Royal Mail logo guidelines
Logo
Building a stronger brand together

These guidelines form the building blocks of our brand.

They enable us to be consistent in everything we do, so that we always give people the same brilliant experience.

Please use these guidelines to help you do things in a way that takes our brand from strength to strength.

We’re here to help

brand.team@royalmail.com
royalmail.com/brandcentre
Logo
Making our mark

The Royal Mail logo is our personal stamp. It’s the most immediately recognisable representation of our brand. It signifies and supports our authenticity, authority and heritage.

![Royal Mail logo]

Royal Mail logo

Welsh version

Scottish version

Versions and variants
Sometimes we need variants of our logo for Wales and Scotland.
Only use the monochrome version when you can’t use colour.

Master artworks of the Royal Mail logo are available at royalmail.com/brandcentre.

Smallest size
Never go smaller than these sizes to ensure legibility.

Digital
Print

50 pixels
14 mm
Logo
Dos and don’ts

Never rotate, alter, distort, stretch, skew, re-colour or recreate the logo.

Never rotate the logo.
Never stretch or distort the logo.
Never re-colour the logo.
Never alter the components of the logo.
Always use the negative logo on a dark background.
Never use the positive logo on a dark background.
Always use the positive logo on a light background.
Never use the negative logo on a light background.
Never use any version of the logo on a busy or confusing background.
Need a hand?
We’re here to help

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