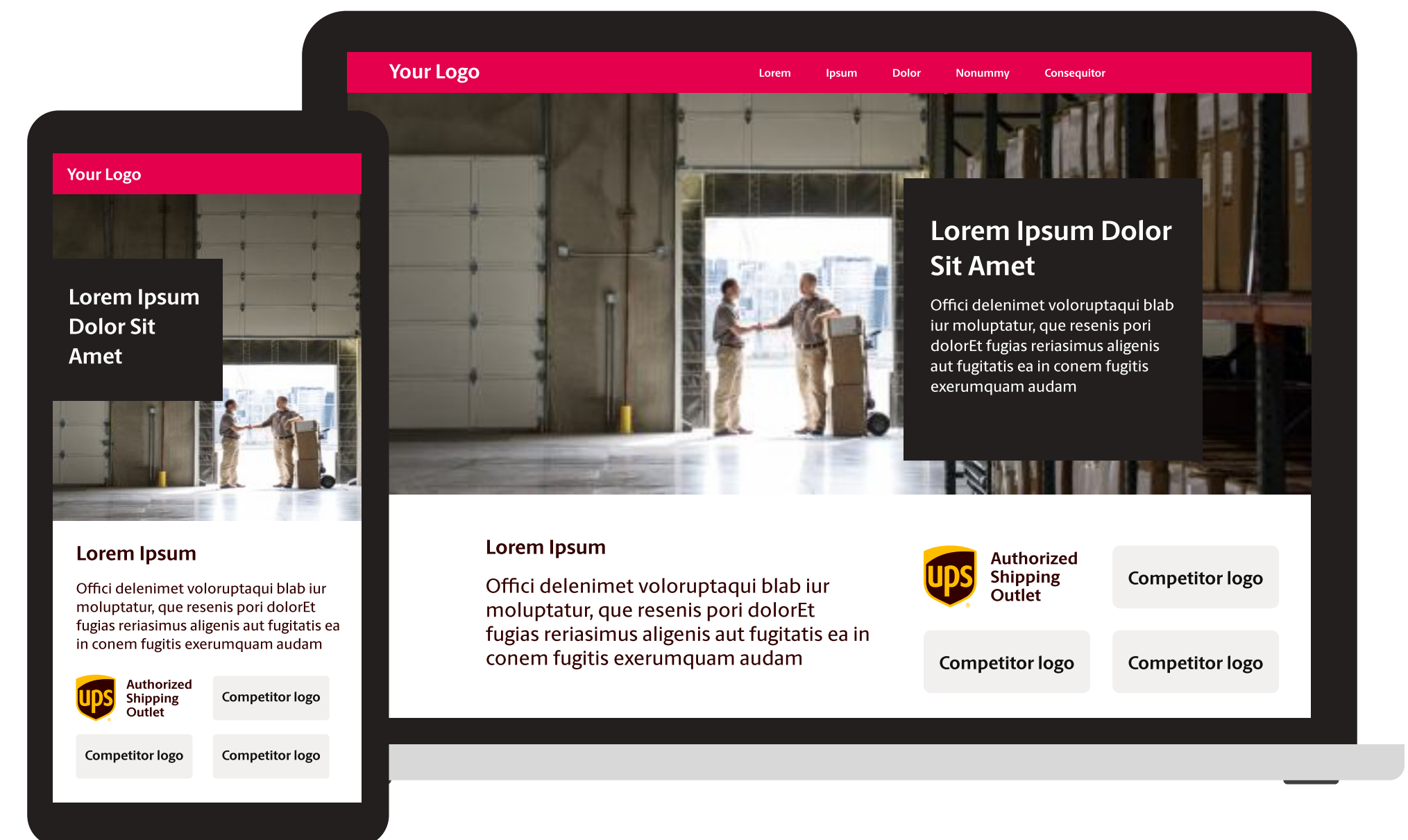
### Print/Radio/Television

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 email [brand@ups.com](mailto:brand@ups.com) for approval.

## Website

If you are placing the ASO logo 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 logo guidelines are followed.

**Contractors should not set up any local-language, UPS-branded website listing UPS services and products or with any UPS-branded shipping or integrated tracking applications.**



# 5.0

Co-Branding Signage: UPS-Provided Assets	5.1
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## Co-Branding

## Co-Branding Signage: UPS-Provided Assets

We have created UPS Authorized Shipping Outlet assets that you can use around your business. It's easy to add your company logo and information by following the examples shown here.

### UPS ASO Logo Usage

- UPS Authorized Shipping Outlet logo should appear larger than ABC Company logo.
- Logo should always be placed on a solid white or brown background.
- ABC Company logo should appear in a rectangle that spans the asset at the top or bottom.

### Additional Assets Allowed for Co-Branding

Approval of artwork is not needed if guidance within this document is followed. Any asset created that does not follow guidance within this document must be submitted to [brand@ups.com](mailto:brand@ups.com) for approval.



## Co-Branding Signage: ASO-Owned Assets

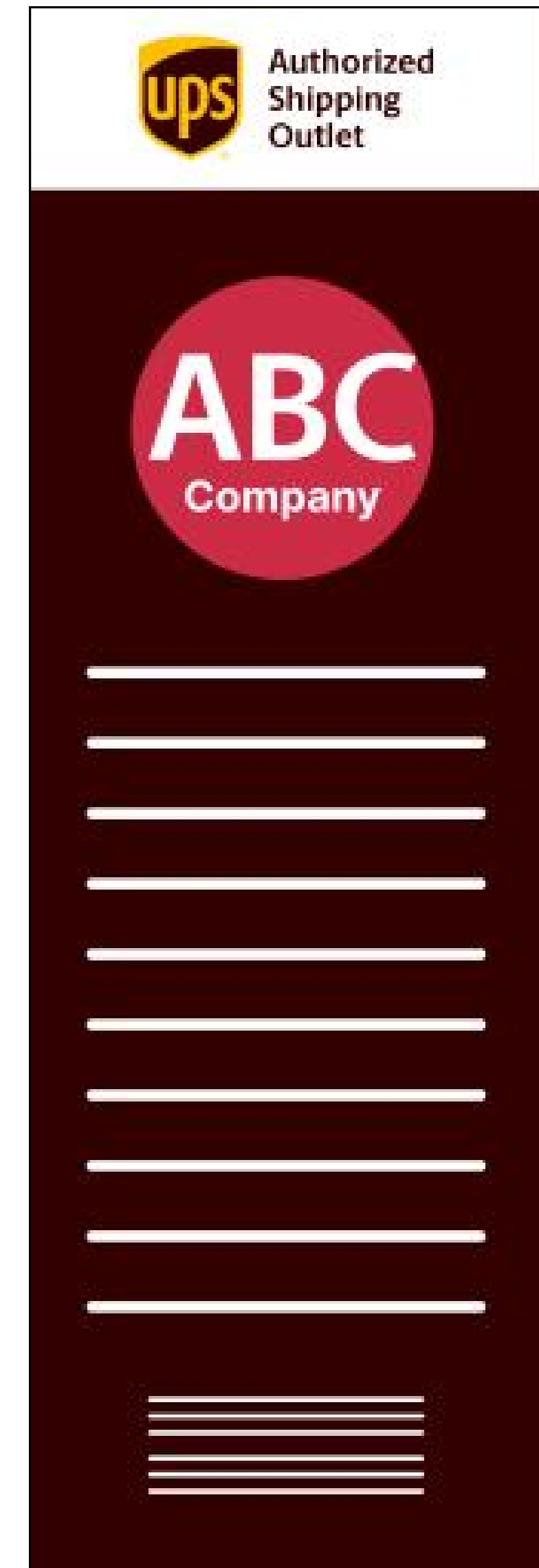
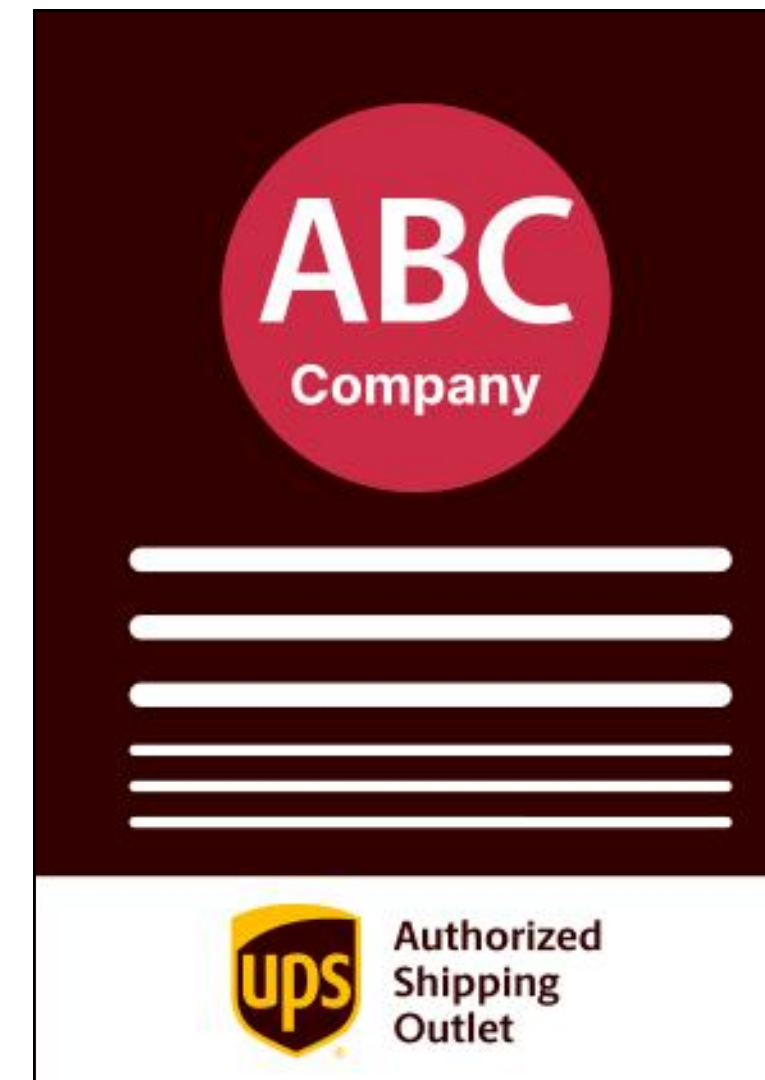
It's easy to show your relationship with UPS by adding the UPS Authorized Shipping Outlet logo to your own signage. Simply follow the examples shown here.

### UPS ASO Logo Usage

- UPS Authorized Shipping Outlet logo should be placed on a solid white or brown rectangle that spans the asset left to right.
- Rectangular background should only have the ASO logo within it.
- Rectangular background should only be placed on the top or bottom of the asset.
- ASO logo should appear smaller than ABC Company logo.

### Additional Assets Allowed for Co-Branding

A UPS representative will always need to approve these assets in writing. The brand team is always here to answer questions via [brand@ups.com](mailto:brand@ups.com).



## Co-Branding: Do Nots

The following are not permitted:

- Do not use competitor photos in assets.
- Logos must not exceed the visual prominence of UPS branding.
- Logo lockups with UPS are not permitted.
- Logos must remain legible, undistorted, and brand-compliant.
- Do not use UPS branding on doormats or other unapproved applications.
- Do not place the secondary outside of the designated area.
- Do not use unapproved colors behind the UPS logo.
- Do not add additional messaging in the UPS area.

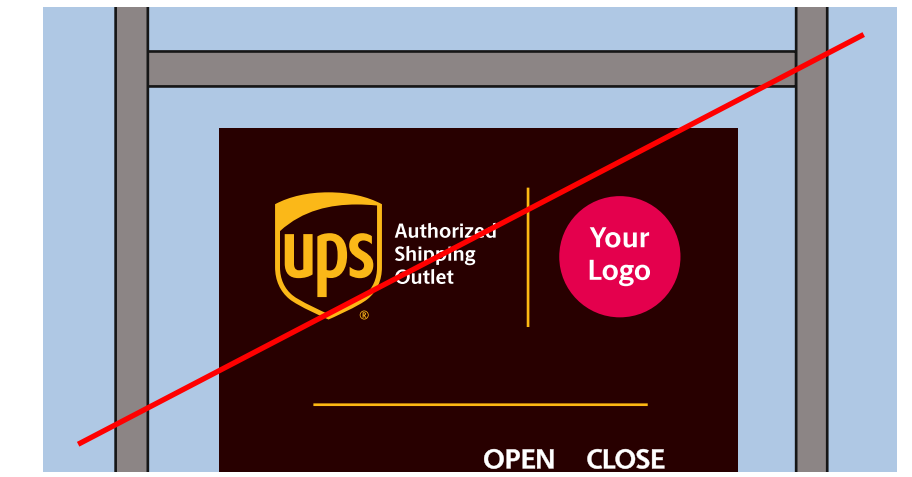
Do not use competitor photos in assets.



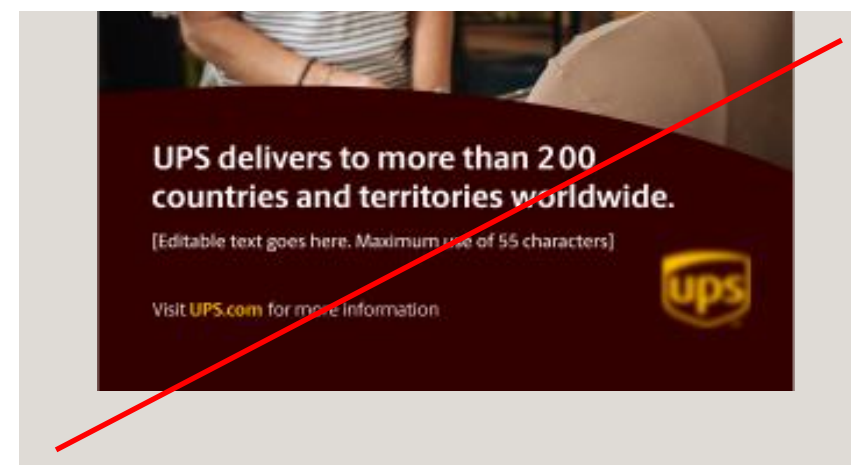
Logos must not exceed the visual prominence of UPS branding.



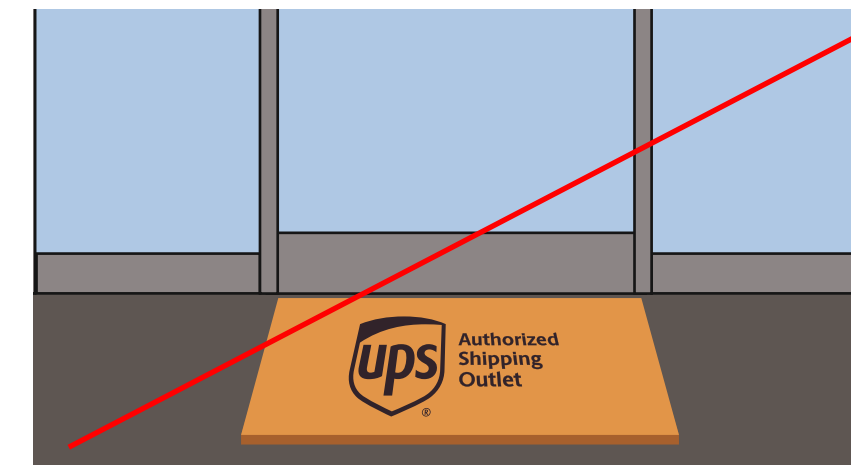
Logo lockups with UPS are not permitted.



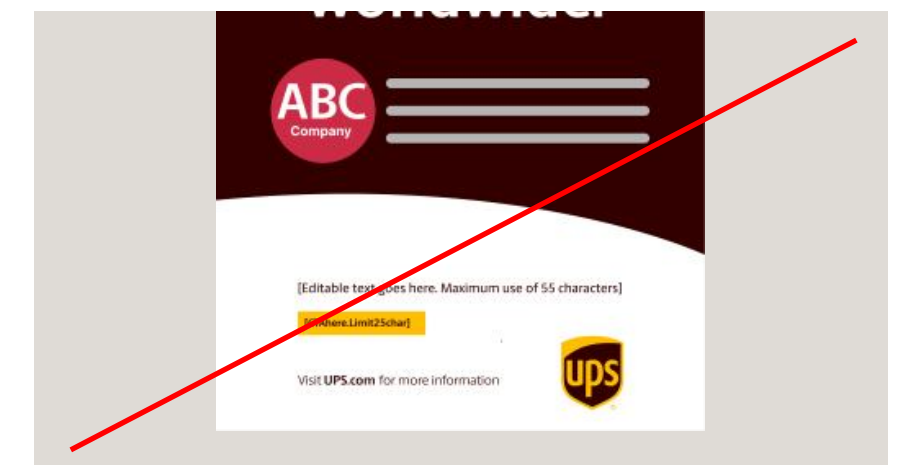
Logos must remain legible, undistorted, and brand-compliant.



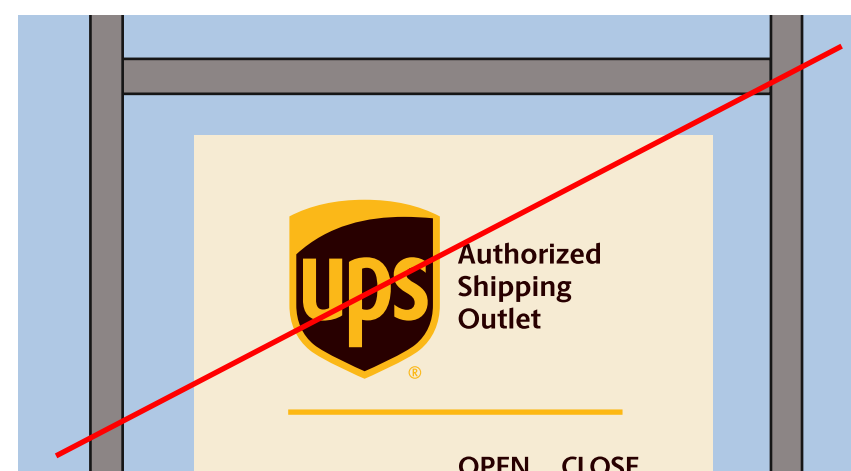
Do not use UPS branding on doormats or other unapproved applications.



Do not place the secondary brand outside of the designated area.



Do not use unapproved colors behind the UPS logo.



Do not add additional messaging in the UPS area.



