Your SMART BUSINESS Moment™

The Corporate Signature Is Our Mark

The Postal Service™ corporate signature combines our logo and organization name into one consistent brand mark:

The corporate signature is the primary brand element and official visual identifier of the Postal Service. It is used consistently across all print, digital, and promotional materials to ensure a cohesive and recognizable brand; and it is used to advertise, promote, and communicate the Postal Service brand.

Remember to always correctly and consistently use the corporate signature logo when promoting the Postal Service brand.

And that’s smart business.

To learn more about the USPS brand, visit MyHR and take the USPS Brand Standards training.