



Corporate Identity Quick Reference Guide



fedexbrand.com



The FedEx brand is more than a famous name. It's a set of values, attributes and artwork that reflects the spirit of our company. Using it consistently will reinforce our position as one of the world's premier businesses.

This book is a short overview of our guidelines, illustrating how to apply the visual components of our brand. It includes directions on how to use our signatures, colors and typefaces. As its name suggests, this book is a brief summary of the full FedEx Corporate Identity guidelines which can be found at fedexbrand.com.

Each page in this guide includes a reference to the relevant section of the fedexbrand.com Web site. Visit the site for complete information about any topic presented here.

For further information or to obtain artwork, please contact FedEx Global Brand Management.

22 North Front Street
Suite 300
Memphis, TN 38103

Telephone: (888) 399-5999
Fax: (888) 257-0085
Email: fedexbrand@fedex.com
Web site: fedexbrand.com

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Brand Attributes

Our brand attributes are at the core of our brand. They summarize our promise to our customers, showing people not only what we do, but how we do it. Everything that bears the FedEx name should live up to these attributes.

Simplifying

It's easy to work with FedEx. We don't waste anyone's time. Our procedures are straightforward, and our communications are clear.

Optimizing

Every FedEx customer has different needs. We find the right solution — and the right price — for each customer's business.

Inventive

Global business constantly changes. So does FedEx. As we invent new solutions, we lead the way in operations, technology and e-commerce.

Connecting

FedEx makes connections. Our networks link people, packages and information around the clock and around the world.

Certain

Our customers don't have time for "almost." They demand certainty. FedEx delivers.

Personal

FedEx customers are people, not transactions. We get to know each customer and offer them the tools they need to achieve their goals.

Signature Elements

Our signatures are the most prominent expression of the FedEx brand. That's why it's vitally important to use them correctly and consistently. Each signature is a piece of custom-designed artwork. For every signature, use only approved artwork downloaded from fedexbrand.com.

Operating Company Signatures

Each FedEx operating company has its own signature, consisting of two elements: the FedEx wordmark and the operating company descriptor.

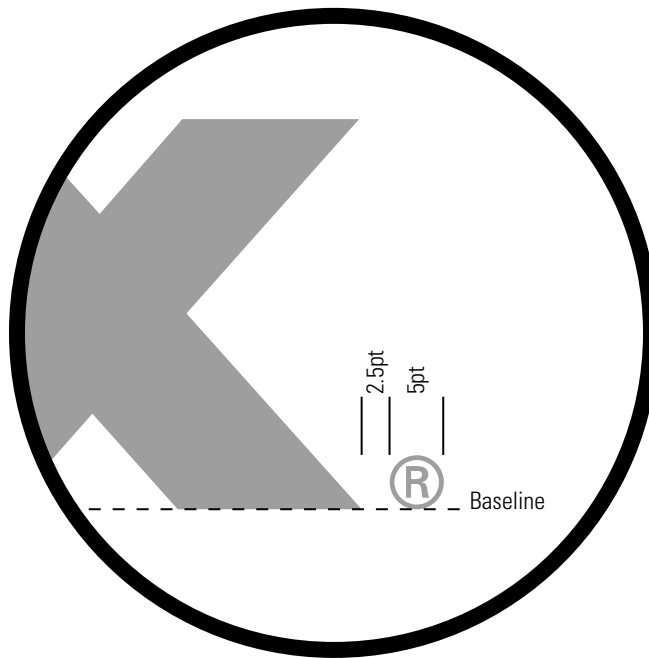
Collective Signature

This signature consists of the wordmark without a descriptor (see page 07).



Sizing the Registration Mark

The registered service mark symbol (®) is attached to each FedEx signature. The symbol should never be smaller than its preferred size, which is 5 points in diameter. It is positioned on the baseline of the FedEx wordmark at a distance equal to its radius.



Signature Configurations

Each of our operating companies has a preferred signature configuration; use it whenever possible. However, our signatures must also accommodate a wide range of uses, from business cards to aircraft. To meet all business needs, and special-use (horizontal) configuration is also available. Download approved artwork from fedexbrand.com.

Preferred (Large) Two-Color



Special Use (Horizontal) Two-Color



Signature Clear Space

Our company stands out from the crowd, and so does our signature. To create maximum impact, keep the space around the FedEx signature free from other text and graphics. The clear space on each side of the signature should always be equal to or greater than the x-height of the FedEx wordmark.

Preferred (Large) Two-Color



Special Use (Horizontal) Two-Color



Operating Company Signatures

Whenever possible, use these preferred signature configurations. Artwork for all of our signatures can be downloaded from fedexbrand.com.



Collective Signature



Signature Color Variations

The colors specified for each operating company can be used as backgrounds for one-color, black and reverse signatures. Only approved artwork should be used; download it from fedexbrand.com.

Two-Color Positive



One-Color FedEx Purple



Two-Color Reverse



One-Color Black



One-Color (Company Color)



One-Color Reverse



Identity Typeface

As the FedEx brand has evolved, so has our use of type. Univers, our primary typeface, sets a confident, contemporary tone for FedEx communications. It also supports a wide range of applications. Use Univers Condensed 47, 57 and 67 for all printed communications.

For more information visit fedexbrand.com.

Primary Typeface

Univers Condensed 47 Light (and Oblique)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers Condensed 57 Regular (and Oblique)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers Condensed 67 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Identity Colors

Color shows our spirit and promotes brand recognition. Our powerful corporate colors, FedEx Purple and FedEx Light Platinum, reinforce the stature of our company. Specific colors from our palette are used in the signatures of our operating companies, as shown below.

The preferred custom-engineered inks for FedEx match colors are available from authorized vendors. Contact INX International Ink Co. at (510) 791-2016 or Monarch Ink at (901) 458-1700.

FEDEX MATCH COLOR	PANTONE® EQUIVALENT	CMYK	RGB	WEB-SAFE HEX
FedEx Purple	PANTONE 2685	C90 M100 Y0 K0	R102 G0 B153	66 00 99
FedEx Light Platinum*	PANTONE 877	C0 M0 Y0 K37	R153 G153 B153	99 99 99
FedEx Light Platinum Reverse**			R204 G204 B204**	CC CC CC**
FedEx Light Gray	PANTONE Cool Gray 6	C0 M0 Y0 K37	R153 G153 B153	99 99 99
FedEx Light Gray Reverse**			R204 G204 B204**	CC CC CC**
FedEx Orange	PANTONE 021	C0 M65 Y100 K0	R255 G102 B0	FF 66 00
FedEx Green	PANTONE 361	C75 M0 Y100 K0	R0 G204 B0	00 CC 00
FedEx Blue	PANTONE Process Blue	C100 M3 Y0 K0	R0 G153 B204	00 99 CC
FedEx Red	PANTONE 186	C0 M100 Y80 K0	R255 G0 B51	FF 00 33
FedEx Yellow	PANTONE 1235	C0 M30 Y100 K0	R255 G204 B0	FF CC 00
FedEx Yellow Uncoated‡	PANTONE 116U‡			
FedEx Gray	PANTONE 404	C0 M6 Y18 K50	R153 G153 B153	99 99 99
White		C0 M0 Y0 K0	R255 G255 B255	FF FF FF
Black		C0 M0 Y0 K100	R0 G0 B0	00 00 00

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. **The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.** Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

*When reproduction techniques or restrictions prohibit the use of FedEx Light Platinum, you may use FedEx Light Gray.

**Use these values to create sufficient contrast when reverse signatures appear on-screen.

‡Uncoated PANTONE equivalent for FedEx Yellow



FedEx Purple



FedEx Light Platinum*



FedEx Light Gray



FedEx Orange



FedEx Green



FedEx Blue



FedEx Red



FedEx Yellow



FedEx Gray



White



Black