

## Logo usage

The Parcelforce Worldwide logo is our stamp of authenticity, quality and heritage – representing Great British Delivery across the UK and around the world.



## Additional logos



### Logo without drop shadow

Use our logo without the drop shadow for digital applications and at a small print size to aid legibility.



### Single colour

When single colour is required use a positive monochrome logo on light background.

Safe area

To make sure nothing compromises our logo, always keep a clear space around it.

This safe area is height of the Parcelforce Worldwide globe height.

## Dual and Tri-brand logos

When the Parcelforce Worldwide logo is used in conjunction with other brands in the Royal Mail Group, the Royal Mail and Parcelforce Worldwide lock up or the Parcelforce Worldwide, Royal Mail and GLS lock up should be used accordingly.



Dual brand logo



Tri brand logo

## Logo sizing

Use the following sizes as a guide to keep the logo proportionate to the rest of the page and ensure a consistent look and feel.

25 mm



### Minimum width

Use our logo without the drop shadow at a small print size to aid legibility.

