



IDENTITY GUIDELINES



Welcome to the Endicia Identity Guidelines.

As corporate literature goes, this guide may well be one of the most useful tools at your disposal. By leveraging our brand standards in all of your communications—from the most basic email to the most elaborate brochure—you’ll be helping Endicia build mind share and establish brand awareness with all of our key audiences worldwide. This guide is not intended to serve as a creative straight jacket. Rather, it’s a resource to help us achieve consistency. It provides guidance on everything from our logo usage and brand personality to advice on the use of corporate colors, type styles and sizes.

I also would like to introduce you to the cornerstone of our visual identity. The Endicia logo, a stylized “E” wrapping around a globe, evokes the connections Endicia enables between businesses and customers the world over. It is simple, friendly and bold.

Building a globally recognizable identity—an Endicia brand that signifies transformative innovative technologies and solutions—is essential to our long-term success. Your support for and adherence to these standards is an important part of this effort.

Thank you,

A handwritten signature in blue ink, appearing to read "Emma Johnson", with a long horizontal flourish extending to the right.

Emma Johnson
DIRECTOR OF MARKETING

VERTICAL LOCK-UP



HORIZONTAL LOCK-UP

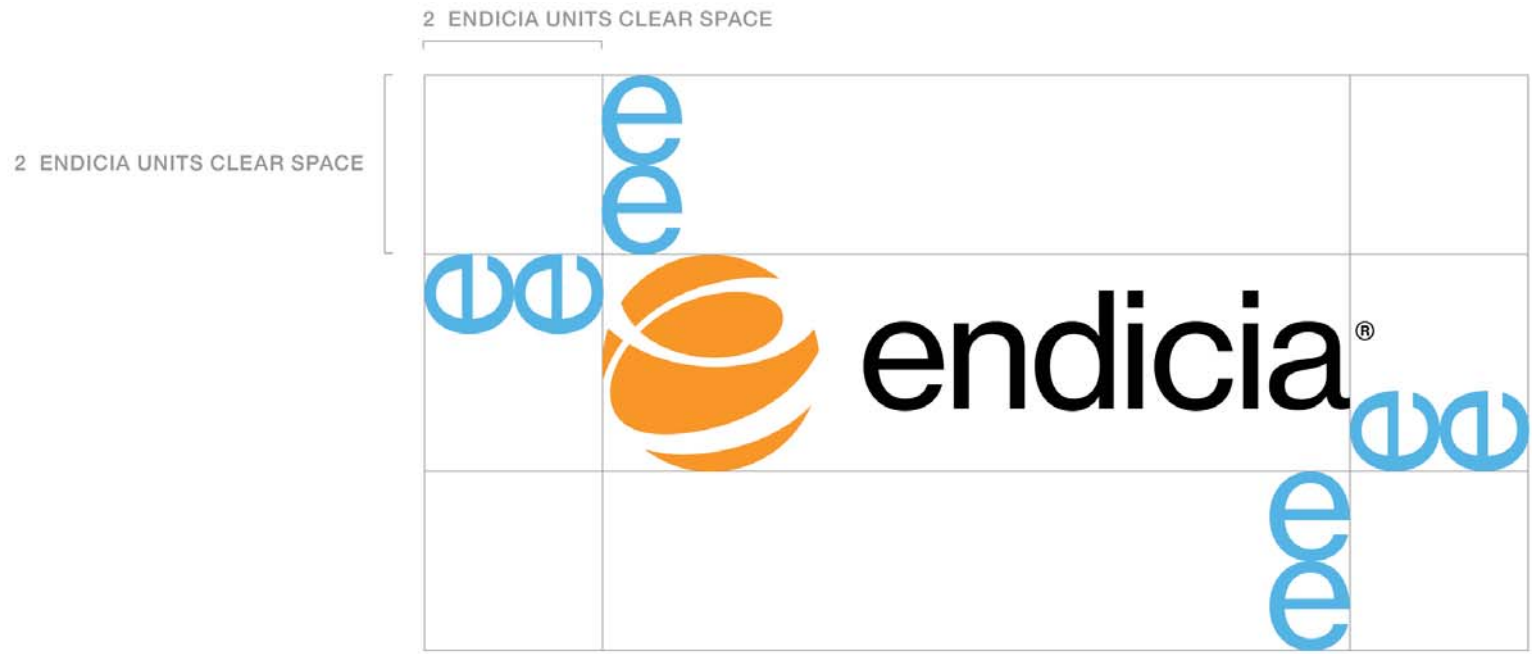


ENDICIA LOGO LOCK-UP

The Endicia logo includes the Endicia symbol and the Endicia wordmark. In our logo, these two elements are precisely positioned and proportionally fine tuned. They cannot be altered.

The horizontal logo is the preferred lock-up and should be used whenever possible.

The symbol alone should only be used to represent the brand when a “chicklet” or “alias” is needed and space doesn’t allow the use of the full logo. The wordmark, however, can never appear without the symbol.



MINIMUM CLEAR SPACE

You're familiar with the idea. We all need a certain amount of personal space when interacting with others. The same is true for our logo. It doesn't do well when crowded.

Regardless of use, there is a minimum amount of space the logo requires. This space or margin is based on the Endicia "e" height. We call this an Endicia unit.

All margins are equal to 2 Endicia units. This margin must be maintained between the logo and the edge of a page, package, or color field. In general, typography, design elements, or other logos should not be positioned within the clear space.

VERTICAL LOGO: Size Options

REGULAR: 1.325" WIDE OR BIGGER



SMALL: .5" TO 1.325"



HORIZONTAL LOGO: Size Options

REGULAR: 2" WIDE OR BIGGER



SMALL: .75" TO 2" WIDE



VARIOUS SIZE OPTIONS

We have precisely proportioned the Endicia logo. This means you cannot take our small version and scale it up to fit the needs of, say, a cargo box. In that instance the word "Endicia" and the registered mark would be huge and entirely out of scale. That's why we've provided two logo options, regular and small, that can be scaled to meet your needs.

REGULAR HORIZONTAL: 2" wide or bigger
REGULAR VERTICAL: 1.325" wide or bigger

SMALL HORIZONTAL: .75" to 2" wide
SMALL VERTICAL: .5" to 1.325" wide

NEVER ALTER COLORS OR OPACITY



NEVER ON AN ANGLE



NEVER SET ON A COMPLEX BACKGROUND



NEVER CONDENSE OR EXTEND



NEVER ALTER OR REPOSITION THE ELEMENTS



NEVER PLACE OBJECTS WITHIN CLEAR SPACE



IMPROPER LOGO USAGE

We've tried to anticipate all the essential needs for logo usage: color variations, size and placement. That said, we would like you to abide by a few simple usage rules. Please don't mess with, tweak, "enhance" or extend the Endicia logo.

We show here a handful of applications that we don't want to see and there are countless others. One of the key factors in building brand equity is consistency. Please make sure our logo always looks like Endicia.

PRIMARY PALETTE

PANTONE® ENDICIA ORANGE

151 U | 151 C

PROCESS
0C / 48M / 95Y / 0K

RGB
246R / 151G / 22B

HEX
#F69716

SECONDARY PALETTE

PANTONE® ENDICIA BLUE

313 U | 632 C

PROCESS
92C / 0M / 15Y / 5K

RGB
0R / 168G / 203B

HEX
#00A0BA

TERTIARY PALETTE

PANTONE® ENDICIA LIGHT GRAY

COOL GRAY 4 U | 4 C

PROCESS
0C / 0M / 0Y / 24K

RGB
200R / 202G / 204B

HEX
#C2C2C2

PANTONE® ENDICIA DARK GRAY

426 U | 425 C

PROCESS
0C / 0M / 0Y / 80K

RGB
96R / 96G / 96B

HEX
#4D525A

PANTONE® ENDICIA YELLOW

7404 U | 7406 C

PROCESS
0C / 18M / 100Y / 0K

RGB
255R / 208G / 0B

HEX
#79A642

PANTONE® ENDICIA CREAM

9161 U | 9161 C

PROCESS
8C / 9M / 24Y / 0K

RGB
233R / 223G / 196B

HEX
#EBE8C2

COLOR PALETTE

Our color palette has both warm and cool colors designed to complement Endicia Orange—the primary color in our identity. Endicia Orange is used in combination with black in our logo. It may be used as a highlight color, for example in photography, and as a background color.

Five accent colors—Endicia Dark Gray, Endicia Blue, Endicia Yellow, Endicia Light Gray and Endicia Cream—are available for use throughout visual communications, such as corporate communications, trade show materials, collateral, etc. Please note, however, that the logo should not be placed within fields of these accent colors except for Endicia Dark Gray (see page 6).

The colors are specified in Pantone® colors, four-color process conversions (cyan, magenta, yellow and black, or CMYK), RGB and HTML hexadecimal code, or HEX. Careful matching of the Endicia colors is critical. In printing, the colors should always be matched to the Pantone® color matching system equivalents.

Refer to the current editions of Pantone® color formula guides for the equivalent of the Endicia colors on both coated and uncoated stocks.

Please note, the colors as seen on screen and on laser print-outs of these guidelines do not match Pantone® color standards and must not be used for matching purposes.