

United States Postal Service

Postal Service Postal Customer Council
Graphic Guidelines

July 2009

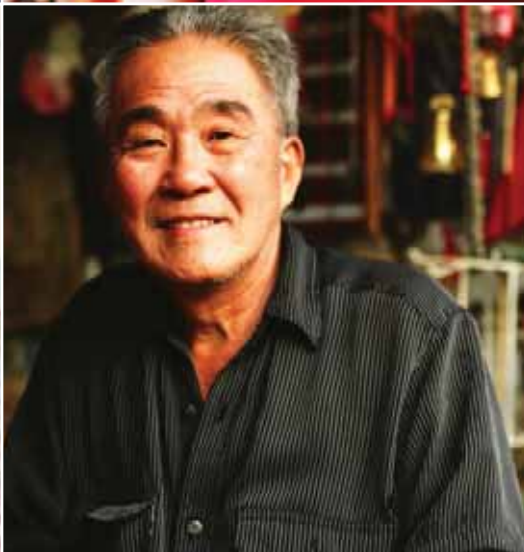
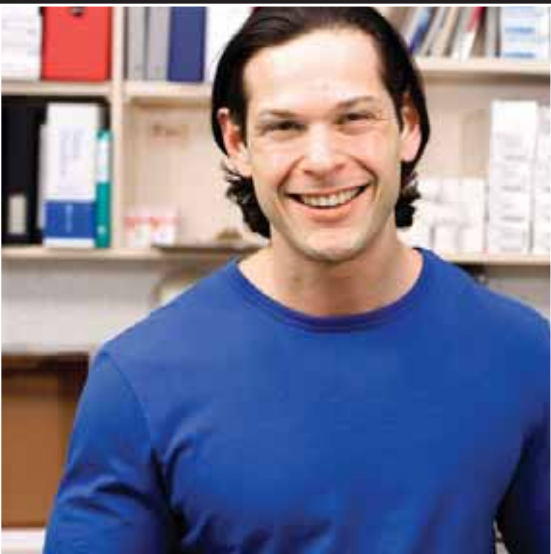


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Questions on the correct reproduction of the PCC symbol should be referred to:

PCC PROGRAM OFFICE
475 L'ENFANT PLAZA SW RM 2P546
WASHINGTON DC 20260-3100

E-mail: pcc@usps.gov

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

E-mail: imagereq@email.usps.gov

INTRODUCTION

Everywhere, every day, the United States Postal Service® touches every American. The U.S. Postal Service® is a symbol of trust and dependability in the life of America. These guidelines are for designers, art directors and contractors who create communications materials by all Postal Customer Council (PCC) members and postal employees who are involved with PCCs. These guidelines contain a set postal standard that have been developed to assist you by giving clear, consistent direction to the outside suppliers with whom you work.

For additional information or if you have questions, contact the PCC Program Office, the Customer and Industry Department at USPS Headquarters at pcc@usps.gov.

POSTAL SERVICE BRAND

The Postal Service brand is much more than a logo or a word. It's the sum of all the tangible and intangible characteristics in verbal and visual messaging that makes our products and services unique to consumers, employees and other stakeholders. The brand is not only the image that we project but also how customers perceive the Postal Service.

The Postal Customer Council symbol is the look, the feel, the sound, the logo that Postal Service presents to customers. U.S. Postal Service remains distinctive in the service it provides to the nation. As America's oldest delivery entity, the Postal Service is trusted to deliver money, messages and merchandise. In the delivery business today, it's harder to sustain real differentiation between delivery services because all delivery companies offer similar products, services and guarantees. Competitive advantage depends on the way we do our jobs and our personality. The U.S. Postal Service is associated with trust, patriotism and the federal government.

It's about universal service — delivering to every business and residence in the nation. The U.S. Postal Service champions the bond between sender and receiver, while making that everyday connection happen with value and dependability.

CORPORATE IDENTITY

The Postal Service's corporate identity is a unique set of attributes that defines the Postal Service based on the experiences, impressions and emotions of our customers, employees and stakeholders when they come in contact with USPS® products, services, employees, images and communications.

Every day, the Postal Service has the opportunity to build on its corporate identity — our customers' perceptions about our performance — at every touch point. To build and maintain a corporate identity requires that writers and designers use and present the elements of the corporate identity system in a consistent manner.

The Postal Service is the only entity that can use this powerful symbol to identify itself in both the collection, transmission, and delivery of mail, and its marketing communications material that the Postal Service produces.

POLICY ON PUBLICATIONS AND USE OF POSTAL SERVICE INTELLECTUAL PROPERTY

All PCC publications, mailings, materials, and other communication media, including individual PCC websites that are linked to, must be consistent in theme and purpose with the PCC Mission and are subject to approval by the local PCC Executive Board. Additionally, PCC materials must:

- (1) Be consistent with the Postal Service's intent to maintain neutrality on religious, social, political, legal, moral or other public issues;
- (2) Not be obscene, deceptive, or defamatory of any person, entity, or group, nor advocate unlawful action; and
- (3) Not harm the public image, reputation, or good will of the Postal Service nor otherwise be derogatory or detrimental to the interests of the Postal Service. Any questions about whether a proposed publication is consistent with this policy must be referred to the PCC Program office.

PCCs shall not, without the prior written permission and consent of the Postal Service, use any Postal Service intellectual property, including, but not limited to, the use of trademarks, service marks, logos, icons, trade names, trade dress, and materials subject to copyright protection, including, text, content, illustrations, photographs, stamps, and other images, owned by the Postal Service or originating from a Postal Service source. PCCs can seek permission to use Postal Service intellectual property from USPS Rights and Permissions, which can be found at:

<http://www.usps.com/rightsandpermissions/>.

PCCs seeking to use the PCC Logos must read, understand, and accept the conditions on page four of this guide. Permission for these PCCs to use the PCC Logos need not be sought through USPS Rights and Permissions.

POLICY ON ADVERTISING

PCC publications, mailings, materials, and other communication media, including individual PCC web sites that are linked to, may not be used to advertise or promote individual businesses or vendors or to convey other messages or commentary not in furtherance of the PCC Mission. "Advertising" is defined in this context as the use of sales slogans or verbiage intended to promote non-Postal Service products, services, or businesses, as well as other types of messages or commentary that are not strictly designed to promote or serve the PCC Mission or Postal Service products or services. The definition of "advertising" in this context does not include appropriate acknowledgment of sponsorships/donations as defined by this Publication (see Section of Publication 286 entitled "Appropriate Acknowledgement of Donations and Sponsorships"). Any questions about whether a communication constitutes advertising in violation of this prohibition must be referred to the PCC Program office.

CONDITIONS OF USE FOR THE PCC LOGOS

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

1. This license is granted only to Postal Customer Councils and their membership. Use by any other entities or persons is not approved or licensed, and will be considered an infringement of the rights of the Postal Service.
2. The PCC Logos may be used only on PCC envelopes, PCC postcards, PCC letterhead, PCC business cards, PCC newsletters, PCC web sites, PCC clothing, and PCC office items.
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 PCC Logos must conform strictly to the guidelines set forth in this guide, including prior approval of all uses of the logos by the Postal Service's Manager of Brand Equity and Design.

Direct your questions on the correct reproduction of the PCC Logos to:

PCC PROGRAM OFFICE
475 L'ENFANT PLAZA SW RM 2P546
WASHINGTON DC 20260-0546
E-mail: PCC@usps.gov

PCC SYMBOL — POSITIVE USE

Small Use

This application is to be used only on labels, postcards, and envelopes that do not exceed 4 1/8" x 9 1/2" (Standard #10 envelope).

Font: Arial Bold Italic; Type size: 16 points
Rules: 1.5 points; Length of rules: 7/8".
Type is set centered within length of rules.



Large Use

This application is to be used on placards and all other envelopes, which are large and oversized.

Font: Arial Bold Italic; Type size: 32 points
Rules: 3 points; Length of rules: 3 – 7/8".
Type must set centered within length of rules.



Color

The First-Class Mail symbol may only be used in two colors: Black and Postal Blue (Postal Blue = PMS 294*).

The symbol must be printed only on a light colored background.

**PMS is a registered trademark of Pantone Matching System.*



2 color: PMS 294, 485



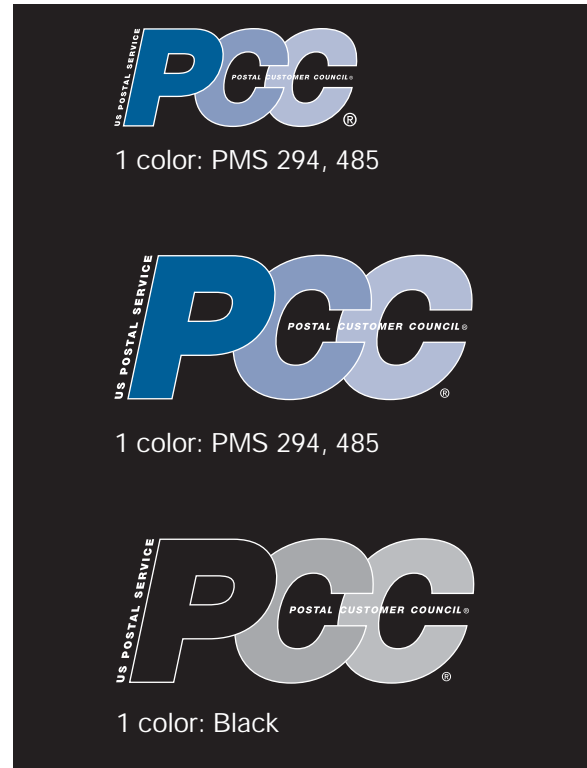
Black



Postal Blue (PMS 294)

PCC SYMBOL — REVERSE USE

The PCC emblem should be easy to distinguish from its background. When the PCC emblem is placed on a background that is darker than 40% screen of black, the reverse use is applied



PCC SYMBOL — INCORRECT USE

The PCC emblem should be easy to distinguish from its background. When the PCC emblem is placed on a background that is darker than 40% screen of black, the reverse use is applied.



black outlined letters



outlined letters



busy background

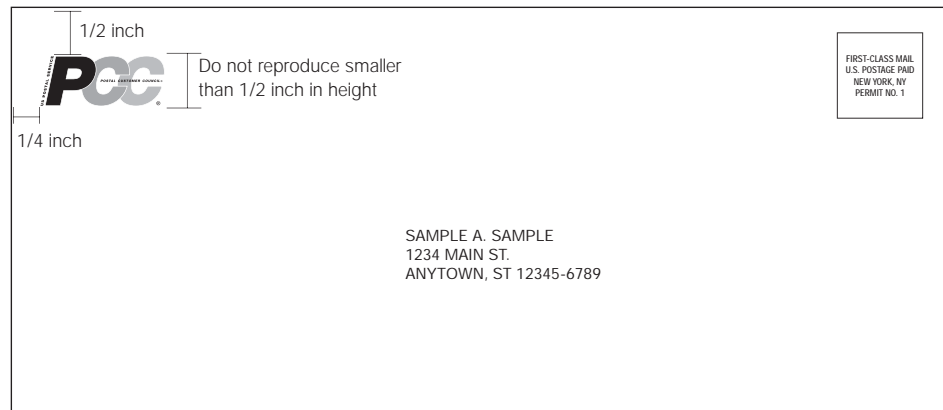


solid letters

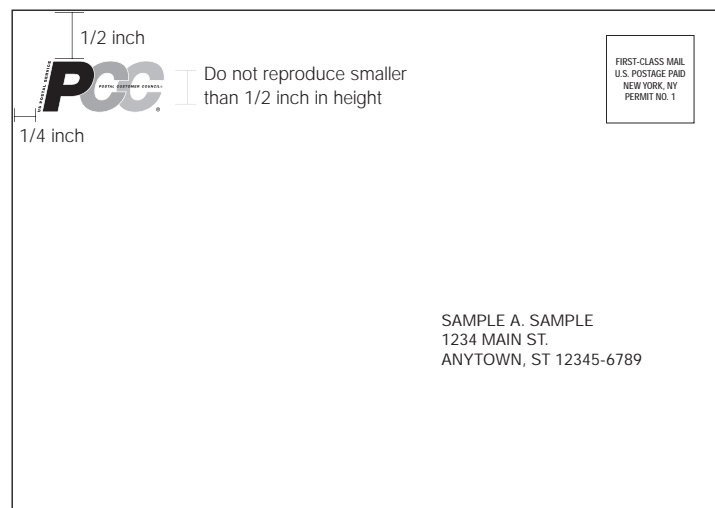
PCC SYMBOL PLACEMENT — ENVELOPES & POSTCARDS

On envelopes, postcards, and labels, place the PCC symbol on the front of the envelope. Place the symbol vertically from the top edge of the envelope to the top edge of the address area. Maintain the clearance area around the symbol to keep an identification of the mailpiece as it goes through the system. Do not place anything above the symbol.

Correct



envelope



postcard

PCC SYMBOL PLACEMENT — WORD TEMPLATES & NEWSLETTERS

There are three separate locations to place the PCC symbol when creating a one page document. They are:

- Flush left, where the PCC symbol would align on the left side margin;
- Flush right, where the PCC symbol would align with the right side margin;
- Or the PCC symbol would be centered within the left side and right side margin.

For sizing please refer to page 6 for the proper sized symbol to be used when creating a one page document.



flush left

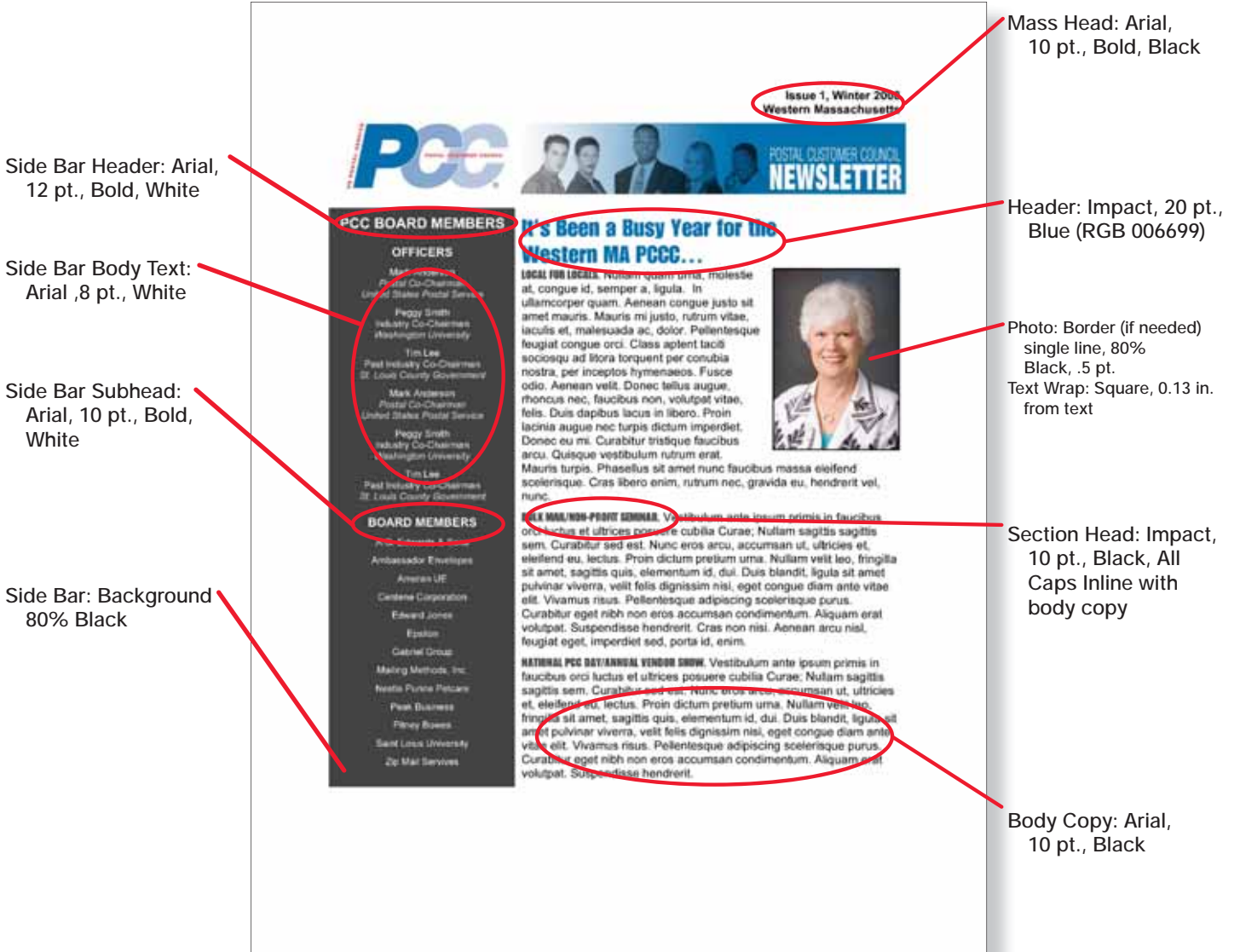


flush right



centered

SAMPLE PCC NEWSLETTER — COVER



Side Bar Header: Arial, 12 pt., Bold, White

Side Bar Body Text: Arial ,8 pt., White

Side Bar Subhead: Arial, 10 pt., Bold, White

Side Bar: Background 80% Black

Issue 1, Winter 2009
Western Massachusetts

Mass Head: Arial, 10 pt., Bold, Black

Header: Impact, 20 pt., Blue (RGB 006699)

Photo: Border (if needed) single line, 80% Black, .5 pt. Text Wrap: Square, 0.13 in. from text

Section Head: Impact, 10 pt., Black, All Caps Inline with body copy

Body Copy: Arial, 10 pt., Black

SAMPLE PCC NEWSLETTER — LEFT INTERIOR PAGE

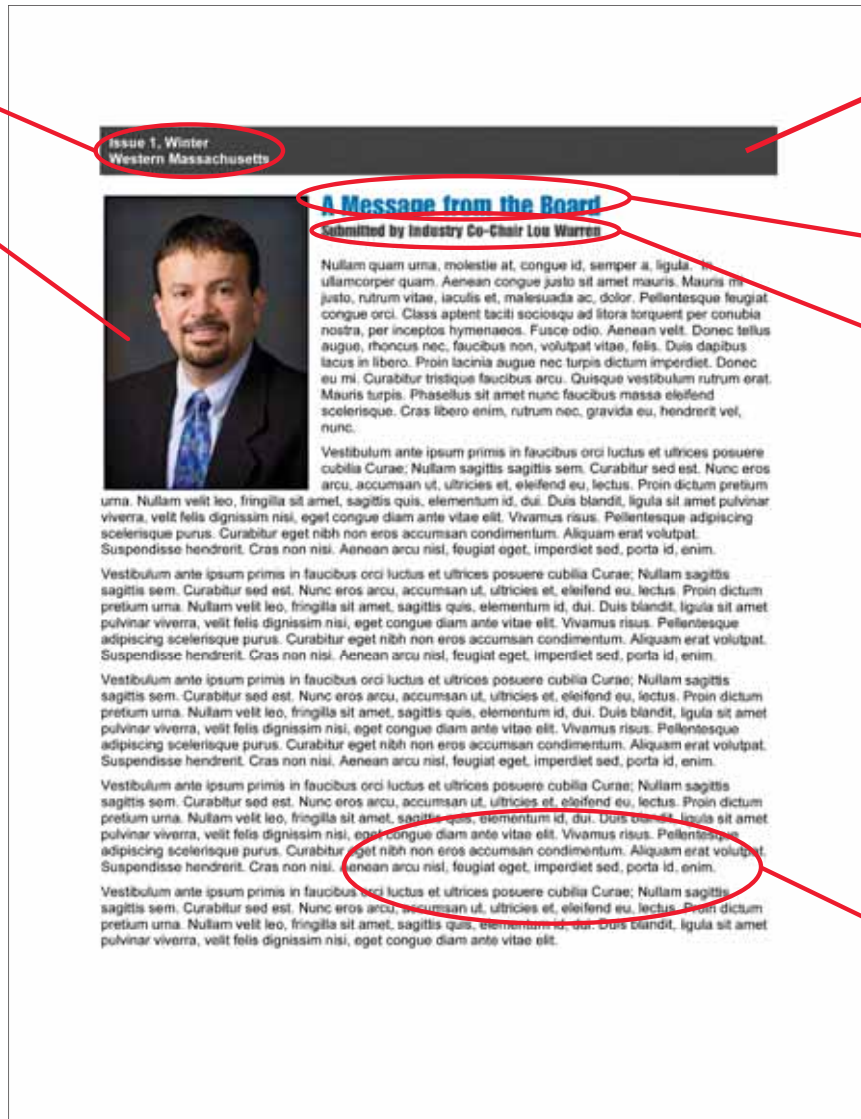
Mass Head: Arial,
10 pt., Bold, White

Top Bar: Background
80% Black

Photo: Border (if needed)
single line, 80% Black,
.5 pt.
Text Wrap: Square, 0.13 in.
from text

Header: Impact, 20 pt.,
Blue (RGB 006699)

Subhead: Impact,
12 pt., 80%Black,



Body Copy: Arial,
10 pt., Black

SAMPLE PCC NEWSLETTER — RIGHT INTERIOR PAGE

Top Bar: Background color 80% Black

Mass Head: Arial, 10 pt., Bold, White

Issue 1, Winter 2008
Western Massachusetts

Section Head: Impact, 10 pt., Black, All Caps Inline with body copy

Side Bar Header: Arial, 12 pt., Bold, White

Body Copy: Arial, 10 pt., Black

Side Bar Subhead: Arial, 10 pt., Bold, White

Side Bar Body Text: Arial, 8 pt., White

Top Bar: Background Blue (RGB 006699)

LOCAL FOR LOCALS. Nullam quam urna, molestie at, congue id, semper a, ligula. In ullamcorper quam. Aenean congue justo sit amet mauris. Mauris mi justo, rutrum vitae, iaculis et, malesuada ac, dolor. Pellentesque feugiat congue orci. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Fusce odio. Aenean velit. Donec tellus augue, rhoncus nec, faucibus non, volutpat vitae, felis. Duis dapibus lacus in libero. Proin lacinia augue nec turpis dictum imperdiet. Donec eu mi. Curabitur tristique faucibus arcu. Quisque vestibulum rutrum erat. Mauris turpis. Phasellus sit amet nunc faucibus massa eleifend scelerisque. Cras libero enim, rutrum nec, gravida eu, hendrerit vel, nunc.

BULK MAIL/NON-PROFIT SEMINAR. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam sagittis sagittis sem. Curabitur sed est. Nunc eros arcu, accumsan ut, ultricies et, eleifend eu, lectus. Proin dictum pretium urna. Nullam velit leo, fringilla sit amet, sagittis quis, elementum id, dui. Duis blandit, ligula sit amet pulvinar viverra, velit felis dignissim nisi, eget congue diam ante vitae elit. Vivamus risus. Pellentesque adipiscing scelerisque purus. Curabitur eget nibh non eros accumsan condimentum. Aliquam erat volutpat. Suspendisse hendrerit. Cras non nisi. Aenean arcu nisl, feugiat eget, imperdiet sed, porta id, enim.

NATIONAL PCC DAY/ANNUAL VENDOR SHOW. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam sagittis sagittis sem. Curabitur sed est. Nunc eros arcu, accumsan ut, ultricies et, eleifend eu, lectus. Proin dictum pretium urna. Nullam velit leo, fringilla sit amet, sagittis quis, elementum id, dui. Duis blandit, ligula sit amet pulvinar viverra, velit felis dignissim nisi, eget congue diam ante vitae elit. Vivamus risus. Pellentesque adipiscing scelerisque purus. Curabitur eget nibh non eros accumsan condimentum. Aliquam erat volutpat. Suspendisse hendrerit. Cras non nisi. Aenean arcu nisl, feugiat eget, imperdiet sed, porta id, enim.

BULK MAIL/NON-PROFIT SEMINAR. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam sagittis sagittis sem. Curabitur sed est. Nunc eros arcu, accumsan ut, ultricies et, eleifend eu, lectus. Proin dictum pretium urna. Nullam velit leo, fringilla sit amet, sagittis quis, elementum id, dui. Duis blandit, ligula sit amet pulvinar viverra, velit felis dignissim nisi, eget congue diam ante vitae elit. Vivamus risus.

NATIONAL PCC DAY/ANNUAL VENDOR SHOW. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam sagittis sagittis sem. Curabitur sed est. Nunc eros arcu, accumsan ut, ultricies et, eleifend eu, lectus. Proin dictum pretium urna. Nullam velit leo, fringilla sit amet, sagittis quis, elementum id, dui.

COMING EVENTS

JUNE 14
Star-Telegram Tour

JUNE 17
Ft. Worth Museum

JULY 27
Networking Outing

AUGUST 21
Postal One. Mail.dat

SEPTEMBER 19
Matters of Importance Day

OCTOBER 4
Postal Appreciation

OCTOBER 25
Industry Roundtable

NOVEMBER 8
Members Appreciation Lunch

DECEMBER 11
Toy Drive

SAMPLE PCC NEWSLETTER — BACK COVER

The image shows the back cover of a PCC newsletter with several design callouts:

- Reserved For Logo:** Points to the PCC logo.
- Reserved For Postage:** Points to a postage-paid stamp box.
- Return Address:** Points to the address: "River Cities Postal Customer Council, 500 Sycamore Street, Evansville, IN 47708".
- Reserved For Mailing:** A large dashed box covering the main content area.
- Side Bar Header:** Points to the "COMING EVENTS" header in the blue sidebar.
- Side Bar Subhead:** Points to the date "JULY 27" in the sidebar.
- Side Bar Body Text:** Points to the event details in the sidebar.
- Top Bar:** Points to the blue background of the sidebar.
- Section Head:** Points to the "LOCAL FOR LOCALS" section header in the main text.
- Body Copy:** Points to the main body text.

REPRODUCTION — FOR EMBROIDERY ONLY

The Postal Customer Council (PCC) emblem below has been specially created for embroidery only. Please do not alter the PCC emblem when reproducing it.

APPROVAL REQUIREMENTS

Approval is required from the manager of Brand Equity & Design for any application of the Postal Customer Council (PCC) emblem.

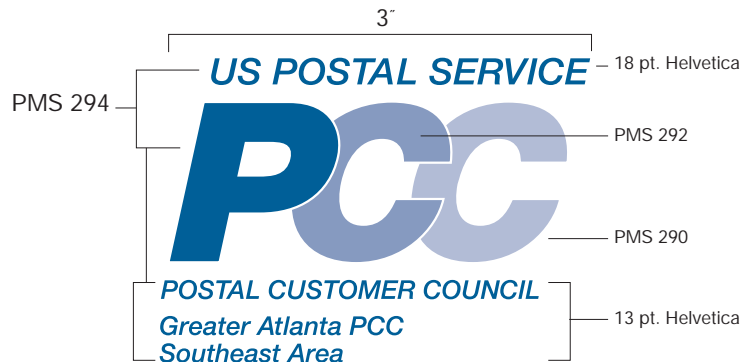
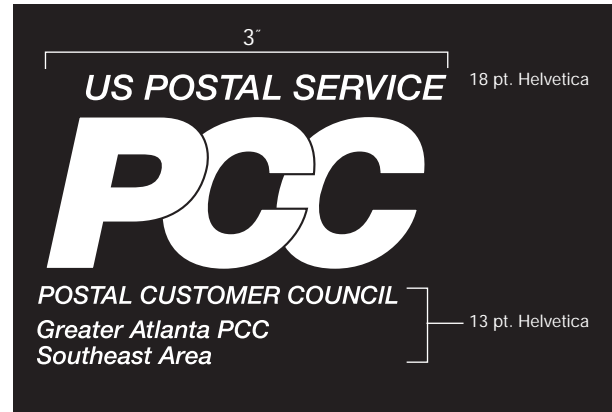
To expedite the process, please mail or fax a preliminary layout. If you prefer to E-mail an electronic file, please send a PDF file.

E-mails must not exceed 2 megabytes.

Mail to:
 Manager, Brand Equity & Design
 475 L'Enfant Plaza SW
 Washington, DC 20260-3100

Fax to:
 Manager, Brand Equity & Design
 202.268.2392

E-mail to:
imagereq@email.usps.gov



Positive use

Reverse use

Reverse use

REPRODUCTION — OFFICE ITEMS

It is customary to have on hand a selection of standard office items for distribution. To date, the following items have been selected to display the PCC Symbol:

- Binders/Portfolios
- Mugs/Coffee Cups
- Note Pads
- Pens/Pencils
- Caps
- Water Bottles

Other office items may be prepared with the PCC symbol; however, the items must be in keeping with the USPS quality standards, and designs must support our reputation for excellence. Use only the sizes specified on the reproduction sheets. The small-size format may not be reduced for these items because any reduction makes the corporate signature unreadable.

The PCC symbol may appear in a one-, two-, or three-color format. For exact color specifications, see pages 6 through 7. The size of an item and the minimum size allowed for the PCC symbol might not accommodate the PCC symbol. For these particular situations, use the words Postal Customer Council in 65 Helvetica Medium without the PCC symbol.

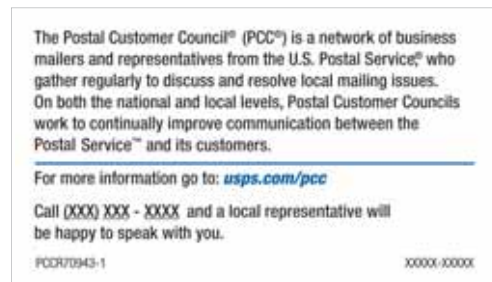


BUSINESS CARDS

Cards have been created to assist PCCs in recruitment of additional members. These two sided cards are available on Message Maker 3 (postal authorized users only).



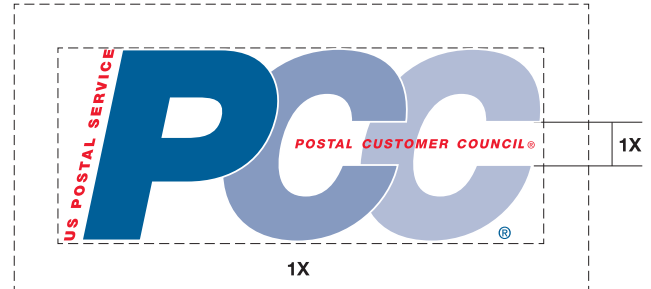
business card front



business card back

CLEARANCE AREA — ALL USES

Always display the PCC emblem prominently without interference from other graphic elements such as photographs, illustrations, body text, or frame boundaries such as in a web page. Certain display requirements have been established to prevent competition from other graphic elements.



Reproduction – U.S. Postal Service Postal Customer Council (PCC) emblem

S. Postal Service Postal Customer Council emblems below have been specially created. Please do not alter the logo when reproducing it.

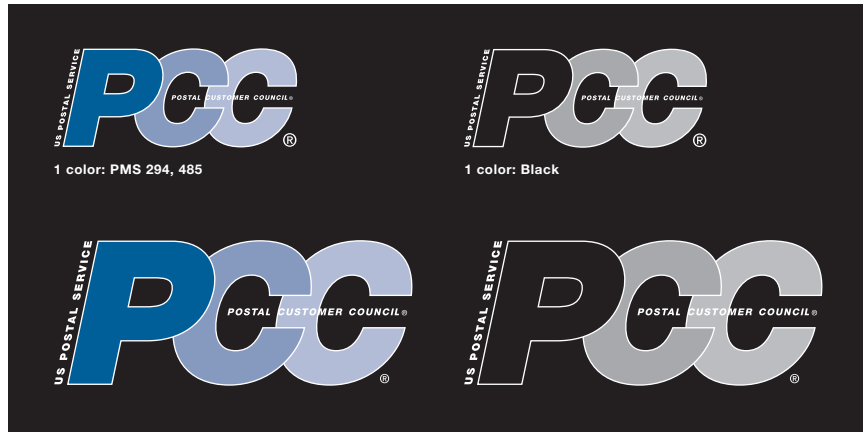
POSITIVE USE



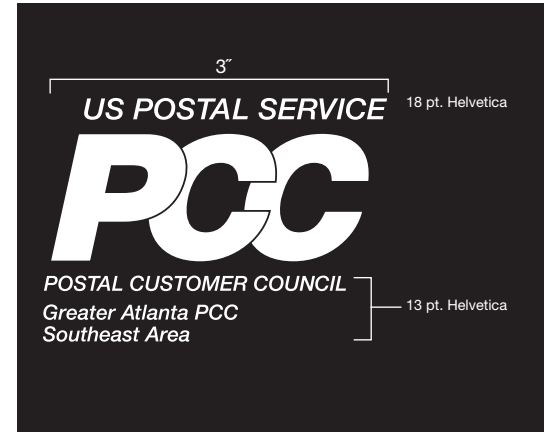
2 color: PMS 294, 485



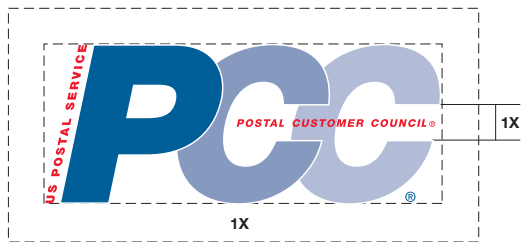
REVERSE USE



REVERSE USE - EMBROIDERY ONLY



MINIMUM CLEAR SPACE AROUND POSTAL CUSTOMER COUNCIL EMBLEM



Always display the PCC emblem prominently without interference from other graphic elements such as photographs, illustrations, body text, or frame boundaries such as in a Web page. Certain display requirements have been established to prevent competition from other graphic elements.

The PCC emblem should be easy to distinguish from its background. When the PCC emblem is placed on a background that is darker than 40% screen of black, the reverse use is applied.

INCORRECT USE



Black outlined letters



Outline letters



Busy background



Solid letters

Approval Requirements

Approval is required from the manager of Brand Equity & Design for any application of the Postal Customer Council emblem.

To expedite the process, please mail or fax a preliminary layout. If you prefer to E-mail an electronic file, please send a PDF file.

E-mails must not exceed 2 megabytes.

Mail to:
Manager,
Brand Equity & Design
475 L'Enfant Plaza SW
Washington, DC 20260-3100

Fax to:
Manager,
Brand Equity & Design
202.268.2392

E-mail to:
imagereq@email.usps.gov

PCC WEBSITE — HOW TO MODIFY OR UPDATE A LOCAL PCC WEBSITE USING THE PCC WEBSITE TEMPLATE

This guide should be used to modify and maintain a local PCC website according to USPS Brand Equity & Design standards. In order to update the PCC website, it is not necessary that you be a web designer or that you have had more than a year's experience with website updating. However, maintaining a basic site on a regular basis according to templates and site organization can be quite complicated and requires advanced computer skills. Therefore, you need to familiarize yourself with the current version of Dreamweaver, understand Section 508 standards, and consult with USPS's Department of Information Technology before attempting to make any modifications to the site. Training on these programs might take anywhere from a few days to a few weeks depending on one's prior experience.

BECOME VERY FAMILIAR WITH THE CURRENT VERSION OF DREAMWEAVER

If you are not already familiar with or well-versed in Dreamweaver or basic web design and site management, consult an instructional book or an online tutorial like Lynda.com's Dreamweaver CS3 Essential Training. Make sure to pay special attention to the chapters on CSS (Cascading Style Sheets).

UNDERSTAND SECTION 508 STANDARDS FOR WEB ACCESSIBILITY

If you are not already well-versed in Section 508 Compliance standards, become knowledgeable about the rules and regulations from online resources, e.g. <http://www.section508.gov> and Lynda.com's chapter "Web Accessibility Principles" in Dreamweaver CS3 tutorial.

CREATE A NEW SITE IN DREAMWEAVER

- Place the PCCWEBSITE2008 folder on your desktop or a place that is easily accessible for you.
- Open Dreamweaver then go to top menu panel and click on SITE > NEW SITE.
- In the local info category in Advanced mode, make site name "PCC_site"
- Define the Local root folder to be PCC_site folder located inside PCCWEBSITE2008.
- Define "Default images folder" to be images subfolder within the PCC_site folder.
- Then to finish and exit for the time being, hit OK button at bottom right corner.

(IMG. 1 is just an example of the Dreamweaver site definition window you will likely see when performing these steps. You will not be filling out the forms exactly the same as the picture because of the differences in computer names. To be most accurate, click on the folder icons to the right of the form and select folders.)



IMG. 1

MODIFY CONTENT IN EXISTING PAGES VIA EDITABLE REGIONS

To update information on pages, you will need to insert or modify text content sections called editable regions in Dreamweaver. (see *IMG. 2*)

The font sizes and paragraph properties should stay the same based on the template and attached CSS pages. If they shift or change for some reason while you input new copy, use the following as a guide:

Headers: Impact, 100%, color: # 005a9c

Paraheading: HelveticaCondensedBlack;

Color: #333333

Body: Helvetica; Color: #333333

- In the new document design view, click inside the EditRegion 1 area and change the title accordingly. (see *IMG. 2*)
- Click inside the EditRegion 2 area and insert new text (via copy & paste from your original document or by typing in directly) section by section to insure that the headings and paragraphs maintain their identify tags in order to maintain their correct attributes.

CREATE NEW PAGES FROM TEMPLATES

Within the PCC_site folder, there is a subfolder named Templates. Inside of this folder are templates marked with the end tag of .dwt. These pages will allow you to create new HTML pages using the existing design from the templates.

- To create new pages, in Dreamweaver go to FILE > NEW and in the left most column, choose "Page from Template".
- Then the window will lead you to choose between different template files and you will choose PCCpages to create a new page that is not the homepage. (see *IMG. 3*)

Click on the Create button on the lower right corner to start your new html document from the chosen template.



IMG. 2



IMG. 3

MODIFYING AND SAVING YOUR HTML FILE

- In the title field at the top of your Dreamweaver document, type in the title that you want this site homepage to be named. (e.g. as a default, in the homepage file, it says in the current example PCC Newsletter April 2008") (see *IMG 4.1*)
- Save this file as the appropriate file name (e.g. index.html or contact.html) and save it to the PCC_site folder. (see *IMG 4.2*)



IMG. 4.1



IMG 4.2

MODIFYING OTHER PAGES FOR YOUR UPDATED SITE

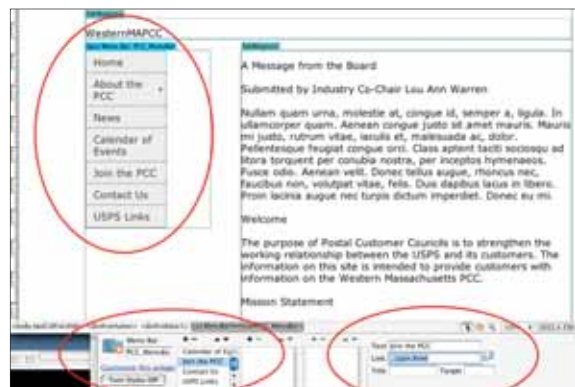
- Open up pages that relate to corresponding topics that you need to edit, e.g. calendar.html. (see IMG 5.1)
- Edit content accordingly via editable regions following instructions from step 5. (see IMG 5.2)
- Save file as the original file name. Otherwise, if you save it as a different name, your flyout menu (called Spry menu in Dreamweaver) on the homepage will not work properly. If you must save it as a different name, make sure you edit the Spry menu correctly on the template page for the corresponding page. (See IMG. 5.3 where *Join the PCC menu item and join.html* is highlighted as an example)



IMG. 5.1



■ IMG 5.2.



IMG. 5.3

LAST BUT NOT LEAST: PROPERLY MAINTAINING YOUR SITE

- Make sure you don't move pages around outside of PCC_site folder or within different subfolders. If you do, the links will be broken. However, if you need to move pages around, do so in the Dreamweaver files window. (see *IMG 6.1*) Then choose to UPDATE links if you move files. (see *IMG 6.2*)



IMG. 6.1



IMG. 6.2

CONTACTS

APPROVAL REQUIREMENTS

Approval is required from the manager of Brand Equity & Design for any application of the Postal Customer Council (PCC) emblem.

To expedite the process, please mail or fax a preliminary layout. If you prefer to E-mail an electronic file, please send a PDF file.

E-mails must not exceed 2 megabytes.

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