
OFFICIAL ELECTION MAIL

**GRAPHIC GUIDELINES AND LOGOS
JANUARY 2008
PUB 631**



The Official Election Mail logo is a unique registered trademark designed exclusively for inclusion in the design of Official Election Mail. The United States Postal Service created the logo in cooperation with the Joint Election Official Liaison Committee to help federal, state, and local government election officials carry out their responsibilities under the National Voter Registration Act of 1993. The logo design features an interpretation of the stars and stripes of the American flag, and the words “Official Election Mail,” clearly visible over the designation — “Authorized by the U.S. Postal Service.”

We intend for this guide to provide information regarding the proper usage of the Official Election Mail logo in accordance with Postal Service rules and regulations, and to ensure mail containing the logo can be processed in an efficient and cost-effective manner. Correct usage of the logo by election officials helps to ensure the intent and credibility of this symbol remain intact.

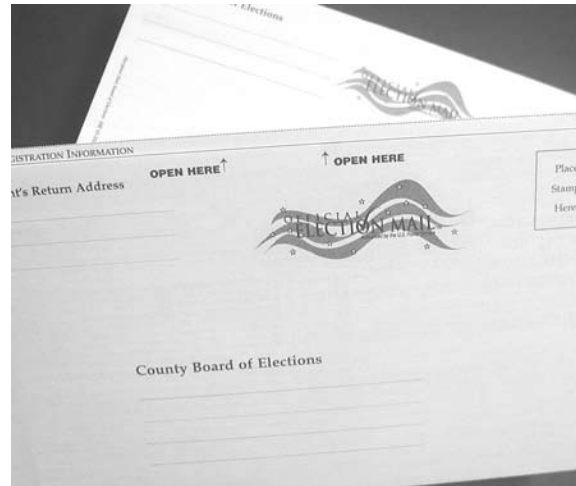
The Official Election Mail logo can be used on any mailpiece created by an election official that is mailed to or from a citizen of the United States for the purpose of participating in the voting process. This includes balloting materials, voter registration cards, absentee applications, polling place notifications, and voter reply mail. The logo can be used on all classes of mail and all processing categories however, it is not intended to upgrade service or substitute for postage.

When the Official Election Mail logo appears on a mailpiece, voters recognize the mail as important and distinct from partisan political mailings. Additionally, the logo serves to identify Official Election Mail for Postal Service workers and distinguish it from the thousands of other mailpieces that are processed daily.

Since this logo is a registered trademark, it is important for election officials to:

- Read and comply with the requirements for its use.
- Schedule a free consultation with a postal mailpiece design analyst to determine how to incorporate the logo into the design of Official Election Mail.

To find an analyst in your area, go online to *pe.usps.gov*. Click on *Mailpiece Design*, then, *Mailpiece Design Analyst*, then *Mailpiece Design Analyst Lookup Tool*.



Conditions of use:

The Postal Service grants a limited license to use the Official Election Mail logo only under the conditions set forth in 1 through 4 of this section. The Postal Service views any use of the logo inconsistent with these conditions as an infringement of its intellectual property rights.

- 1.** This license is granted only to federal, state, and local voter registration and election officials. Use by any other person or entity is not approved or licensed and will be considered an infringement of the rights of the Postal Service.
- 2.** The official election mail logo must be used only on official election mail, mailed under the authority of an election official. It may not be used on any partisan mailings.
- 3.** The Postal Service reserves the right to obtain information regarding the scope of use, to seek the termination of all unauthorized uses, and to pursue all legal remedies available to it.
- 4.** Use of the logo must conform strictly to the guidelines set forth in this guide. Placement of the logo on a mailpiece must not interfere with the postage area, address area, return address area, or barcode clear zone.

You can find more information about classes of mail, preparation requirements, rules, regulations and policies online at pe.usps.com.

Direct your questions on mailpiece design and placement of the Official Election Mail logo to a mailpiece design analyst. To find an analyst in your area, go to pe.usps.gov. Click on *Mailpiece Design*, then, *Mailpiece Design Analyst*, then *Mailpiece Design Analyst Lookup Tool*.

Direct your questions on the correct reproduction of the Official Election Mail logo to:

BRAND EQUITY AND DESIGN
475 L'ENFANT PLAZA SW RM 10653
WASHINGTON DC 20260-3100

E-mail: imagereq@email.usps.gov

Small Use

Use the small application only on labels, postcards, and envelopes that do not exceed 4 1/8" x 9 1/2" (Standard #10 envelope).



Medium Use

Use the medium application on small-to medium-sized envelopes that exceed 4 1/8" x 9 1/2".



Large Use

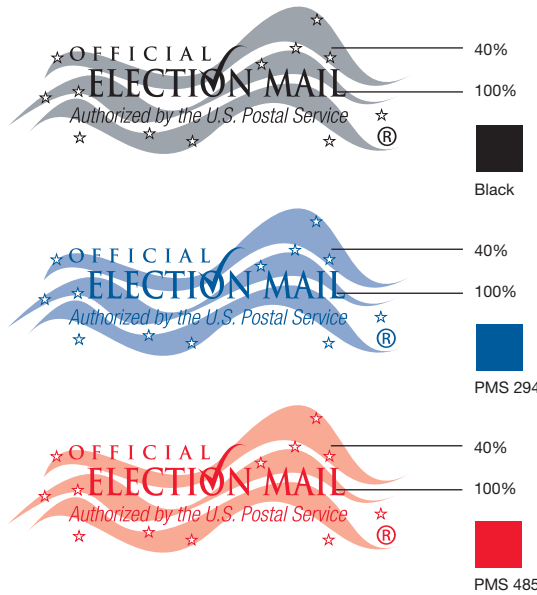
Use the large application on placards and all other envelopes, which are large and oversized.



Color and Print Specifications

The following apply:

- Print the Official Election Mail logo using one of these color options:
 - Black.
 - PMS 294 Blue.
 - PMS 485 Red.
- Print the logo only on a light colored background.
- Print the stripes/waves at 40 percent of the selected color.



Placement

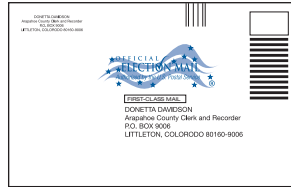
On envelopes, postcards, and labels:

- Place the Official Election Mail logo between the return address and the indicia or postage stamp on the front of the envelope.
- Place the logo vertically from the top edge of the envelope to the top edge of the address area.
- Maintain the clearance area around the logo to keep an identification of the mailpiece as it goes through the system.
- Do not place anything above the logo.

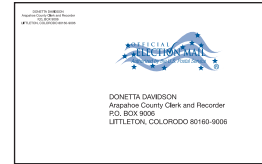
Correct



Envelope



Postcard

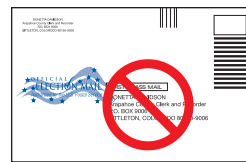


Label

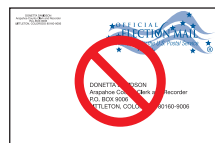
Incorrect



Envelope



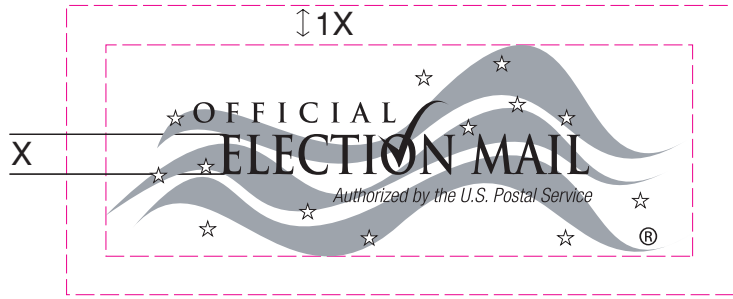
Postcard



Label

Clearance Area – All uses

For the small, medium, and large logo, use a minimum 1X clearance area around the entire logo. Do not place other graphics inside the clearance area, this includes the address, postage, and return information. There must also be at least 1X clearance area between the top of the logo and top of the envelope, postcard, or label. The clearance area allows for proportional resizing of the logo.



Clearance area

Reproduction — USPS Official Election Mail Logo

The USPS Official Election Mail logos below have been specially created. Do not alter or resize the logo when reproducing it. The ® (registered mark) should never be smaller than 5pt. Allow at least a 1/4" of clear space around the logo.

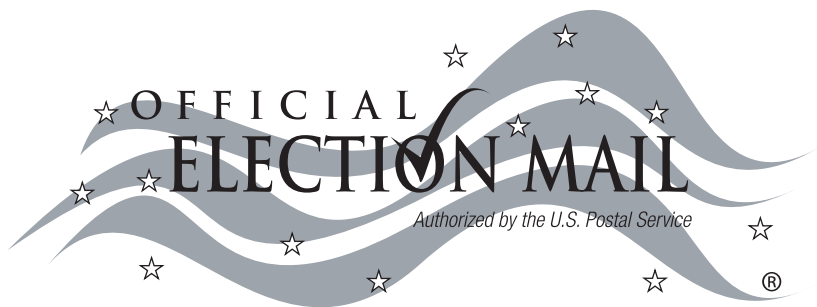
SMALL USE (for labels, postcards and envelopes not exceeding 4 1/8" x 9 1/2")



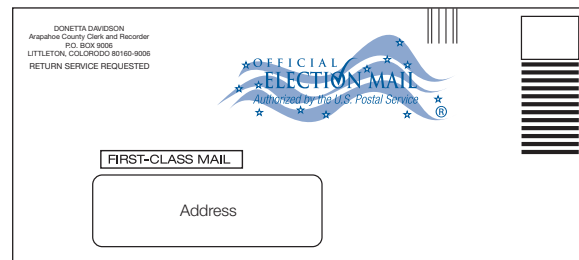
MEDIUM USE (for envelopes which exceeds 4 1/8" x 9 1/2")



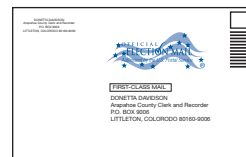
LARGE USE (for placards and all other envelopes which are large and oversized)



CORRECT USE



Envelope



Postcard



Label

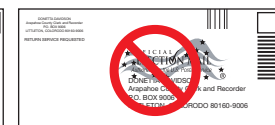
PLACEMENT OF LOGO

On an outbound envelope, place the Official Election Mail logo between the return address and the indicia or postage stamp on the front of the envelope. Place the logo vertically from the top edge of the envelope to the top edge of the address area. Maintain the clearance area around the logo to keep an identification of the mailpiece as it goes through the system. Do not place anything above the logo.

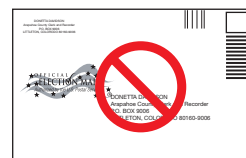
INCORRECT



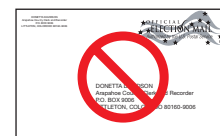
Envelope



Label



Postcard



Label

LOGO COLORS (OEM logos can only be printed in Black, PMS 485 or PMS 294)



Black

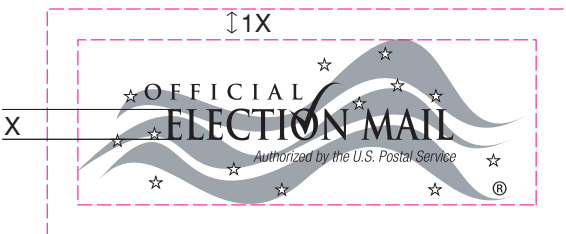


PMS 485



PMS 294

Clearance area



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BRAND EQUITY AND DESIGN
475 L'ENFANT PLZ SW RM 10653
WASHINGTON DC 20260-3100

E-mail: imagereq@email.usps.gov

