DESIGN GUIDE

DHL EXPRESS LOGO

Please note the specifications for usage

DHL

DHL EXPRESS LOGO
IMPORTANT NOTES

You can use the new logo as an alternative to the ❯ DHL monobrand and ❯ descriptor.

In all markets

You can use this logo in the following touchpoints:

- Stationery
- Power Point
- Websites (Desktop view)
- Social Media Sites (Desktop view)
- Smart Connect (Desktop View)
- Platform Partners / 3PVs
- Shipping Applications / customer facing IT
- BU-specific Product Comms
- BU-specific publications
- BU-specific Press Releases
- BU-specific Advertising

In these markets

- Australia
- Belgium
- Malaysia
- Netherlands
- Poland
- Portugal
- Spain
- Thailand
- USA
- United Kingdom

The specific additional touchpoints are:

- Vans
- Service points (when single-operated)
- Customer letters
- Labels
- Uniforms

The usage of Business Unit logos in other markets and on other touchpoints requires upfront approval by the Global Commercial Board (GCB). Exception: stationery and non-interoperable service points.

All media assets require final approval by the Group Brand Services Team (GBS Team).

Color logo on Postyellow background or gradient

Color logo on white or any other colored backgrounds
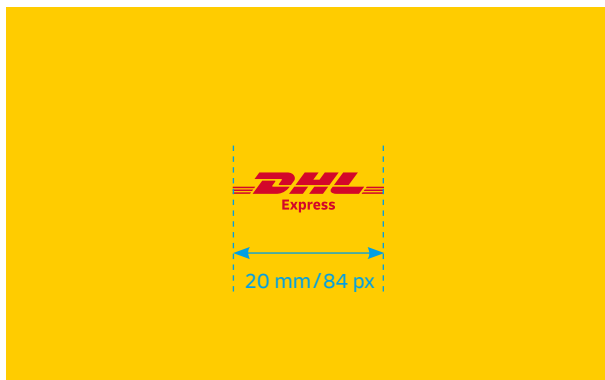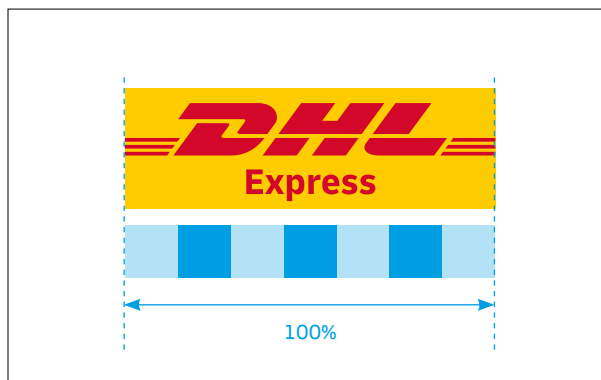

Black logo

Overview
The color logo version should always be your first choice. The black logo version is available for layouts that don't accommodate the color version.

LOGO SIZE

We recommend a logo width equal to seven base units.

Do not reduce the size below a width of 20 mm or 84 px.

Standard and minimum size
The standard logo size depends on the size of the base unit. Generally speaking, we recommend a logo width equal to seven base units. Use the 〉DHL logo size calculator to calculate the base unit or have a look into a selection of recommended sizes below. To ensure consistency throughout all media, please use the size generated by the calculator/the sizes given below. However, you may adjust the width as needed.
Our logo is strong enough to be visible and legible even when it is small, but do not reduce the size below a width of 84 px or 20 mm.

Recommended logo and base unit sizes
A6: base unit 5 mm, logo width 35 mm
A5: base unit 5 mm, logo width 35 mm
A4: base unit 7 mm, logo width 49 mm
A3: base unit 10 mm, logo width 70 mm
A2: base unit 14 mm, logo width 98 mm
A1: base unit 20 mm, logo width 140 mm
Smartphone: base unit 16 px, logo width 112 px
Tablet and desktop: base unit 20 px, logo width 140 px

DHL EXPRESS LOGO
BUFFER ZONE AND LOGO PLACEMENT

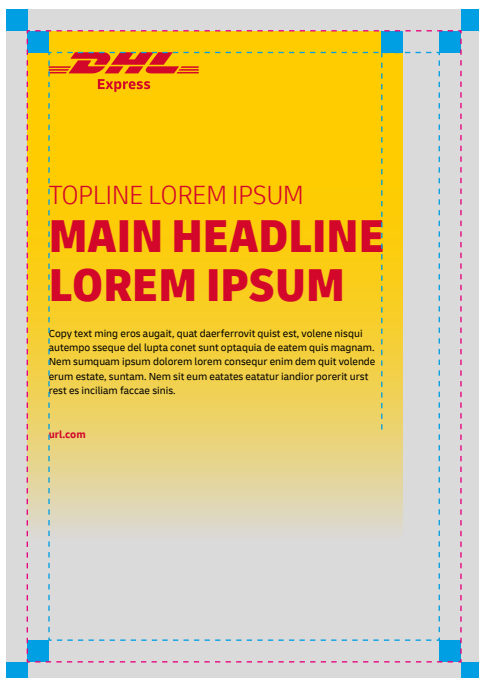Always maintain a buffer zone of at least one base unit.

Buffer zone
To ensure that our logo retains its legibility and integrity, always maintain a buffer zone of at least one base unit between the logo and all other design elements. (One base unit typically equals 1/7th of the logo width.) In DHL layouts, the buffer zone is at least two base units.

Placement in print and digital layouts
The DHL Express Logo is usually placed in one corner of the Gradient Module. There should be an obvious visual relationship between the logo and the images and/or text, for example by aligning them along the same vertical axis.
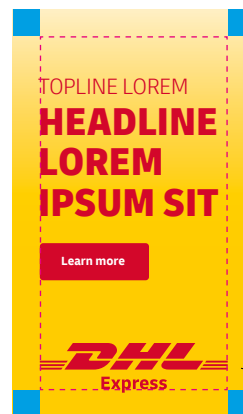
Visit the ⟩ DHL Logo Guide and ⟩ DHL Layout Principle Guide for more information on logo placement and layout.

TOPLINE LOREM IPSUM

MAIN HEADLINE LOREM IPSUM

Copy text ming eros augait, quat daerferrovit quist est, volene nisqui autempo sseque del lupta conet sunt optaquia de eatem quis magnam. Nem sumquam ipsum dolorem lorem consequ enim dem quit volende erum estate, suntam. Nem sit eum eatates eatatur iandior porerit urst rest es inciliam faccae sinis.

url.com

Example placement at the top of a layout

TOPLINE LOREM IPSUM

MAIN HEADLINE LOREM IPSUM

Copy text ming eros augait, quat daerferrovit quist est, volene nisqui autempo sseque del lupta conet sunt optaquia de eatem quis magnam. Nem sumquam ipsum dolorem lorem consequ enim dem quit volende erum estate, suntam. Nem sit eum eatates eatatur iandior porerit urst rest es inciliam faccae sinis.

url.com

Example placement at the bottom of a layout

TOPLINE LOREM

HEADLINE LOREM IPSUM SIT

Learn more

Example placement at the bottom of a small digital medium

The logo is placed at the baseline of the word "Express" if it is placed at the bottom of a layout.

DHL EXPRESS LOGO
FILES OVERVIEW

PRINT LOGO VERSIONS

PDF

DHL_Express_logo_cmyk_C_BG.pdf
DHL_Express_logo_cmyk_U_BG.pdf
DHL_Express_logo_sc_BG.pdf

DHL_Express_logo_cmyk_C.pdf
DHL_Express_logo_cmyk_U.pdf
DHL_Express_logo_sc.pdf

DHL_Express_logo_cmyk_black.pdf

BG: logo version for Postyellow background / gradient
cmyk: process color printing
sc: spot color printing
C: coated paper
U: uncoated paper

SCREEN LOGO VERSIONS

PDF

DHL_Express_logo_rgb_BG.pdf

DHL_Express_logo_rgb.pdf

DHL_Express_logo_rgb_black.pdf

PNG

DHL_Express_logo_rgb_BG.png

DHL_Express_logo_rgb.png

DHL_Express_logo_rgb_black.png

SVG

DHL_Express_logo_rgb_BG.svg

DHL_Express_logo_rgb.svg

DHL_Express_logo_rgb_black.svg

EMF

DHL_Express_logo_rgb_BG.emf

DHL_Express_logo_rgb.emf

DHL_Express_logo_rgb_black.emf

BG: logo version for Postyellow background / gradient
rgb: screen color modus

Color logo (for Postyellow background / gradient)

Color logo

Black logo

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