



Royal Mail logo guidelines

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.



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.

Royal Mail logo



Welsh version



Scottish version



Use a positive colour logo on light background.

Use a positive monochrome logo on light background.

Use a negative colour logo on dark background.

Use a negative monochrome logo on dark background.



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



50 pixels

Print

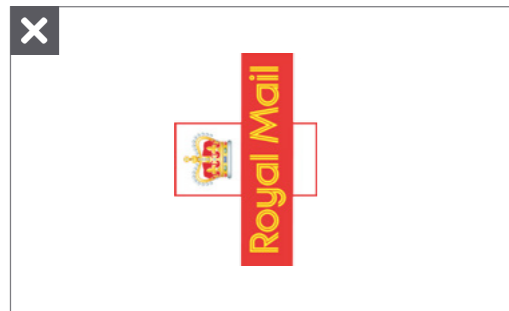


14 mm

Logo

Dos and don'ts

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



Never rotate the logo.



Never alter the components of the logo.



Always use the positive logo on a light background.



Never use the negative logo on a light background.



Never stretch or distort the logo.



Never re-colour the logo.



Always use the negative logo on a dark background.



Never use the positive logo on a dark background.



Never use any version of the logo on a busy or confusing background.

Need a hand?

We're here to help

brand.team@royalmail.com

royalmail.com/brandcentre