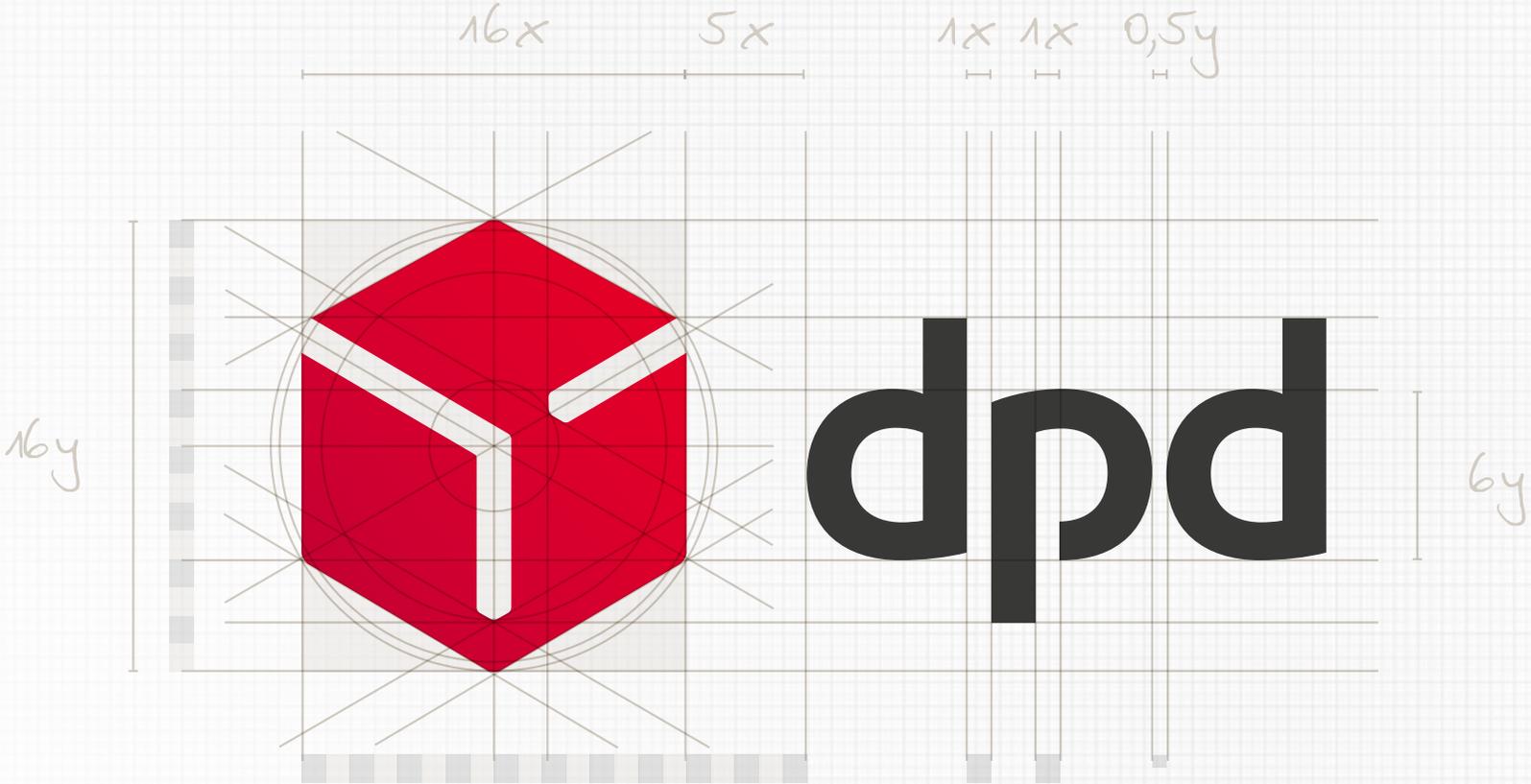


DPD visual guidelines

Version 2.0
October 18 2016



Introduction

Getting our brand right matters. As the DPDgroup business charges forward – delivering new experiences, connecting with new customers, and expanding for the future – it is essential that the DPD brand grows with it.

Our brand sits at the heart of everything we do. For us to be known as international parcel delivery experts, it must drive our business, the experiences we deliver and how we express ourselves, both visually and verbally.

This guide will help you to create and deliver a consistent DPD look and feel both inside and out.

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Our brand

Our ambition is big, we want to be known as the **international parcel delivery experts**. Our brand will help us achieve our goals and help us to build our reputation and recognition as one connected group.

We believe in

Closer Connection

This is our brand essence. It expresses the spirit of our business: the way we look and speak, the things we do each day, and how we act. It describes the way our customers should feel about us every time they interact with us – when they use our apps, speak to our people and meet our drivers.

The way we deliver this, day in day out, is through our personality – **Personal, Straightforward, Responsive** and **Can-do**. Get this right and your communications will not only look great but they will build on our reputation and help us move one step closer to our goal.

What it means for our customers?

For our business customers

For every parcel we deliver, we know it's your business and your reputation we carry. That's why we like to build closer connections with you and your customers, to ensure every delivery is seamless, simple, and hassle free.

As your delivery partner, we think it's our job to know and understand your business, so we can work the way you do, and deliver when and where your customers need us.

We see ourselves as the friendly experts of parcel delivery. For us, it's always personal and always a pleasure to help our customers reach further and deliver more.

For consignees

Waiting for your parcel is not always easy. Being in the right place at the right time is even harder. That's why we keep you closely connected, every step of the way.

We've worked hard to create a service that puts you in control. You always know when we're coming, and what your options are. And if you change your mind, it's simple. One touch, click, or call is all it takes. We'll find the most convenient time and place for you.

We're proud to be the friendly experts of parcel delivery. For us, it's always personal, and always a pleasure.

1.0 Brand architecture

1.1	Overview	6
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This shows how we organise our businesses. It is the external ‘face’ of our business strategy.

Visually it helps everyone inside and outside of our organisation see and understand the connection between our Group brand, commercial brands, and our products and services.

1.1 Brand architecture – Overview

Holding company

GeoPost is our Holding company. It is a non-commercial entity that acts as the corporate 'face' of our brand, primarily used for financial communications and for reporting to shareholders and investors.

Commercial group

DPDgroup is our Commercial group. It conveys our stature as one, connected entity, and represents our network of parcel delivery activities across Europe and the rest of the world.

Endorsement used with DPDgroup

The Geopost endorsement is only used on key DPDgroup communications such as business cards. The endorsement 'Parcel delivery network of Geopost' communicates our holding company connection.

Commercial brands

Our commercial brands represent us at a country or BU level. They build associations across our network, and strengthen our stature as one connected DPDgroup.

Endorsement used with commercial brands

The DPDgroup endorsement clearly and simply communicates that we are a single, connected international network. Used on all key communications, vans, uniforms, digital and all printed material.

Corporate Social Responsibility (CSR)

DrivingChange™ is our commitment to Corporate Social Responsibility. We believe in being a responsible partner to the people, businesses, and communities we work closely with.

Holding company



Commercial group



Endorsement used with DPDgroup

Parcel delivery network of 

Commercial brands



Endorsement used with commercial brands



Signature Services

Predict Pickup

Corporate Social Responsibility (CSR)

DrivingChange™

1.2 Brand architecture – How it works visually

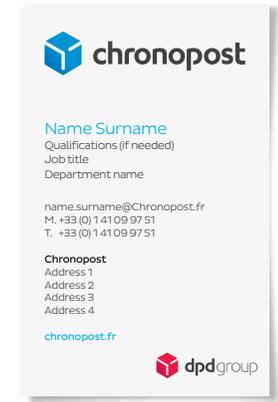
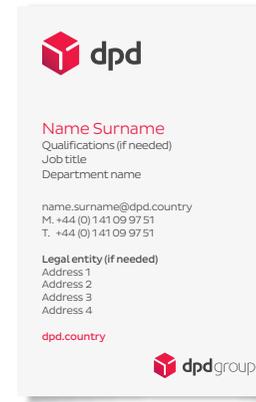
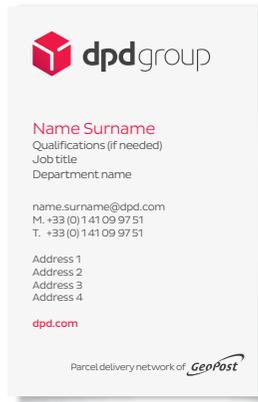


For Group level corporate reporting only, when speaking to:

- Le Groupe La Poste
- Financial community
- Institutional press

Communications to international customers. Communications to all Group employees in the parcel delivery network.

Corporate functions supporting and connecting parcel delivery activity. Endorsement of all non-DPD commercial brands, as part of the DPD network.



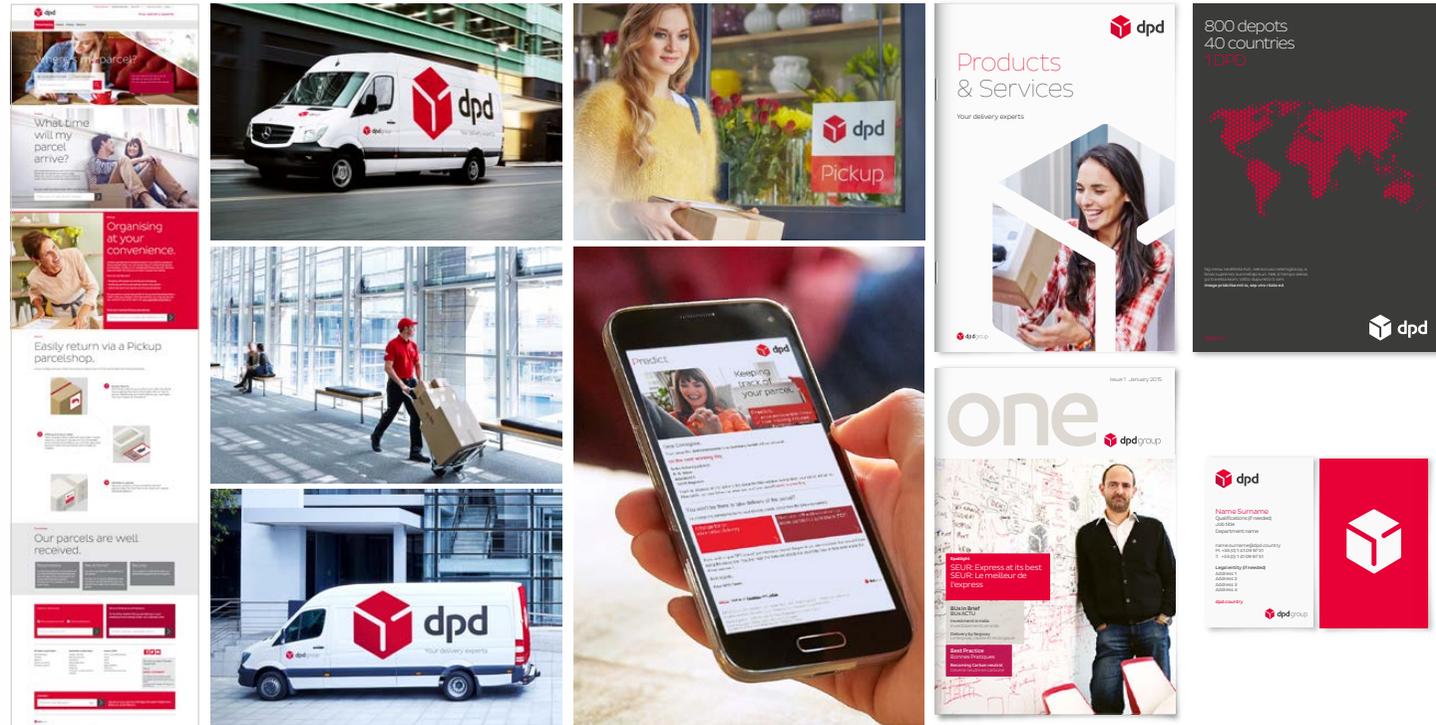
2.0 Visual system

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2.2	Visual elements	10

The DPD brand consists of several elements designed to work together to create a recognisable and consistent identity.

2.1 Visual system – Overview

The DPD brand is bold and unmistakably red.
We are proud, professional and expert.



2.2 Visual system – Visual elements

The DPD brand consists of six elements designed to work together to create a powerful, distinctive and consistent identity:

1. Logo
2. Colour palette
3. Window graphic
4. Font/typography
5. Coloured blocks
6. Imagery

Six things to remember

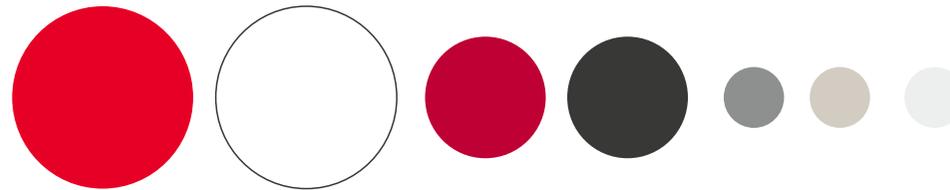
As you have seen, our visual identity is brilliantly simple and super sharp, but it has to be used in the right way to successfully demonstrate our friendly yet expert manner. So getting the right balance really matters.

1. Consistency is key - but that doesn't mean everything has to look the same.
2. Keep layouts clean and simple. Never over clutter or over complicate.
3. Give our identity space and room to breathe. Check the sizing.
4. White is just as important as red. So use the colour palette purposefully.
5. Our typeface is legible, open and clean. So keep headlines short and simple for maximum impact.
6. Images brings 'Closer Connection' to life. They create the emotional pull and make our communications more evocative.

1. Logo



2. Colour palette



3. Window graphic

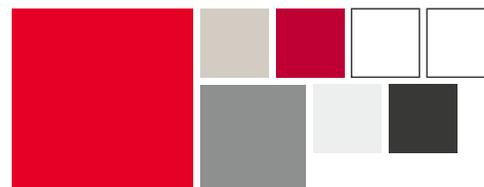


4. Font/typography

Pluto Sans DPD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"\$%&/()=?

5. Coloured blocks



6. Imagery



3.0 DPD logo

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The DPD logo is a balance of engineered letterforms, combining sharp and rounded lowercase characters that feel both trusted and human.

It reflects the dynamic nature of our business and the experts who deliver our service.

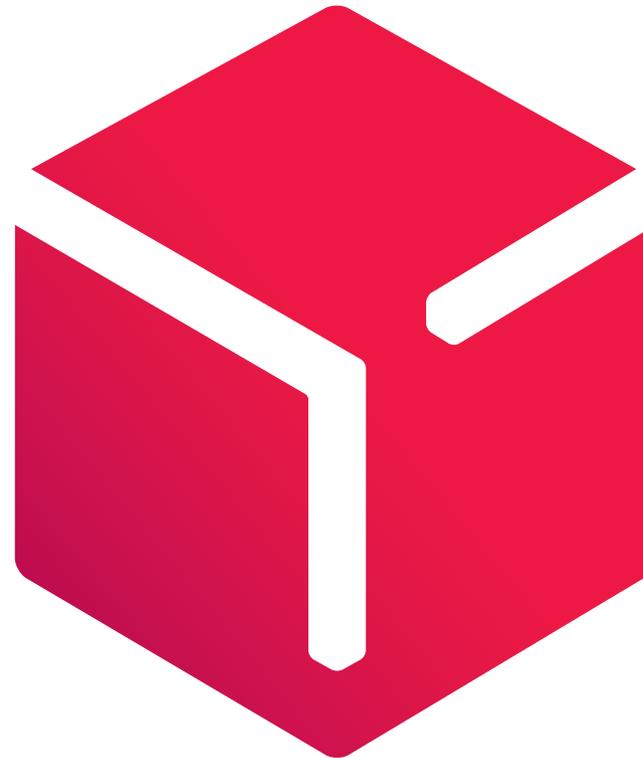
3.1 DPD logo – Symbol

Our symbol reflects our delivery network and represents the business we are in, in a simple, bold and iconic way. Wherever it is seen, it will help us to be recognised and trusted as one connected international network.

Designed for maximum impact and standout, our symbol breaks the industry norms of shields, arrows and speed lines. It simply and directly communicates who we are: parcel delivery experts. Our symbol is straightforward, like our business, and with a warm subtle gradient reflects our personal touch.

Visual principles

- The symbol can be used as a supergraphic in communications.
- The symbol can only appear in the red gradient, red, black or white.
- Use the symbol in the red gradient or white when used as a supergraphic, and red (no gradient), black or white for secondary, infographic and content pages.
- The symbol can contain imagery (see window graphic section).
- The symbol cannot be rotated, twisted, embellished, manipulated or have any additional visual effects added to the artwork (see page 13 and page 22).
- Never redraw! Always use the provided logo files from the Brand Center or request customized versions from Network Marketing.



3.2 DPD Logo – Symbol don'ts

What not to do

This page shows some examples of what not to do with the DPD logo, when the visual appearance has been manipulated from the master artwork.

Clear space

The clear space area ensures the symbol clearly stands out and remains legible. Please ensure no other elements enter into this space.

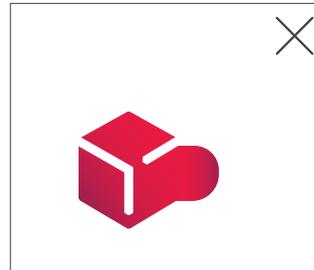
Please note:

The logo artwork files (.ai vector files) already contain the correct clear space and can be loaded into layouts with or without.

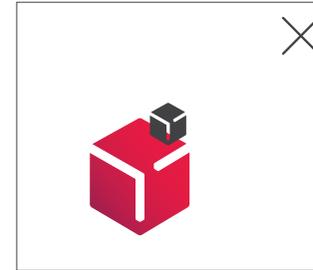
There are exceptions where the symbol can be used without a clear space, e.g. vehicle livery, building signage or graphics consisting of multiple symbols (e.g. our map of Europe).

New combinations of the symbol and word marks can be created by Network Marketing (networkmarketing@dpdgroup.com) only

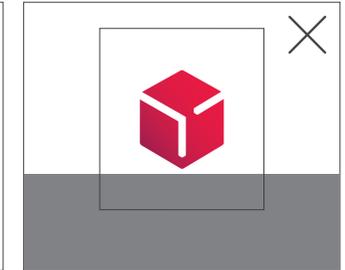
Do not change the shape



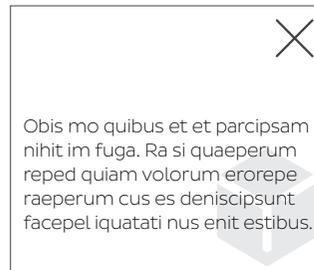
Do not add additional elements



Do not violate the clear space



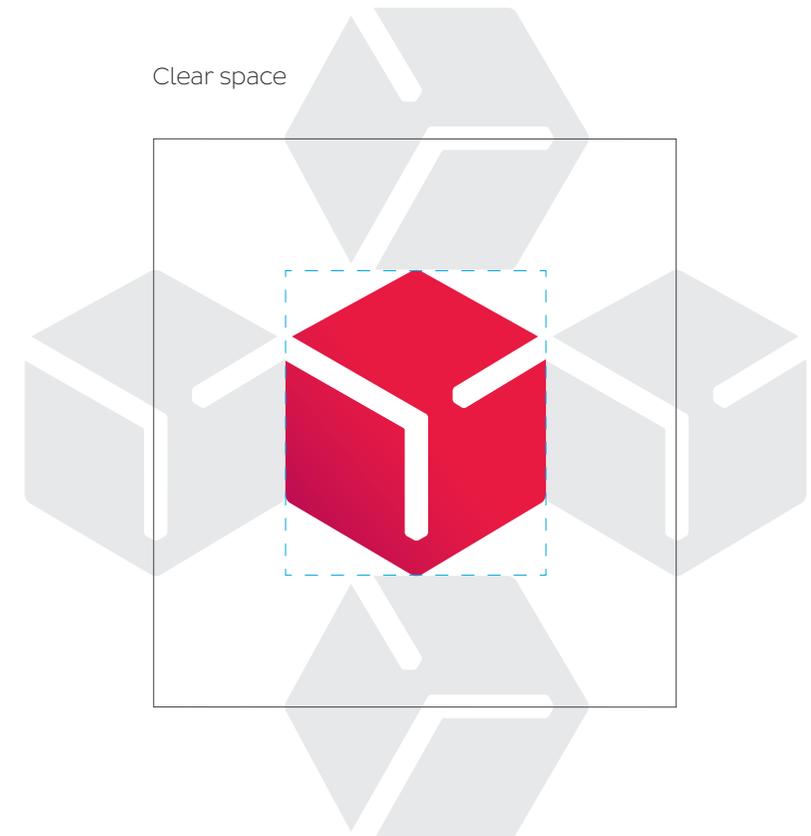
Do not use the symbol as a background



Do not place images over the symbol



Clear space



3.2 DPD logo – Logo

The DPD logo consists of two elements, the symbol and the wordmark. They should always remain in this configuration.

The wordmark can never be used without the symbol, but the symbol can be used on its own when appropriate.

See examples throughout these guidelines of how the logo is used, and where the symbol is used on its own.



Symbol

The lowercase letters 'dpd' in a bold, dark grey sans-serif font. The letters are closely spaced and have a modern, clean appearance.

Wordmark

Artwork

Always use the master logo artwork provided and never try to recreate the brandmarks or change them in any way.

3.3 DPD logo – Colour & colour variations

There are four colour variations of the logo:

1. Primary logo
Red gradient version
2. Red and white version
3. White version
4. Black version
DPD Black 90%

Logo usage

Our primary logo should be used in most instances on white or light photographic backgrounds.

Use the white version on dark backgrounds or coloured backgrounds.

For greyscale applications use the black or white version.

Use Pantone references as a colour guide for reproducing the reds.

1. Primary logo – Red gradient version



2. Red and white version



3. White version



4. Black version



3.4 DPD logo – Clear space & minimum size

Clear space

The clear space area ensures the logo clearly stands out and remain legible. Please ensure no other elements enter into this space.

Please note:

The logo artwork files (.ai vector files) already contain the correct clear space and can be loaded into layouts with or without.

Minimum size

The minimum size measurement helps to ensure the legibility of the logo. The logo should never be used in sizes smaller than the specified minimum.

If this is unavoidable then sign-off is required, please email:

networkmarketing@dpgroup.com

Clear space



Minimum size



60 pixels

Digital



10 mm

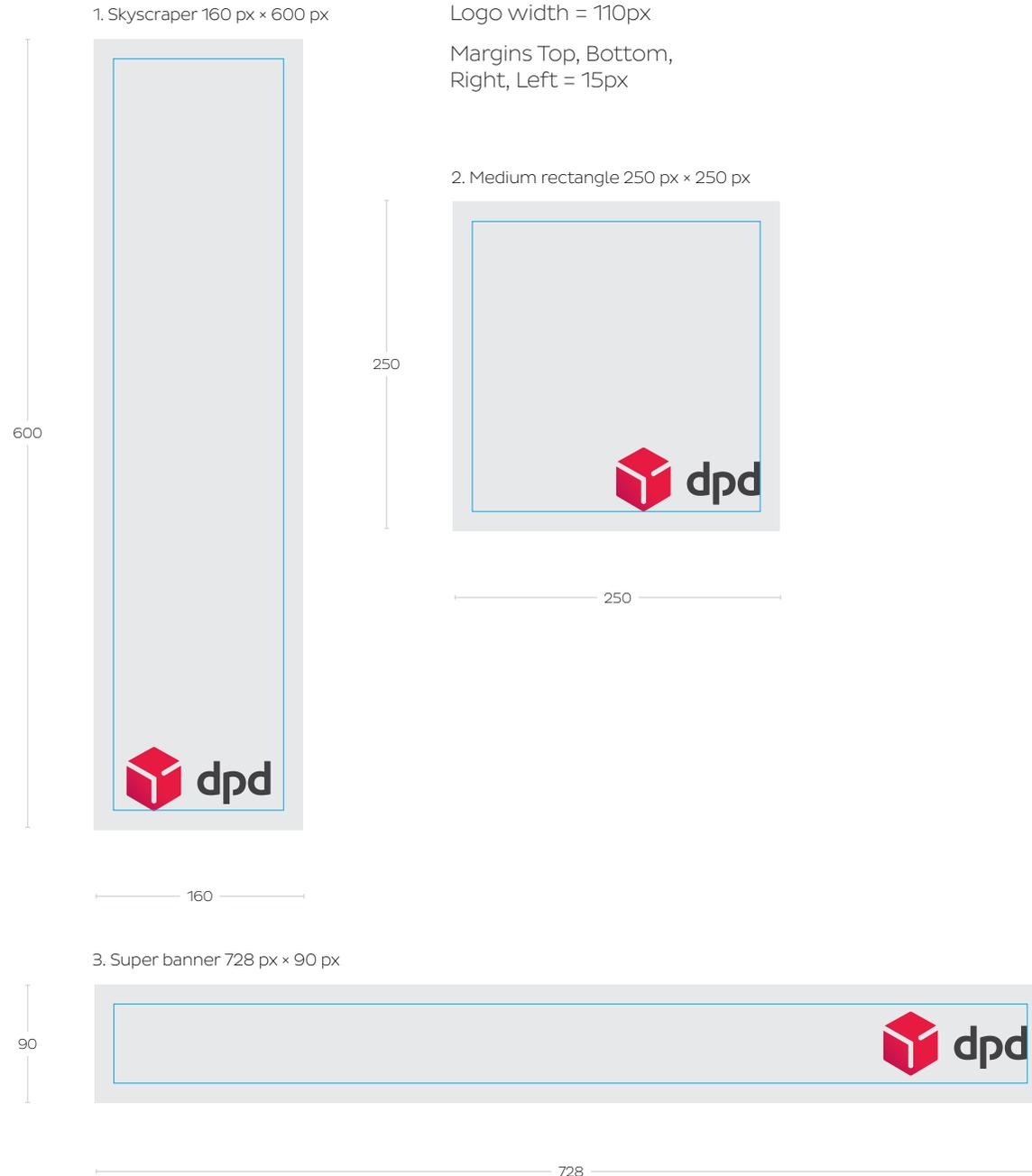
Print

3.5 DPD logo – Size & positioning for digital

Below are the dimensions of some of the most common banner formats in digital. All measurements are in pixels.

1. Skyscraper 160 px × 600 px
2. Medium rectangle 250 px × 250 px
3. Super banner 728 px × 90 px

Please see and respect the [Online Advertising Styleguide](#) found in the Brandcenter.



3.6 DPD logo – Size & positioning for print

The correct sizing of the logo will help to create a consistent look and feel across printed communications.

Size of the logo

Divide the longer side by 14.5 to find the height of the logo.

Positioning the logo

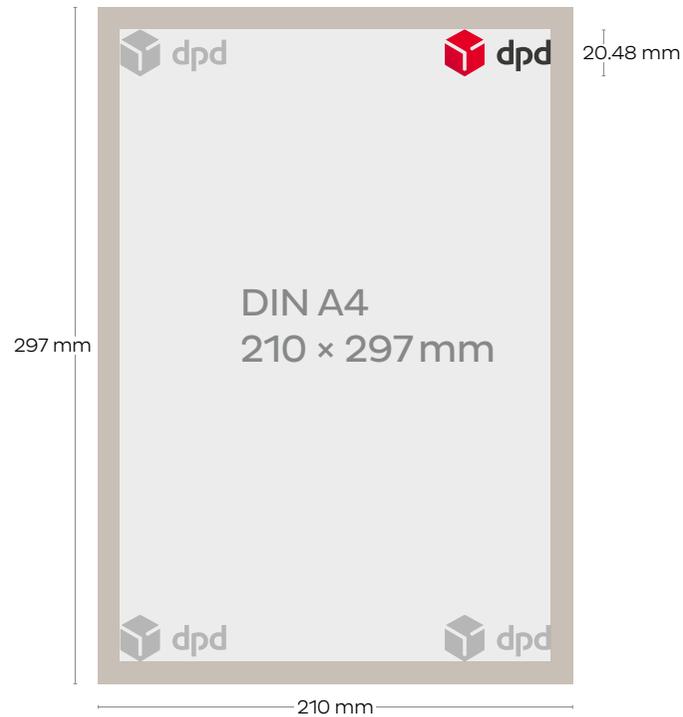
The logo can be placed in any of the four corners shown on the grid.

Landscape formats

This same sizing principle can be used for landscape formats.

Logo sizes for common document sizes

Document size (mm)	Logo height (mm)
A1 – 594 × 840	57,93
A2 – 420 × 594	40,97
A3 – 297 × 420	28,97
A4 – 210 × 297	20,48
A5 – 148 × 210	14,48
A6 – 105 × 148	10,21
DIN lang – 210 × 105	14,48
210 × 210	14,48
148 × 148	10,21



Calculation for individual document sizes

This form will calculate your custom logo height. Just enter the longer side of your document.

Longer side (mm)	Logo height (mm)

3.7 DPD logo – Making the grid

To build a consistent look, we use a grid to help align, space and arrange all graphic elements. The grid uses 6 equal columns and 9 equal rows.

The grid can be applied across all collateral to help create a consistent look and feel on all communications, regardless of size. The grid is divided into two parts, blue and red. Use the red grid to arrange coloured blocks, use the blue grid to arrange everything else.

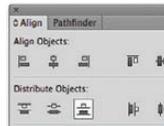
Calculate the margin

Divide the longer side by 30
(double that for inner margin of spreads).

Building the grid

Divide the shorter side by 30 to determine the grid's overall dimensions as shown, for:

- Gutters
- Columns and rows



Tip

Use the 'distribute' tool in Adobe Illustrator and InDesign to create 6 equal columns and 9 equal rows.

Margin and gutters for common document sizes (mm)

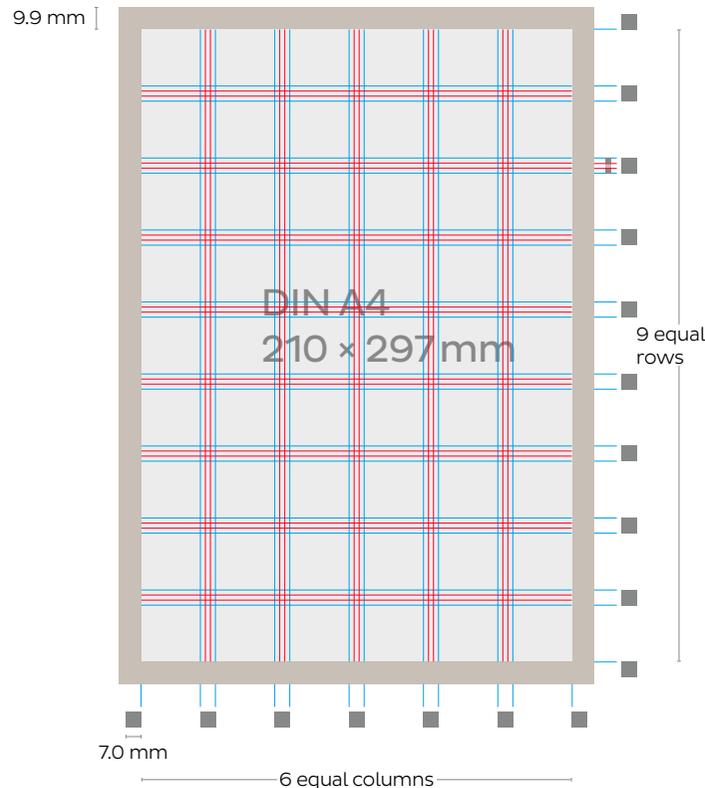
Document size (mm)	Margin	Gutter
A1 – 594 × 840	28,00	19,80
A2 – 420 × 594	19,80	14,00
A3 – 297 × 420	14,00	9,90
A4 – 210 × 297	9,90	7,00
A5 – 148 × 210	7,00	4,93
DIN lang – 210 × 105	7,00	3,50

Calculation for individual document sizes

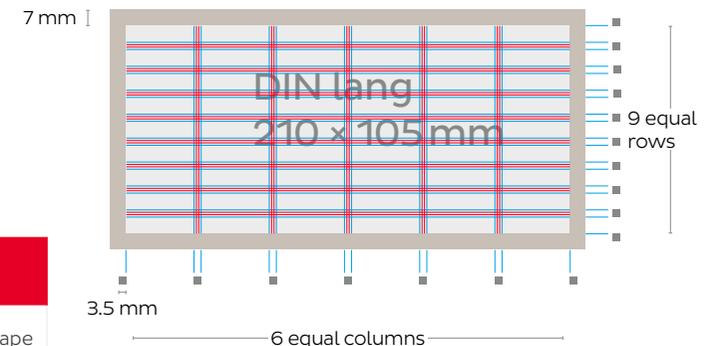
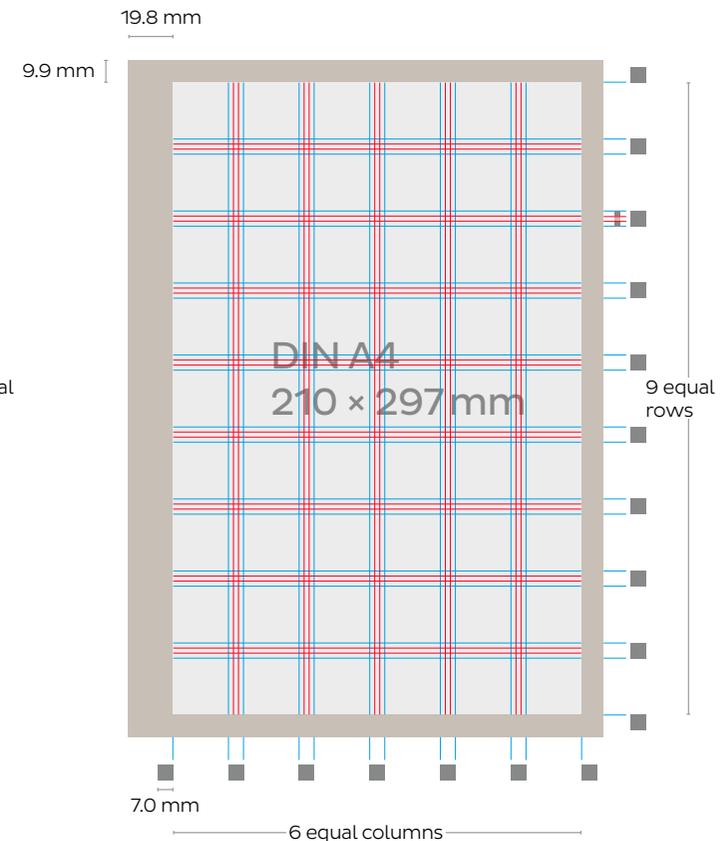
This form will calculate your custom margins, gutters, columns and rows. Just enter the dimensions and the orientation of your document.

Longer side (mm)	Shorter side (mm)	Orientation	
		portrait	landscape
Margin (mm)	Gutter (mm)	Column width (mm)	Row height (mm)

Single page grid



Right-hand page example



3.8 DPD logo – Placement on imagery

It's important that the logo can be seen at all times. So when positioning the logo over photography, make sure it is always clearly visible.

- The primary logo should always be used where possible. Use on white or light photographic backgrounds.
- Use the white logo on black or dark photographic backgrounds.

Red gradient version on light backgrounds



Use the white version on dark areas of the image if lighter areas cannot be created or used



Do not use the primary logo on complex or darker parts of the image



Do not use the black version on dark areas of the image



3.9 DPD logo – Alignment of Logo & Text

In case text is positioned marginally to the logo it should be aligned with the baseline of the wordmark.

If the logo is used vertically the text should be aligned to the beginning of the wordmark.



Headline / URL



Don't



Headline / URL



3.10 DPD logo – Logo don'ts

What not to do

This page shows some examples of what not to do with the DPD logo, when the visual appearance has been manipulated from the master artwork.

Reproduction techniques

When the symbol is been printed, produced or made, then certain reproduction techniques can be applied i.e:

1. Embossing
2. Cut out
3. Laser cutting
4. 3D

Reproduction techniques may not be simulated with visual effects.

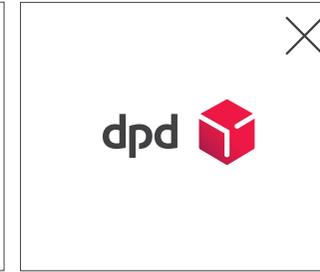
Do not add qualifiers or taglines



Do not resize



Do not rearrange



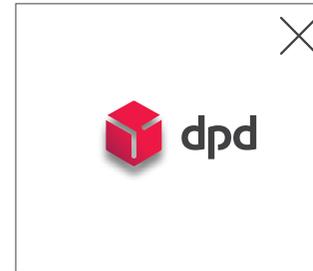
Do not place on a dark background



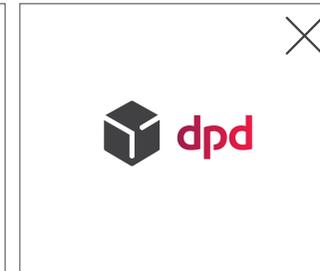
Do not add text



Do not apply effects



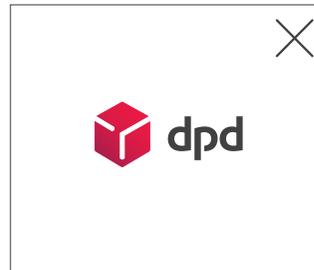
Do not reverse



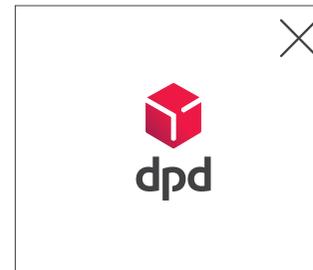
Do not add a gradient



Do not alter in any way (e.g., flipping the symbol)



Do not re-organise



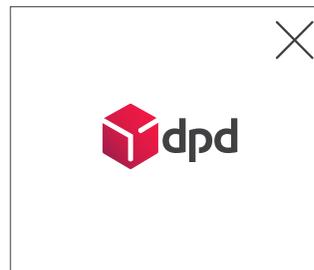
Do not make the logo too small or too big



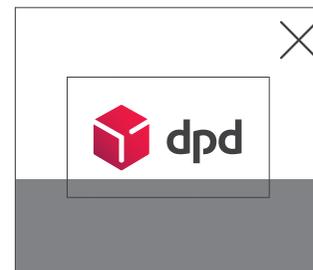
Do not reorder colour



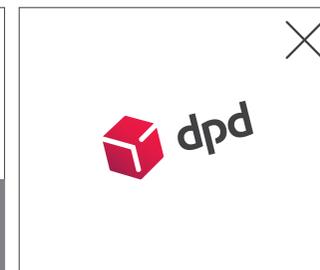
Do not place the wordmark too close to the symbol



Do not violate the clear space



Do not rotate



3.11 DPD logo – DPDgroup endorsement

Our commercial brand like e.g. DPD always have to be endorsed by the DPDgroup logo.

To ensure a consistent look and feel when applying the DPDgroup with the DPD identity we need to follow a few simple rules.

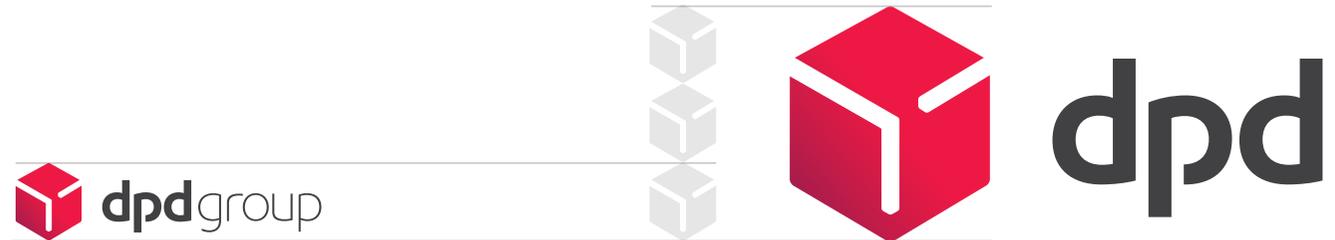
Size of DPDgroup logo

- The size of the logo is based on a third of height of the main DPD symbol.

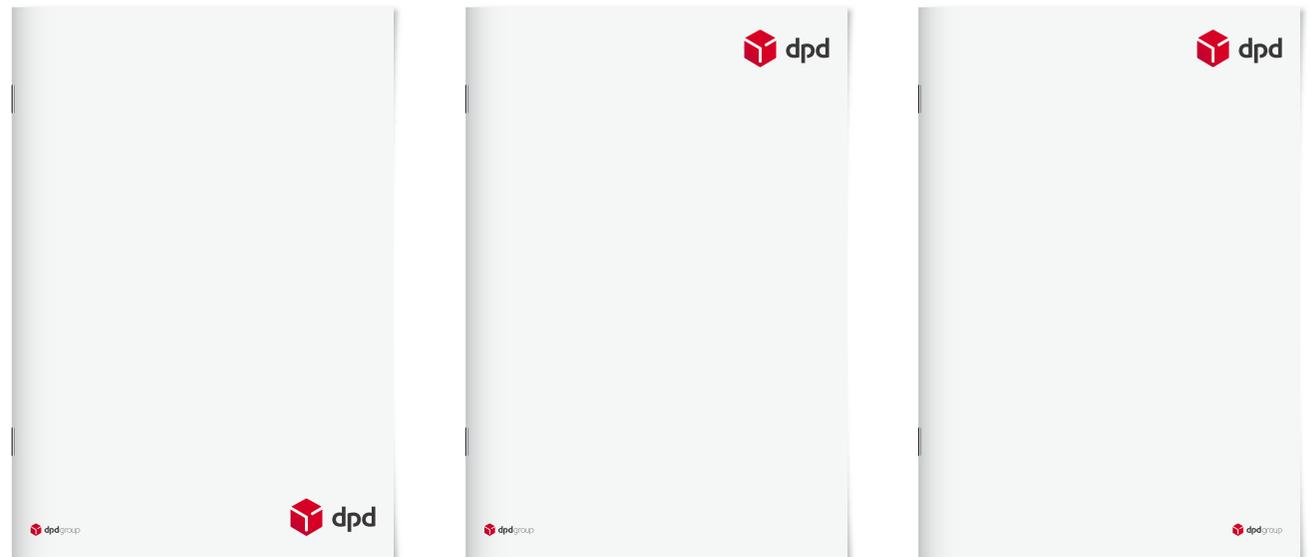
Placement of endorsement

- The DPDgroup logo is positioned on the opposite side from the DPD identity – vertically, horizontally or diagonally.
- In exceptional cases, the DPDgroup endorsement can be waived – e.g. for promotional material, if the advertising space is too small. If space is an issue on the first page of a multi-page document, the endorsement can also be placed on the back.

Size ratio of the DPDgroup logo



Sample placements of DPDgroup endorsement



4.0 Chronopost logo

4.1	Symbol	25
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4.3	Colour & colour variations	27

The Chronopost logo is a balance of engineered letterforms, combining both sharp and rounded lowercase characters that feel both trusted and human.

It reflects the dynamic nature of our business and the experts who deliver our service.

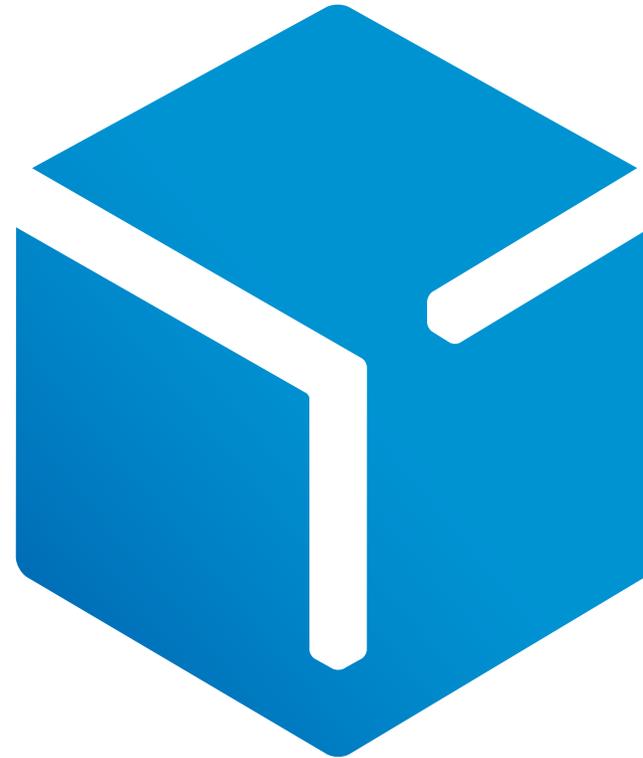
4.1 Chronopost logo – Symbol

Our symbol reflects our delivery network and represents the business we are in, in a simple, bold and iconic way. Wherever it is seen, it will help us to be recognised and trusted as one connected international network.

Designed for maximum impact and standout, our symbol breaks the industry norms of shields, arrows and speed lines. It simply and directly communicates who we are: parcel delivery experts. Our symbol is straightforward, like our business, and with a warm subtle gradient reflects our personal touch.

Visual principles

- The symbol can be used as a supergraphic in communications.
- Use the symbol in the blue gradient or white when used as a supergraphic, and blue (no gradient), black or white for secondary, infographic and content pages.
- The symbol can contain imagery (see window graphic section).
- The symbol can only appear in the blue gradient, blue, black or white.
- The symbol cannot be rotated, twisted, embellished, manipulated or have any additional visual effects added to the artwork (see page 13 and page 22).
- Never redraw. Always use master artwork.



4.2 Chronopost logo – Logo

The Chronopost logo consists of two elements, the symbol and the wordmark. They should always remain in this configuration.

The wordmark can never be used without the symbol, but the symbol can be used on its own when appropriate.

See examples throughout these guidelines of how the logo is used, and where the symbol is used on its own.



Symbol



Wordmark

Artwork

Always use the master logo artwork provided and never try to recreate the brandmarks or change them in any way.

4.3 Chronopost logo – Colour & colour variations

There are four colour variations of the logo:

1. Primary logo
Blue gradient version
2. Blue and white version
3. White version
4. Black version
Chronopost Black 90%

Logo usage

Our primary logo should be used in most instances on white or light photographic backgrounds.

Use the white version on dark backgrounds or coloured backgrounds.

For greyscale applications use the black or white version.

Use Pantone references as a colour guide for reproducing the reds.

1. Primary logo – Blue gradient version



2. Blue and white version



3. White version



4. Black version



5.0 Typefaces & typography

5.1	Our chosen typeface	29
5.1	Our chosen font weights	30
5.3	Usage	31

One typeface has been specifically selected to compliment our logo. The basic geometric shape of the characters conveys a strong, no-nonsense look.

Our typography is simple and clear and laid out using plenty of space. Colour helps create impactful communications that deliver the message every time.

5.1 Typefaces & typography – Our chosen typeface

We have chosen two typefaces:

1. Pluto Sans DPD – Primary
2. Arial – Default

Pluto Sans DPD

A modern highly legible sans serif typeface to be used on everything we do.

Pluto Sans DPD may not be replaced or confused with similar named fonts as Pluto or Pluto Sans as these fonts type face strongly differ from our corporate font.

Arial

Arial is not a DPD corporate font and is only to be used when Pluto Sans DPD is not available.

Use in Microsoft Office applications, i.e. Word, PowerPoint, Excel and email systems.

Our corporate font Pluto Sans DPD can be downloaded in the Brandcenter:

[Desktop Version](#)

[Webfont Version](#)

Pluto Sans DPD

Arial

5.2 Typefaces & typography – Our chosen font weights

This is Pluto Sans DPD

Pluto Sans DPD is a clean professional sans serif typeface which is used across all digital and print collateral, building signage and vehicle livery.

Only use the font styles shown on this page.

Pluto Sans DPD may not be replaced or confused with similar named fonts as Pluto or Pluto Sans.

Pluto Sans DPD Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"#\$%&/()=?

Pluto Sans DPD Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"#\$%&/()=?

Pluto Sans DPD Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"#\$%&/()=?

Pluto Sans DPD Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!"#\$%&/()=?

5.3 Typefaces & typography – Usage

How we write our name

We write our name in headlines and body copy in uppercase.

We are DPD

When we are writing our group name 'DPD' is in uppercase, 'group' is in lowercase with no space between the two words.

Part of DPDgroup.

Design principles

- Copy text must be set to 100% black in print projects for technical reasons.
- Line spacing for headlines: Font size multiplied by 1.1 (110%).
- Line spacing for copy text: Font size multiplied by 1.3 (130%).
- Text can be typeset in both red or dark red.
- Use Pluto Sans DPD Thin for extra large text. Avoid using at small sizes.
- Headlines should not only consist of capital letters.

Extra large headlines

Pluto Sans DPD Thin;
DPD Black 90%
and DPD Red

15 XXXL

Headlines & titles

Pluto Sans DPD
Extra Light;
DPD Black 90%
and DPD Red

Headlines & titles
are short & large.

Sub-Headlines

Pluto Sans DPD Light;
DPD Black 90%

Secondary Headlines and sub-headings are set in light, the size should never be larger than the main headline.

Copy title

Pluto Sans DPD Regular;
100% black
and DPD Red

Subtitle or body copy title - **can be set in red.**

Copy

Pluto Sans DPD Light;
100% black

Copy text must be set to 100% black in print projects for technical reasons.
Me lant esecerfero earibus, quam, comni odignatur simi, simil id maiorum, que ma inihitatie nes nusciaspid quost quis restis maioste suntias adit earchil laccabore duntia que nusant et as eiciis ut illesecatem. Xernatquatum restis maxim fuga. Nemque volupti volorro et faccusant ea illatur atur molori aut aceperitiusa sime cus et ent moloremquas int elis cum solorum latet magnist prepro bla nestibuscidi sed quam, quos pe experro omnihictem velitiore venias et

6.0 Colour

6.1	DPD colours	33
6.2	Chronopost colours	34

Colour brings our communications to life, and shows we are bright, bold, dynamic and confident.

6.1 Colour – DPD colours

Our colour palette consists of lead and support colours.

The circles opposite are a visual guide to the ratio of lead vs support colours that can be used in any one communication.

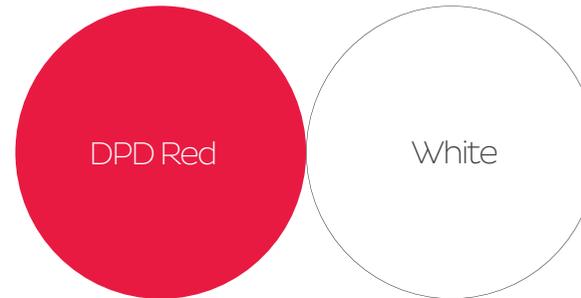
Colour principles

- Visually, all communications should have an overall appearance of red, even when support colours are also used.
- Avoid creating communications that are purely red. This can give a basic and unsophisticated look and feel.
- White is just as important as red and should be the most dominant colour for backgrounds.
- Use red and black backgrounds to be bold, impactful and direct.
- Use the greys to help define content detailed pages across all channels.
- In multi-page applications use a mix of lead and support colours to create pace and engagement.
- In digital applications use colour to make navigation simple and easy.

Attention:

All colour values shown in red are to be used only if none of the alternate colour definitions can be used. These values don't exactly match the intended colour for technical reasons.

Lead colours



Support colours



	Coated	Uncoated	RGB	RGB-HEX	RAL
 DPD Red	0 / 100 / 72 / 0 Pantone 199C	0 / 100 / 84 / 0 Pantone 199U	220 / 0 / 50	#dc0032	RAL 3020
 DPD Dark Red	0 / 100 / 56 / 30 Pantone 207C	0 / 100 / 63 / 22 Pantone 200U	169 / 0 / 52	#a90034	RAL 3027
 DPD Black	0 / 0 / 0 / 90 Pantone 447C	0 / 0 / 0 / 90	65 / 64 / 66	#414042	RAL 7016
 Warm Grey	20 / 20 / 22 / 5 Pantone Warm Grey 2C	12 / 13 / 16 / 9 Pantone Warm Grey 2U	202 / 196 / 190	#cac4be	RAL 7044
 Mid Grey	0 / 0 / 0 / 60 Pantone 423C	0 / 0 / 0 / 57	128 / 130 / 133	#808285	RAL 7046
 Light Grey	0 / 0 / 0 / 10 Pantone Cool Gray 1C	0 / 0 / 0 / 9	230 / 231 / 232	#e6e7e8	RAL 7047
 White	0 / 0 / 0 / 0	0 / 0 / 0 / 0	255 / 255 / 255	#ffffff	RAL 9002

6.2 Colour – Chronopost colours

Our colour palette consists of lead and support colours.

The circles opposite are a visual guide to the ratio of lead vs support colours that can be used in any one communication.

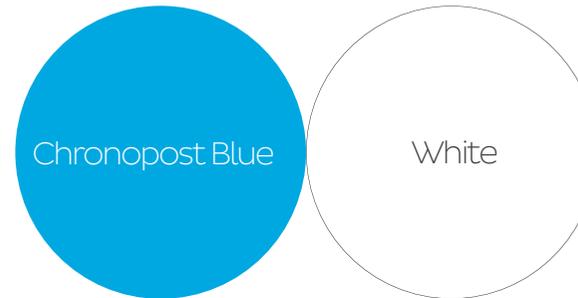
Colour principles

- Visually, all communications should have an overall appearance of blue, even when support colours are also used.
- Avoid creating communications that are purely blue. This can give a basic and unsophisticated look and feel.
- White is just as important as blue and should be the most dominant colour for backgrounds.
- Use blue and black backgrounds to be bold, impactful and direct.
- Use the greys to help define content detailed pages across all channels.
- In multi-page applications use a mix of lead and support colours to create pace and engagement.
- In digital applications use colour to make navigation simple and easy.

Attention:

All colour values shown in red are to be used only if none of the alternate colour definitions can be used. These values don't exactly match the intended colour for technical reasons.

Lead colours



Support colours



	Coated	Uncoated	RGB	RGB-HEX	RAL
 Chronopost Blue	77 / 13 / 0 / 0 Pantone 2925C	88 / 9 / 0 / 0 Pantone 299U	0 / 154 / 223	#009adf	RAL 5012
 Chronopost Dark Blue	100 / 44 / 0 / 12 Pantone 2384C	100 / 40 / 0 / 24 Pantone 301U	0 / 96 / 162	#0060a2	RAL 5017
 Chronopost Black	0 / 0 / 0 / 90 Pantone 447C	0 / 0 / 0 / 90	65 / 64 / 66	#414042	RAL 7016
 Warm Grey	20 / 20 / 22 / 5 Pantone Warm Grey 2C	12 / 13 / 16 / 9 Pantone Warm Grey 2U	202 / 196 / 190	#cac4be	RAL 7044
 Mid Grey	0 / 0 / 0 / 60 Pantone 423C	0 / 0 / 0 / 57	128 / 130 / 133	#808285	RAL 7046
 Light Grey	0 / 0 / 0 / 10 Pantone Cool Gray 1C	0 / 0 / 0 / 9	230 / 231 / 232	#e6e7e8	RAL 7047
 White	0 / 0 / 0 / 0	0 / 0 / 0 / 0	255 / 255 / 255	#ffffff	RAL 9002

7.0 Imagery

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7.6	Image manipulation	41

We are a people business. Our imagery reflects who we are, what we do and who we do it for.

Our imagery breaks away from predictable industry clichés of just showing a ‘man in a van’, or posed drivers exchanging parcels and shaking hands with smiley business people. Instead it reflects our warmth and personality.

7.1 Imagery – Overview

Our photography helps to tell our stories, create emotion and add personality.

We have two image types. We use full bleed imagery that's colourful and full of life, and cut-out photography that's clean, direct and straightforward, with no fuss. Both types have a role to play and help us deliver our brand essence of 'Closer Connection' in an impactful and engaging way.

Where we can add a 'touch of red' to our imagery we do. This helps build our recognition and distinctiveness as a red brand.

Our imagery demonstrates four important themes:

1. Our International network
2. Our connection with our customers
3. Our service and expertise
4. Our product & services
(cut-outs)

1. Our International network



2. Our connection with our customers



3. Our service and expertise



4. Our products and services



7.2 Imagery – Our international network

Our reach

We show impactful images of the cities, regions and places where we deliver, both urban and rural.

Our images should feel big and widespread, demonstrating that we are both local and global.

Images should convey our network, our International reach, capabilities and expertise.

Using imagery

When creating communications, never use imagery just from one theme. Successful communications will have a mixture of themes to tell engaging and meaningful stories.

Choose both daytime and night time shots, but do not make everything too dark or moody.

International reach



Thriving



Scale



7.3 Imagery – Our connection with our customers

Connecting with our customers

Our people imagery demonstrates the connection and closeness we have with our customers. It also shows we put them first and really understand their needs.

Using people imagery conveys three things:

1. Our emotive connection
2. Our technology connection
3. Our real connection and authenticity

Our image style

Where possible imagery should always have a hint of red in them - it could be an item of clothing or an object within the shot. This simple rule helps build distinctiveness and creates an ownable visual style. See the image manipulation section for further guidance.

Image principles

- The people in our imagery should always be in natural situations. Avoid false, set-up or in studio scenarios.
- Imagery should be bright and positive. People should be happy but not overly smiley or false.
- When choosing an image, be mindful of light areas or spaces where the identity, typography or any other graphic elements will sit.

Emotive



Technology



Real



7.4 Imagery – Our service & expertise

We are experts

Images should show all areas of our service and expertise.

They should do three things:

1. Capture pride and passion
2. Capture moments and movement
3. Capture emotion and expression

We show our people in action and our drivers in action with clean uniforms and clean vans and always with a smile.

The imagery is bright and colourful, but most of all, it's natural.

Our everyday work is full movement. So use a mixture of slow and fast shutter speeds. Capture the motion and movement as a blur. Not everything has to be sharp and in focus. This looks dynamic and real, adds depth, and helps us to come across as more human, warm and inviting.

Imagery principles

- No dirty vans.
- No dirty uniforms.
- No grumpy looking drivers.
- Avoid staging, set-ups or studio scenarios that appear false and unnatural.
- No parked vans without driver.

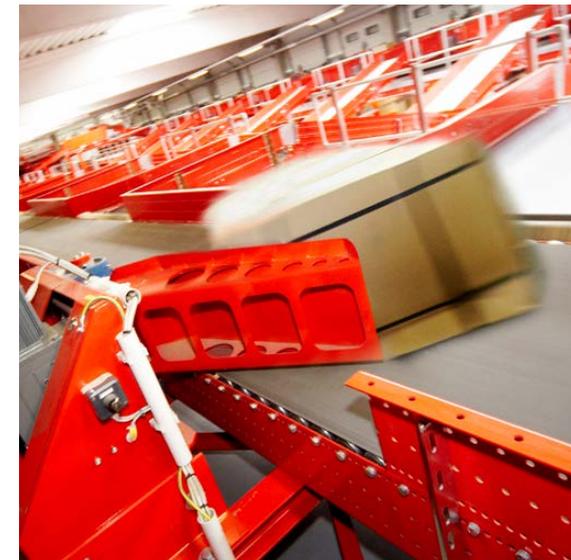
Delivery



Our people



Systems



7.5 Imagery – Our products & services

Cut-out imagery

We use cut-out imagery to simply show and communicate our products and services.

This is particularly useful in collateral that requires more detail, but still needs to demonstrate our straightforward and direct approach.

Cut-out imagery should have a slight shadow to give the image form where appropriate. They can also be shot on any one of our 6 colours, not just white.

Our cut-out imagery should always have our symbol or one of our Signature Service names integrated into the image creating ownability and relevance.

Imagery principles

- No human elements i.e. fingers pushing a button.
- No unnecessary additional photographic objects within the image.
- No dirty uniforms, vans or parcels.
- Where possible use DPD Red in the image or use a red object i.e. red phone.



7.6 Imagery – Image manipulation

Adding a touch of red

We make our images feel more DPD by adding 'red' into the imagery.

This unites the overall look and feel, and builds recognition.

Adding red should be subtle so it looks natural and authentic.

You can add red to one of the three areas:

1. Objects
2. Backgrounds
3. Clothing

But never all three in one image.

Imagery principles

- Keep it simple.
- Keep it natural.
- Don't use black and white imagery with red areas of focus.
- Successful manipulation should be unnoticeable.

Add red to objects



Add red to backgrounds



Add red to clothing



8.0 Window graphic

8.1	Overview	43
8.2	Image rules	44
8.3	Examples	45

We have a bold and direct graphic style. Our symbol is also used as a powerful and flexible communication device, acting as a window that can help to tell our ‘Closer Connection’ stories across all of our communications – building instant recognition.

8.1 Window graphic – Overview

The DPD window graphic represents a powerful extension of our visual system and communications.

The window builds visibility, awareness and consistency across high-impact applications.

The window can be used as a supergraphic, big or small, hero or cropped, singular or multiple, and used with other elements from the visual system.



8.2 Window graphic – Image rules

Getting the window graphic right

It's important that the image can be seen at all times. So when positioning make sure it is always clearly visible.

We have shown examples of the correct and incorrect versions of positioning and visibility.

Window graphic principles

- Make sure objects and subjects can be clearly seen.
- Make sure people's faces are not obstructed.
- Make sure the placement of the image is not too obscure or abstract.



8.3 Window graphic – Examples

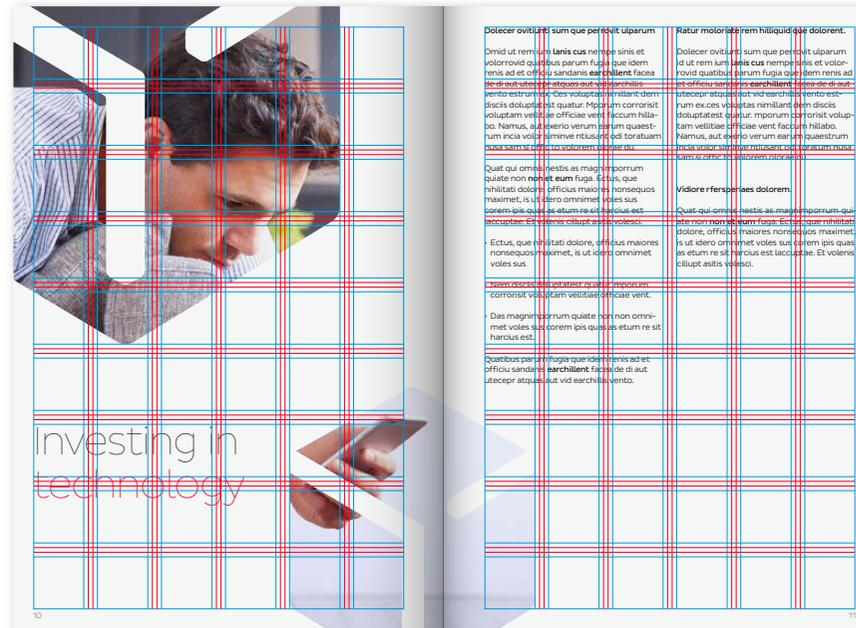
Use the grid to create consistent layouts of all the graphic elements.

The examples show two ways of how the window graphic can be used:

1. Containing separate images, but used together.
2. Interacting with other imagery to create flow and movement.

Visual principles

- Use the window with full bleed imagery
- Use big windows with small windows to create impact and interest.
- Use the grid to align the window with text and any other graphic elements.
- Use the window as a supergraphic.



9.0 Coloured blocks

9.1	Overview	47
9.2	Examples	48

Our bold blocks of colour add vibrancy and precision to all our communications.

Colour blocks can contain important information and help with navigation and wayfinding in digital communications.

9.1 Coloured blocks – Overview

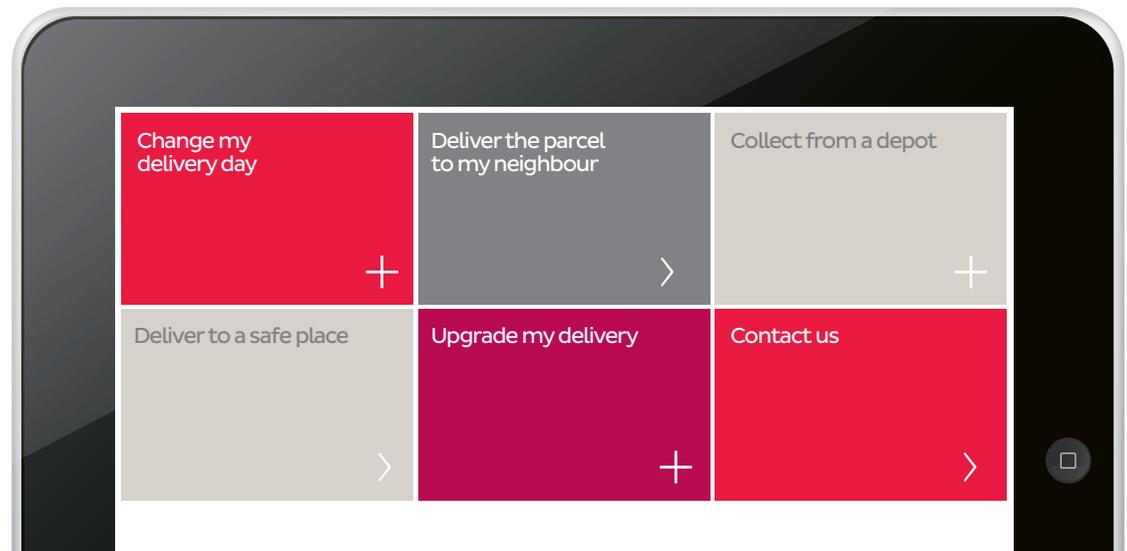
We use our coloured blocks in two different ways:

- Create visual impact when containing information.
- Used as navigation tools in digital formats.

Blocks used as visual expression



Blocks used as navigation

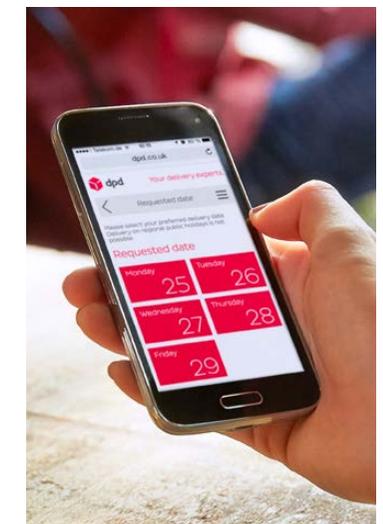
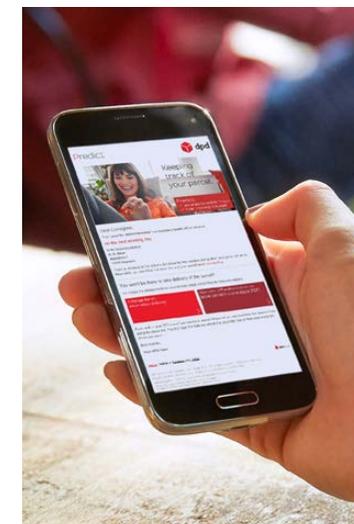
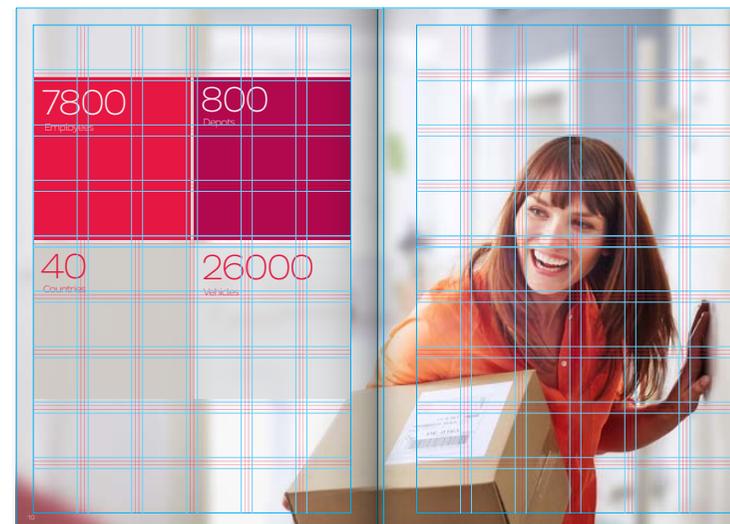
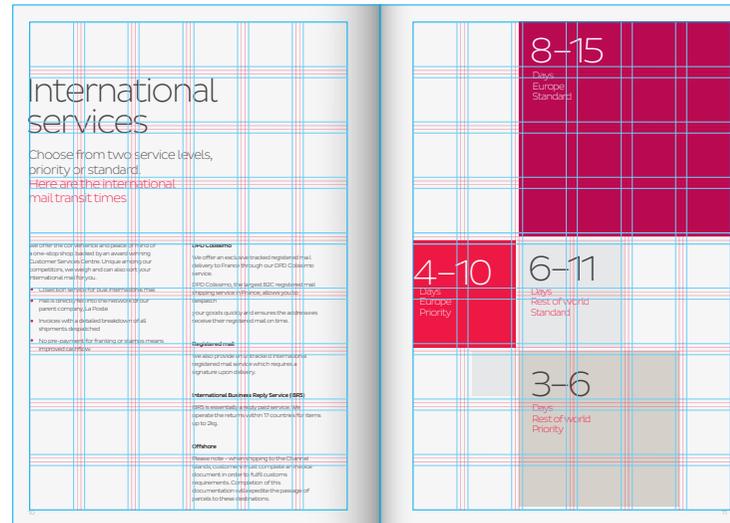


9.2 Coloured blocks – Examples

The coloured blocks allow flexibility in print and provide structure and functionality in digital formats.

Coloured block principles

- Blocks can be any size, square or rectangular as long as they have a 900 edge.
- Blocks can be a mix of any size and any shape in any one communication.
- The blocks can be any one of our six colours including white.
- Keyline blocks with coloured lines can also be made if and when appropriate.
- When building blocks of different size and proportion, any colour can be the lead. Red does not always have to be the lead colour.
- Blocks can be all the same colour in any one communication.
- Blocks can use all the colours in any one communication.
- Use oversized blocks for navigation buttons on digital applications.



10.0 Signature Services

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Our Signature Service names help promote our differentiated delivery services.

They showcase the common service standards we share as a Group and demonstrate the coordinated activities that take place across our network.

10.1 Signature Services – Overview

Our Signature Services are distinct names that are easy to recognise and remember.

They are both verbally and visually ownable, and convey the benefit we deliver for our customers.

The design, typography and use of colour make a deliberate link to our brand and identity, reinforcing consistency and connection across our network.

Predict

Pickup

10.2 Signature Services – Colour variations

To make our Signature Services distinctive we have a few rules.

Signature Services identities come in two formats:

1. Positive version
2. White version

The positive version use DPD Red for the first letter.

To add more personality and distinctiveness, the letter 'p' has been adapted to reflect our DPD wordmark.

Names are typeset in Pluto Sans DPD Extra Light and with the space within certain letters is created as shown.

Please note:

Artwork for new services has to be created and approved by Network Marketing.

How we write our service names

We write our service names in headlines and body copy with the first letter in uppercase and the rest in lowercase. We do not make the initial letter red.

Predict and Pickup services

Service name positive version letter spacing



Service name white version



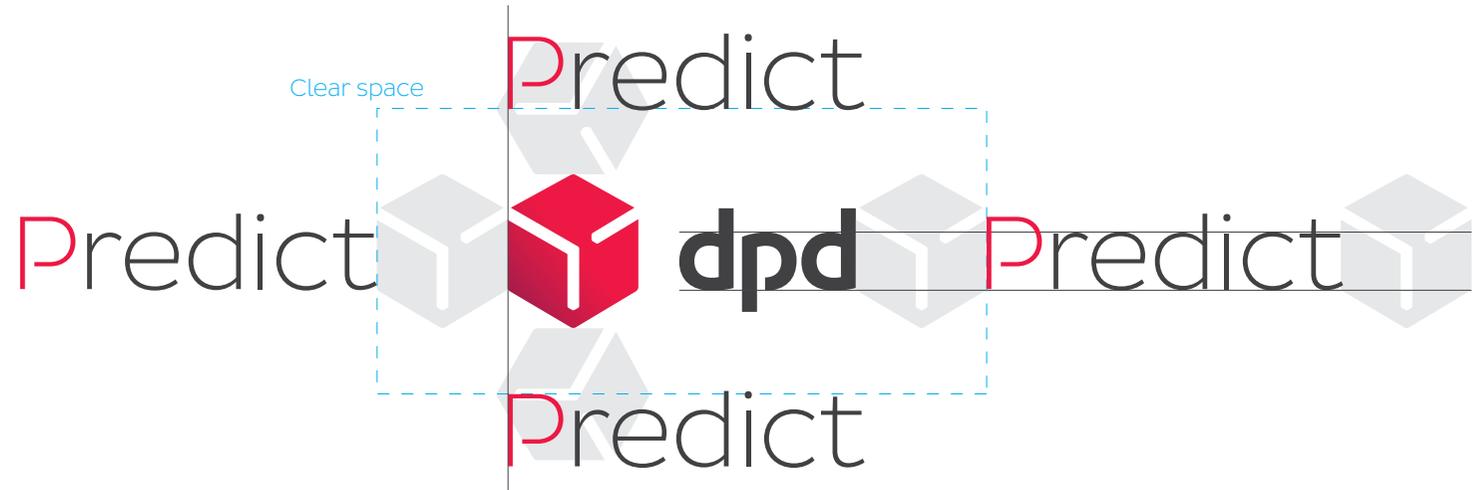
10.3 Signature Services – Clear space & don'ts

When a Signature Service appears together with our logo, the following guidelines apply:

Sizing and positioning of the Signature Service name

The size of the service name is determined in relation to the logo size as shown.

Depending on the layout, the service name can be placed in above and below, in front of or behind the logo. Please note the special clear space rules that apply here.



Don'ts



We also have some examples of what not to do.

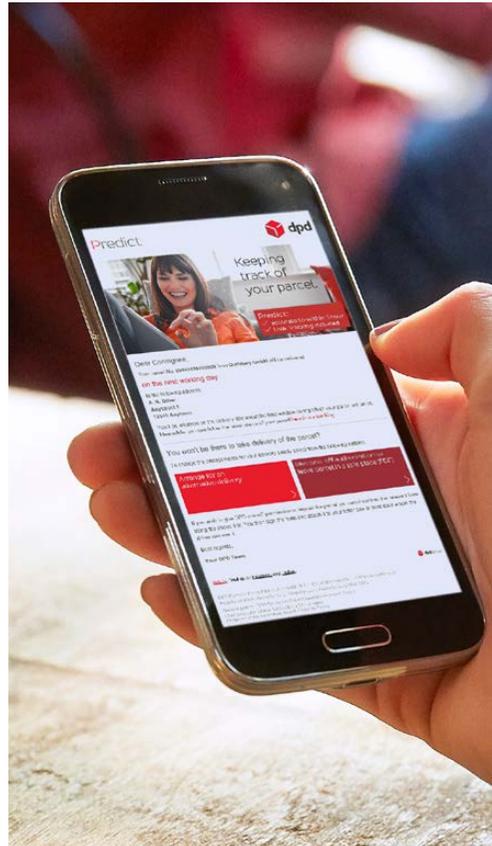
10.4 Signature Services – Examples

Key principles

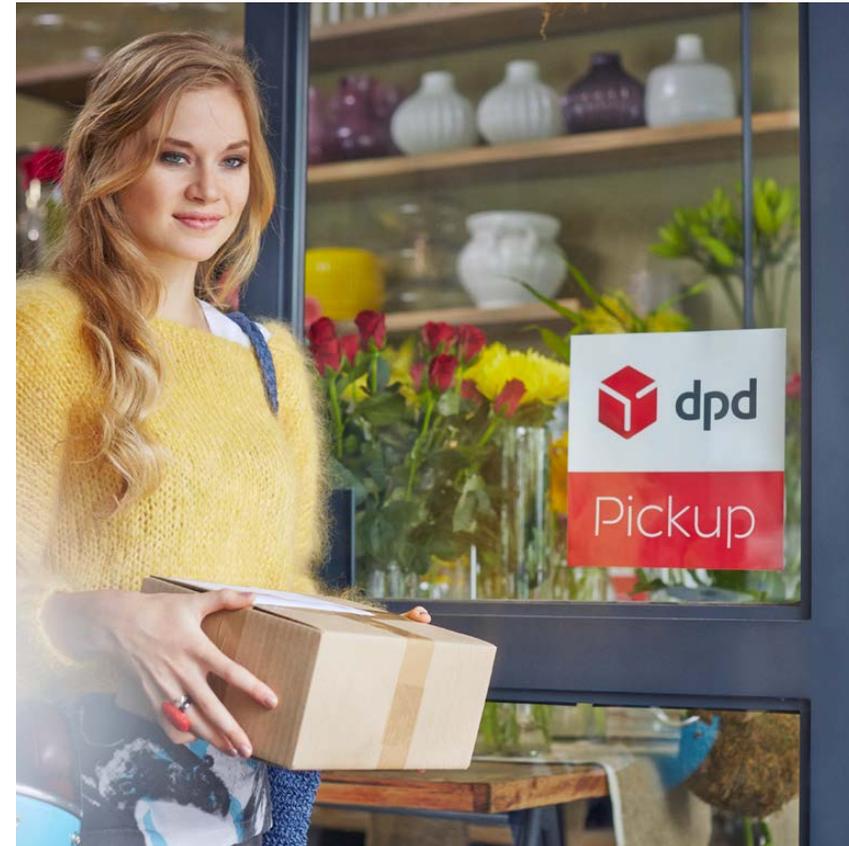
In all visual applications

- The identity artwork must be used.
- There must be a clear visual connection with the DPD logo to reinforce the connection with DPD.
- The DPD brand should always look and feel prominent.

Email for Predict



Shop sticker for Pickup

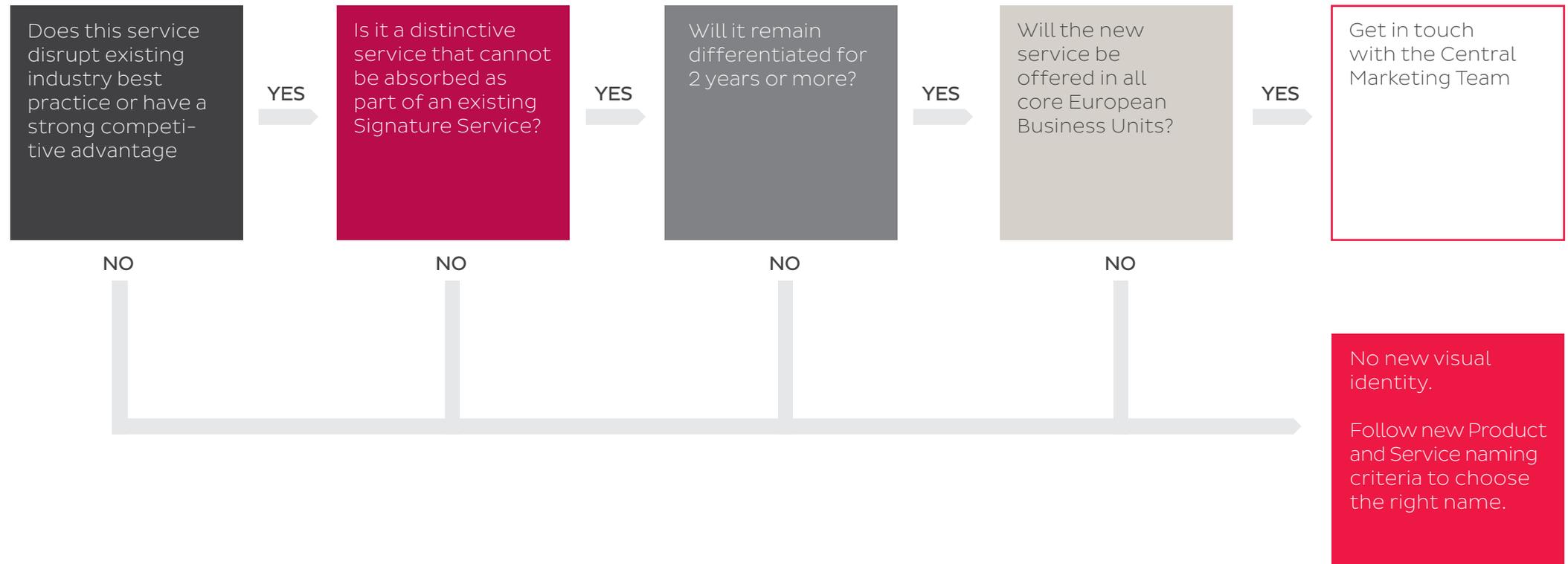


10.5 Signature Services – Creating new names

Signature Services logos are only created for Group wide, and truly differentiated services, that:

- Build recognition for international delivery
- Show we are one connected Group
- Highlight service excellence

When considering a new identity, the decision criteria below will be used.



11.0 Uniforms

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11.4	T-Shirts & Polos	59

Our uniforms are made for performance with practicality in mind.

Our distinctive red helps our drivers to be recognised while the black keeps a clean and professional appearance throughout a day of loading and delivering.

11.1 Uniforms – Overview



11.2 Uniforms – Jackets



11.3 Uniforms – Trousers & Cap



11.4 Uniforms – T-Shirts & Polos



Black T-shirts

Worn for loading and heavy depot work.

Red polo shirts

Worn by drivers and or workers that have direct contact with customers.

Please see the [Uniform Guideline](#) for details (available in the Brand Center).

12.0 Vehicle livery

12.1	Overview
12.2	Van

61
62

Our vans are one of the most important in our visual armory.

Seen on nearly every street across Europe, our livery is bold, simple and undeniably recognisable.

Our symbol is the hero, iconic, big and proud, showcasing our expertise and our linkage with our delivery network.

12.1 Vehicle livery - Overview



12.2 Vehicle livery – Van

Visual principles

Van side

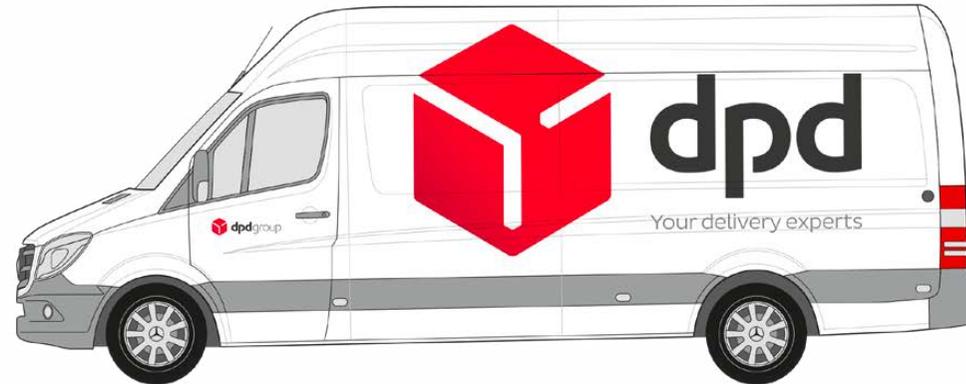
- DPD logo is centered.
- The descriptor has the same width as the wordmark and is aligned with it.
- Additional DPD logo is positioned on door panel.

Van front

- DPD logo is placed below the driver, on the driver's side, positioned on the bonnet.

Van rear

- Red to cover the back doors only
- All graphic elements should be white
 - DPD logo
 - descriptor line
 - URL
 - depot address and detail
 - DPDgroup endorsement



The different sizes and elements of the labelling can be found in the eShop.

Please see the [Livery guideline](#) for details (available in the Brand Center).

13.0 Digital

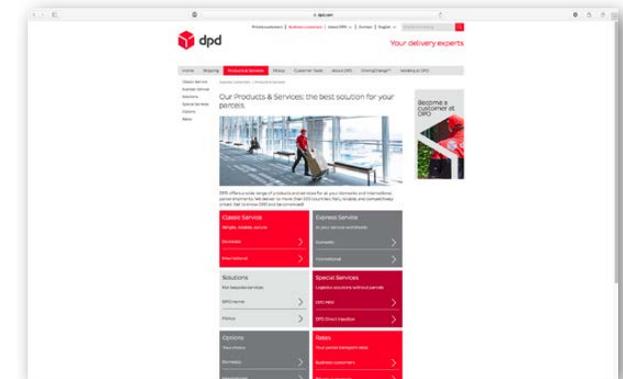
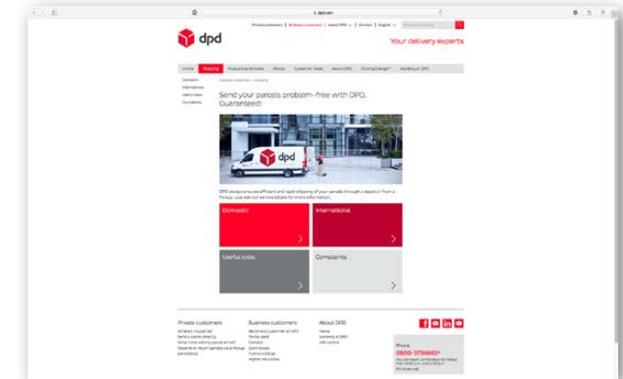
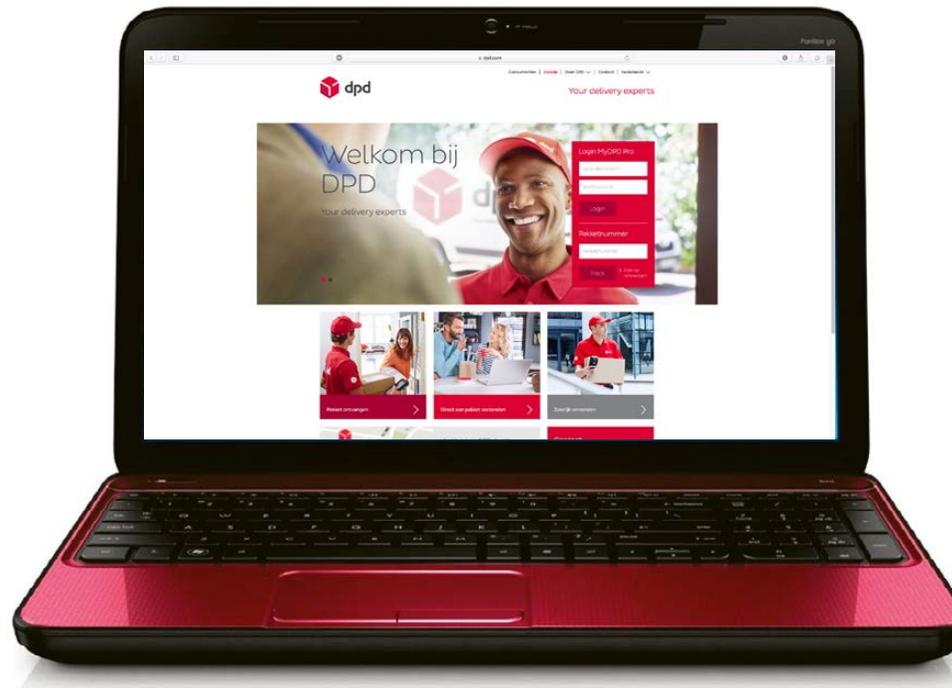
13.1	Website	64
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13.5	Web banners – internal use	68

With more and more customers connecting with us through digital and mobile devices, our digital presence has to be intuitive, simple and smart.

13.1 Digital – Website

Visual principles

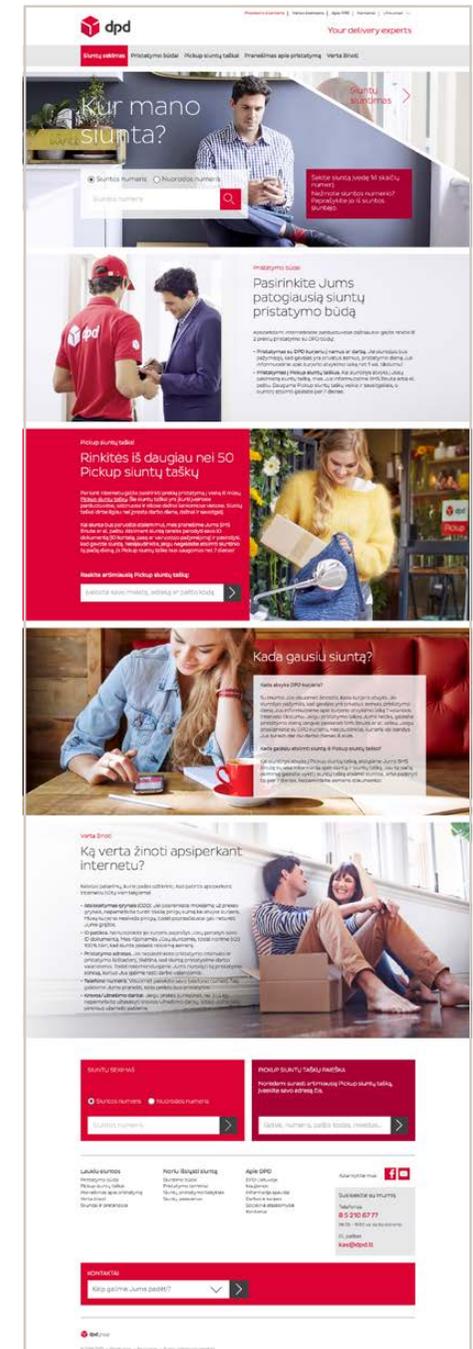
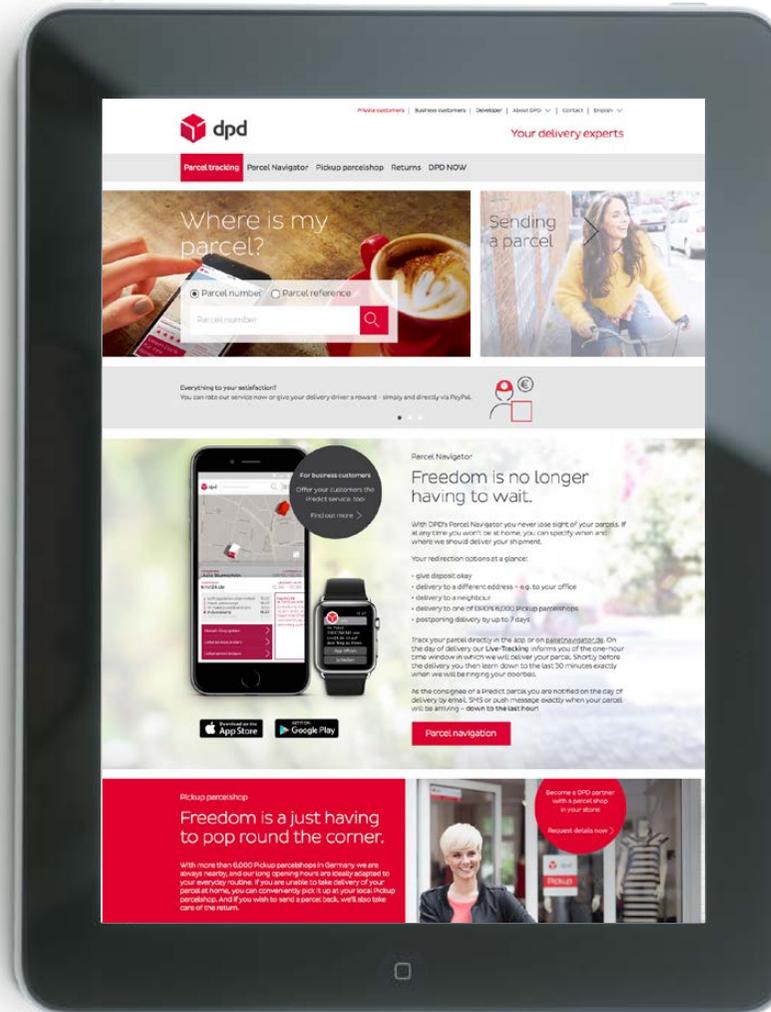
- Logo is clear and in white space.
- Good balance of colour. It's not overly red – giving an expert feel. Good use of white and supporting colours makes it feel easy and intuitive.
- Simple choices.
- Clear navigation.
- Open and clean looking layout.
- Straightforward messaging.
- Use of emotive imagery.
- Window graphics add interest and impact.
- Full bleed imagery adds pace and contrast.
- Using the symbol as a map graphic helping with navigation services.
- Clear use of the service name with distinctive initial red letter.



13.2 Digital – B2C landing page

Visual principles

- Logo is clear and in white space.
- Good balance of colour. It's not overly red – giving an expert feel. Good use of white and supporting colours – makes it feel easy and intuitive.
- Simple choices.
- Clear navigation.
- Open and clean looking layout.
- Straightforward messaging.
- Use of emotive imagery.
- Window graphics add interest and impact.
- Full bleed imagery adds pace and contrast.
- Using the symbol as a map graphic helping with navigation services.
- Clear use of the service name with distinctive initial red letter.

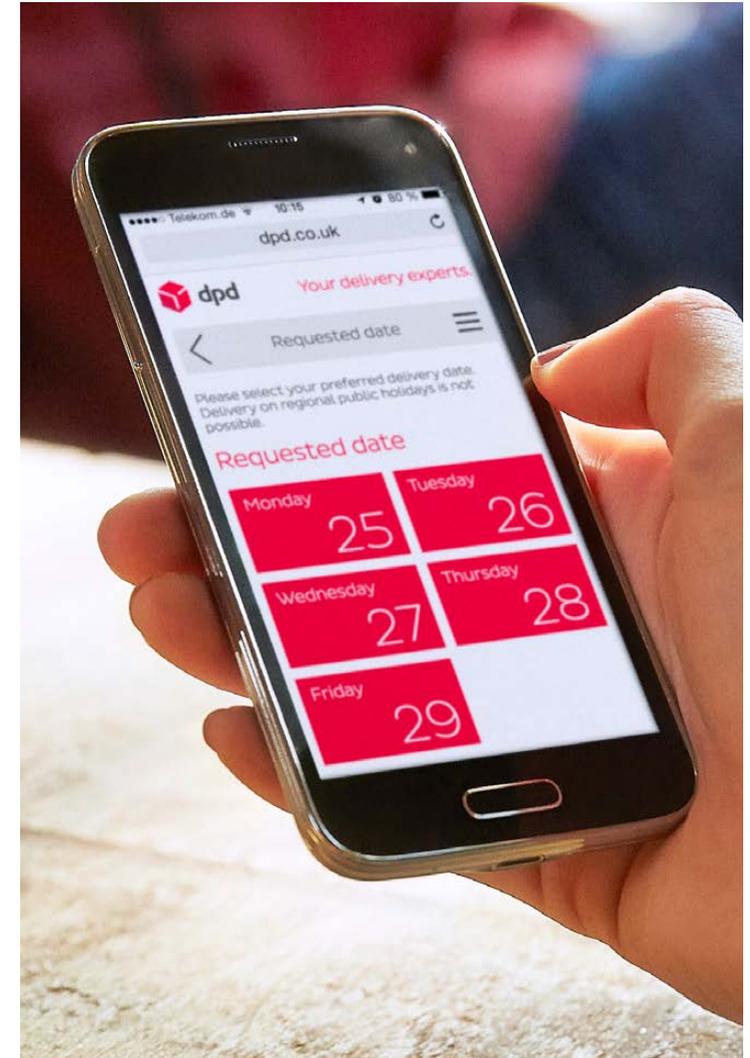
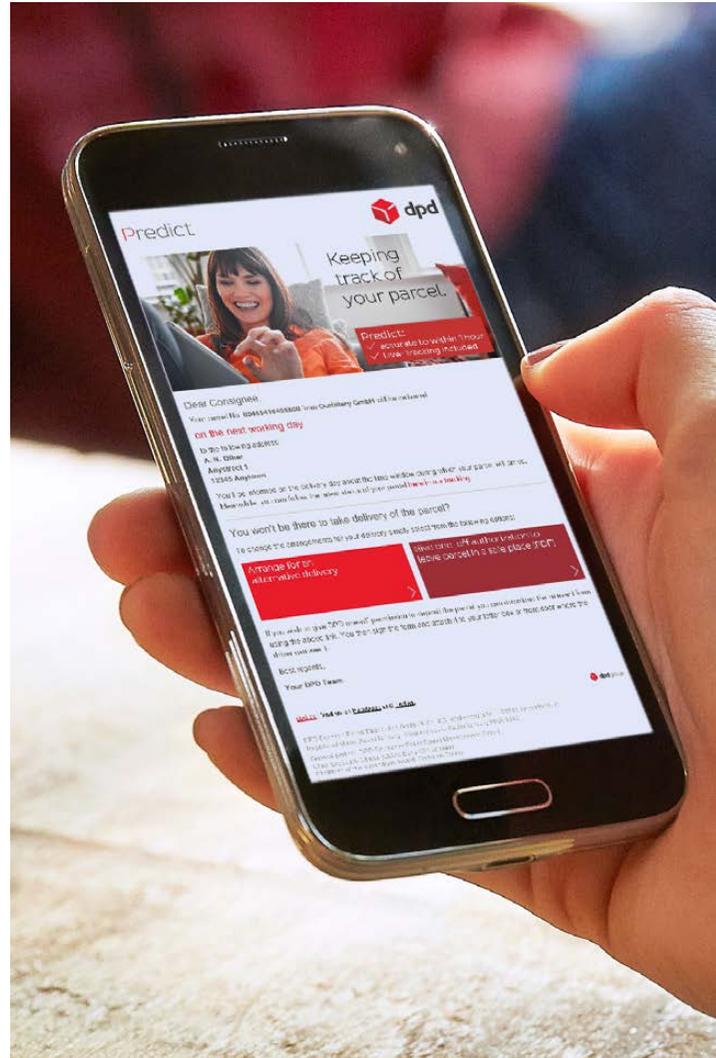


Please see the [Web Styleguide](#) for details (available in the Brand Center).

13.3 Digital – Predict – Screens/Layouts

Visual principles

- Clean and simple layout.
- Important information is made clearer and instantly legible by using colour and enlarging the text.
- Big oversized coloured buttons for easy navigation and signposting.
- Colour creates ease and simplicity.
- Symbol is used purposefully on maps.



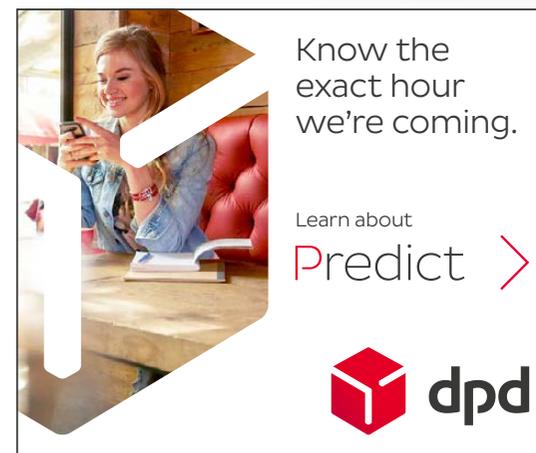
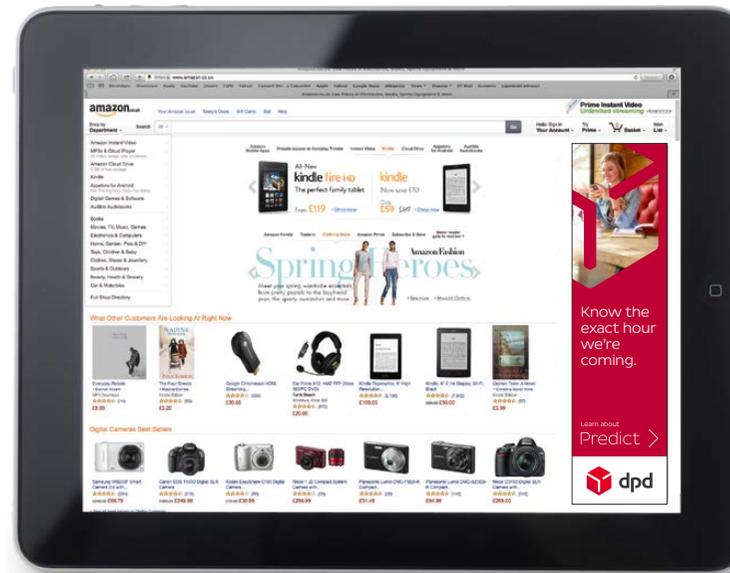
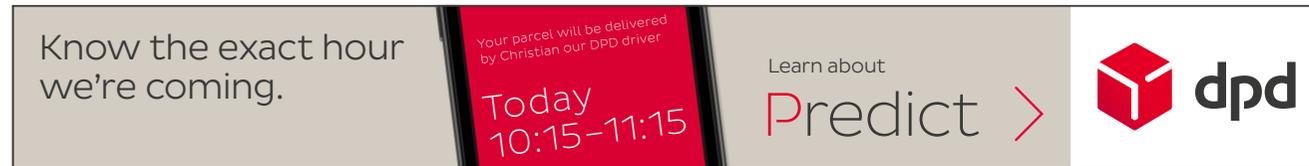
13.4 Digital – Web banners – external use

Examples of web banners showing four visual options:

1. Using a cut-out image
2. Using the window graphic
3. Using colour and text
4. Full bleed image

Visual principles

- Logo in clear space
- Short simple messaging
- Use of colour in headlines
- Simple use of graphics
- Uncluttered layout
- Use a 1px outline in black to define and protect the banner from other visual elements.



Please see and respect the [Online Advertising Styleguide](#) found in the Brand Center.

13.5 Digital – Web banners – internal use

On-site banners are to be placed on the B2B website and on online applications.

They follow different rules than offsite banners, for example they do not require branding and have more flexible dimensions.

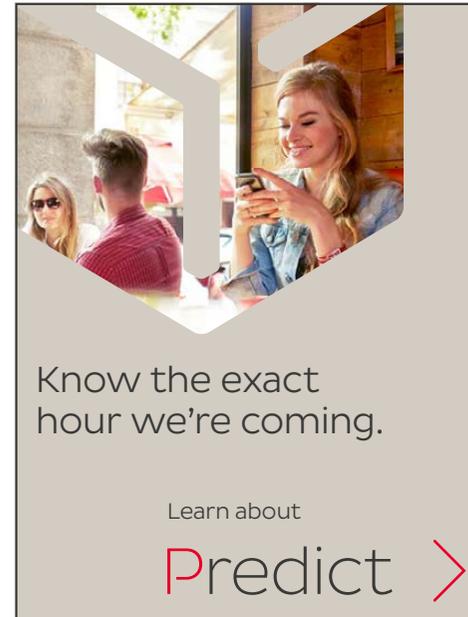
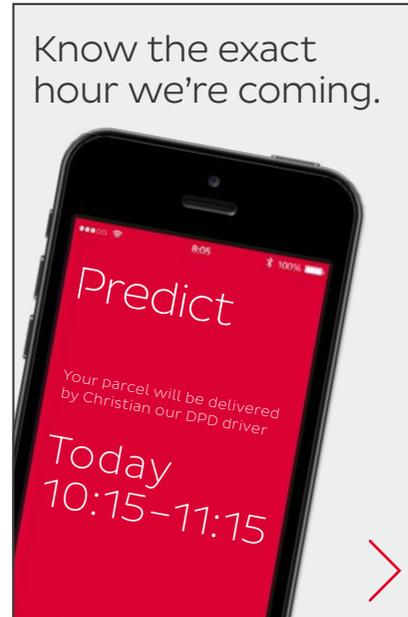
Notional examples of web banners showing four visual options:

1. Using a cut-out image
2. Using the window graphic
3. Using colour and text
4. Full bleed image

Visual principles

- no branding required
- Short simple messaging
- Use of colour in headlines
- Simple use of graphics
- Uncluttered layout
- Use a 1px outline in black to define and protect the banner from other visual elements.

Please see and respect the [Online Advertising Styleguide](#) found in the Brand Center.



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Simple.

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Pickup >



14.0 Print

14.1	Brochures	70
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14.3	Advertising	72

14.1 Print – Brochures

Front covers

The following page shows a range of front covers all within the flexibility of the visual system.

Visual principles

- Use of white space.
- Overall feeling of DPD red.
- Short simple messages.
- Two coloured headlines.
- Flexible use of the window graphic.
- Bold imagery.
- Cut out imagery with integrated DPD logo.
- DPDgroup logo is always positioned in the opposite corner from the DPD logo, either horizontal, vertical or diagonal.
- Symbol used as supergraphic.



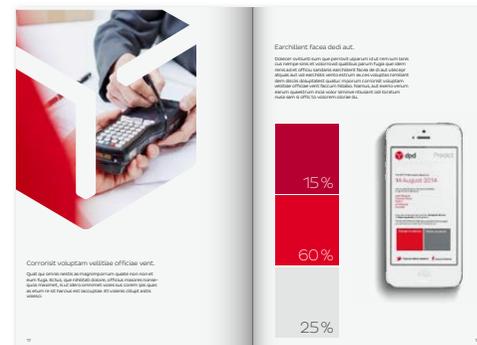
14.2 Print – Examples

Content pages

The following page shows a range of content pages, all possible within the flexibility of the visual system.

Visual principles

- Use of white space
- Red is balanced with supporting colours to create pace, contrast and impact but still feels DPD red.
- Short simple messages
- Headlines use two colours for impact
- Flexible use of the window graphic
- Bold and big imagery
- Cut-out imagery has integrated DPD logo



15.0 Stationery

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15.1 Stationery – Overview

dpdgroup

DPDgroup
Winkelstraße 1, 68303 Cauberg/Berburg, Germany

Company Name
Address Line One
Address Line Two
City
Postcode
Country

Your letter / message date
12 May 2014

Your reference
CP01.XXXX.XXXX

Our reference
DP01.XXXX.XXXX

Contact number
+49 (0) 0000 0000

Date
1 June 2014

Reference number

Dear Mr Smith

Letter text set in Arial 10pt on 12pt leading. One line space between paragraphs. Column width 160mm. Proin mattis eleifend dolor. Vestibulum quam massa, interdum eu, pulvinar nec, ultrices quis, nibh. Integer eu tellus at nisi dictum tristique. Ut ac velit. Nullam euismod. Aenean placerat dolor ac turpis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Vivamus felis. Integer at enim. Donec placerat metus ut mi aliquet congue. Nunc sed diam. Praesent congue nisi ac nibh.

Curabitur dictum congue lectus. Sed sollicitudin imperdiet justo. Morbi risus felis, tristique non sollicitudin vel, bibendum in, diam. Praesent mauris.

Yours sincerely

Name Surname
Title or department

DPD Parcel Distribution GmbH & Co. KG
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.dpd.com

General Partner: DPD Deutscher Paket Dienst Management GmbH
Registered office: Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Chairman of the Supervisory Board: Christian Emery
Chief of Registration: www.handelsregister.de

Head Office: Cauberg/Berburg
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.dpd.com

Head of Registration: Christian Emery
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.handelsregister.de

All our services are provided within the scope of the DPO as provided in accordance with the latest version of the DPD Dynamic Parcel Distribution GmbH & Co. KG General Conditions of Business.

Parcel delivery network of **GenPost**

dpd

DPD
Winkelstraße 1, 68303 Cauberg/Berburg, Germany

Company Name
Address Line One
Address Line Two
City
Postcode
Country

Your letter / message date
12 May 2014

Your reference
CP01.XXXX.XXXX

Our reference
DP01.XXXX.XXXX

Contact number
+49 (0) 0000 0000

Date
1 June 2014

Reference number

Dear Mr Smith

Letter text set in Arial 10pt on 12pt leading. One line space between paragraphs. Column width 160mm. Proin mattis eleifend dolor. Vestibulum quam massa, interdum eu, pulvinar nec, ultrices quis, nibh. Integer eu tellus at nisi dictum tristique. Ut ac velit. Nullam euismod. Aenean placerat dolor ac turpis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Vivamus felis. Integer at enim. Donec placerat metus ut mi aliquet congue. Nunc sed diam. Praesent congue nisi ac nibh.

Curabitur dictum congue lectus. Sed sollicitudin imperdiet justo. Morbi risus felis, tristique non sollicitudin vel, bibendum in, diam. Praesent mauris.

Yours sincerely

Name Surname
Title or department

DPD Parcel Distribution GmbH & Co. KG
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.dpd.com

General Partner: DPD Deutscher Paket Dienst Management GmbH
Registered office: Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Chairman of the Supervisory Board: Christian Emery
Chief of Registration: www.handelsregister.de

Head Office: Cauberg/Berburg
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.dpd.com

Head of Registration: Christian Emery
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.handelsregister.de

All our services are provided within the scope of the DPO as provided in accordance with the latest version of the DPD Dynamic Parcel Distribution GmbH & Co. KG General Conditions of Business.

dpdgroup

chronopost

Chronopost SA
8 rue Capelle, 92000 Gennevilliers, France

Company Name
Address Line One
Address Line Two
City
Postcode
Country

Your letter / message date
12 May 2014

Your reference
CP01.XXXX.XXXX

Our reference
DP01.XXXX.XXXX

Contact number
+49 (0) 0000 0000

Date
1 June 2014

Re Patient number or reference

Dear Mr Smith

Letter text set in Arial 10pt on 12pt leading. One line space between paragraphs. Column width 160mm. Proin mattis eleifend dolor. Vestibulum quam massa, interdum eu, pulvinar nec, ultrices quis, nibh. Integer eu tellus at nisi dictum tristique. Ut ac velit. Nullam euismod. Aenean placerat dolor ac turpis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Vivamus felis. Integer at enim. Donec placerat metus ut mi aliquet congue. Nunc sed diam. Praesent congue nisi ac nibh.

Curabitur dictum congue lectus. Sed sollicitudin imperdiet justo. Morbi risus felis, tristique non sollicitudin vel, bibendum in, diam. Praesent mauris.

Yours sincerely

Name Surname
Title or department

Chronopost SA
8 rue Capelle, 92000 Gennevilliers, France
Telephone: +33 (0) 1 70 64 60 00
Website: www.chronopost.fr

8 rue Capelle, 92000 Gennevilliers, France
Telephone: +33 (0) 1 70 64 60 00
Website: www.chronopost.fr

Head Office: Cauberg/Berburg
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.dpd.com

Head of Registration: Christian Emery
Winkelstraße 1, 68303 Cauberg/Berburg, Germany
Telephone: +49 (0) 0000 0000
Website: www.handelsregister.de

All our services are provided within the scope of the DPO as provided in accordance with the latest version of the DPD Dynamic Parcel Distribution GmbH & Co. KG General Conditions of Business.

dpdgroup

dpdgroup

Name Surname
Qualification (if needed)
Job title
Department name

name.surname@dpd.com
T: +49 (0) 141 028 07 31

Address 1
Address 2
Address 3
Address 4
dpd.com

Parcel delivery network of **GenPost**



dpd

Name Surname
Qualification (if needed)
Job title
Department name

name.surname@dpd.com
T: +49 (0) 141 028 07 31

Address 1
Address 2
Address 3
Address 4
dpd.com

dpdgroup



chronopost

Name Surname
Qualification (if needed)
Job title
Department name

name.surname@chronopost.fr
T: +33 (0) 1 70 64 60 00

Address 1
Address 2
Address 3
Address 4
chronopost.fr

dpdgroup



15.2 Stationery – DPD letterhead

Printed A4 letterhead detail (297 × 210 mm)

The DPD logo is sized and positioned as shown.

Address & contact details

Set in 5.5/6.5pt Pluto Sans DPD Regular/Light.

Letter details

Set in 6pt Pluto Sans DPD Regular. Prints DPD Red.

Legal entity

Set in 5.5/7pt Pluto Sans DPD Regular/Light and is positioned as shown.

All services etc

Set in 5.5/7pt Pluto Sans DPD Light positioned as shown.

The DPDgroup logo is sized and positioned as shown.

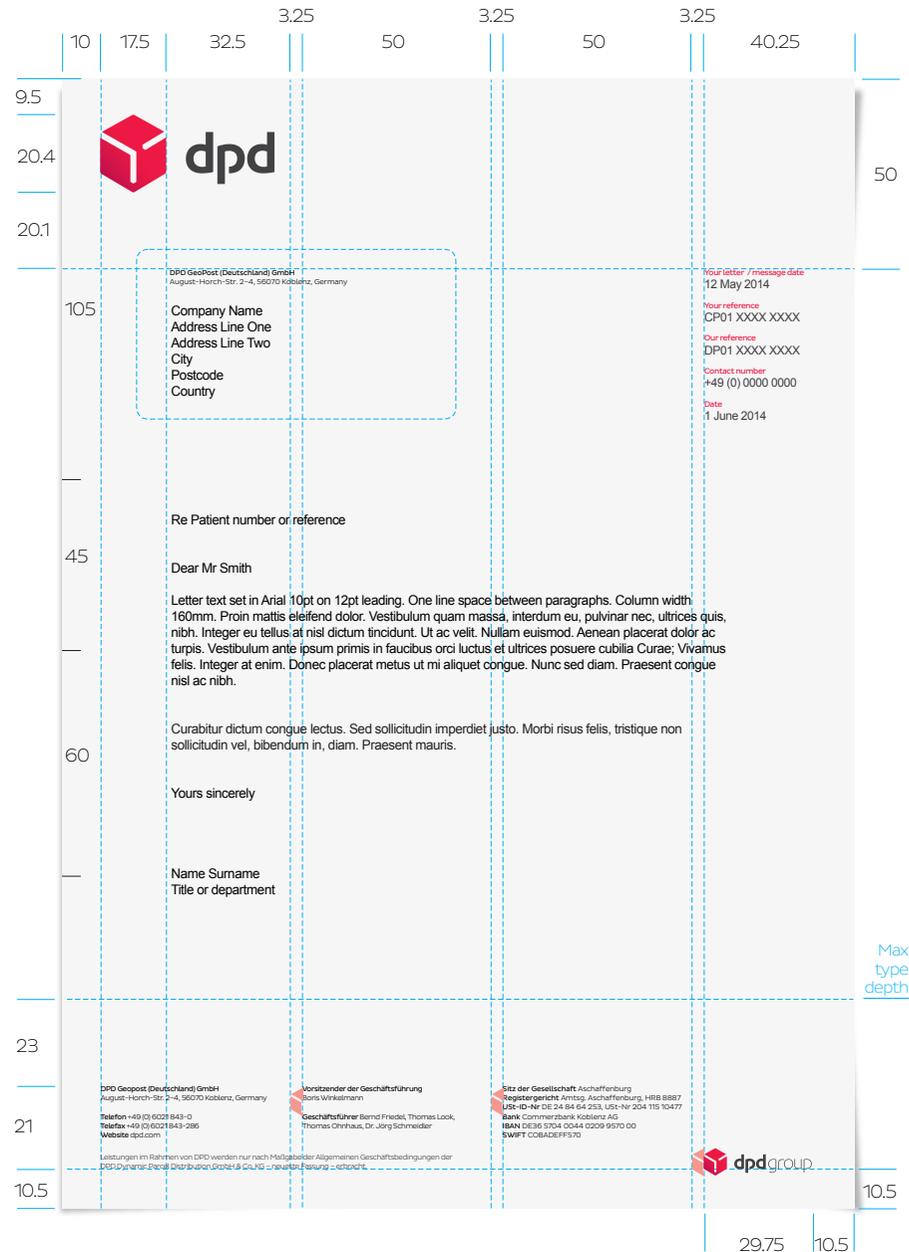
Page detail

Examples are 50% and 25% actual size. Dimensions are shown in millimeters.

Typing a letter

Text size: 10/12pt Arial Regular.
Text should be black 100%.

Legal information requirements may differ between business units.



15.3 Stationery – DPD business card

Double sided business card (85 × 55 mm)

The DPD logo is sized and positioned as shown.

Card holder name

Set in 10 pt Pluto Sans DPD Light.
Prints DPD Red.

Qualifications (if needed):

Job title & department name

Set in 7/9pt Pluto Sans DPD Light.

Contact detail

Set in 6.5/8pt Pluto Sans DPD Light.

Legal entity, company name & address detail

Set in 6.5/8pt Pluto Sans DPD Regular/Light.

Web address

Set in 6.5pt Pluto Sans DPD Regular.
Prints DPD Red.

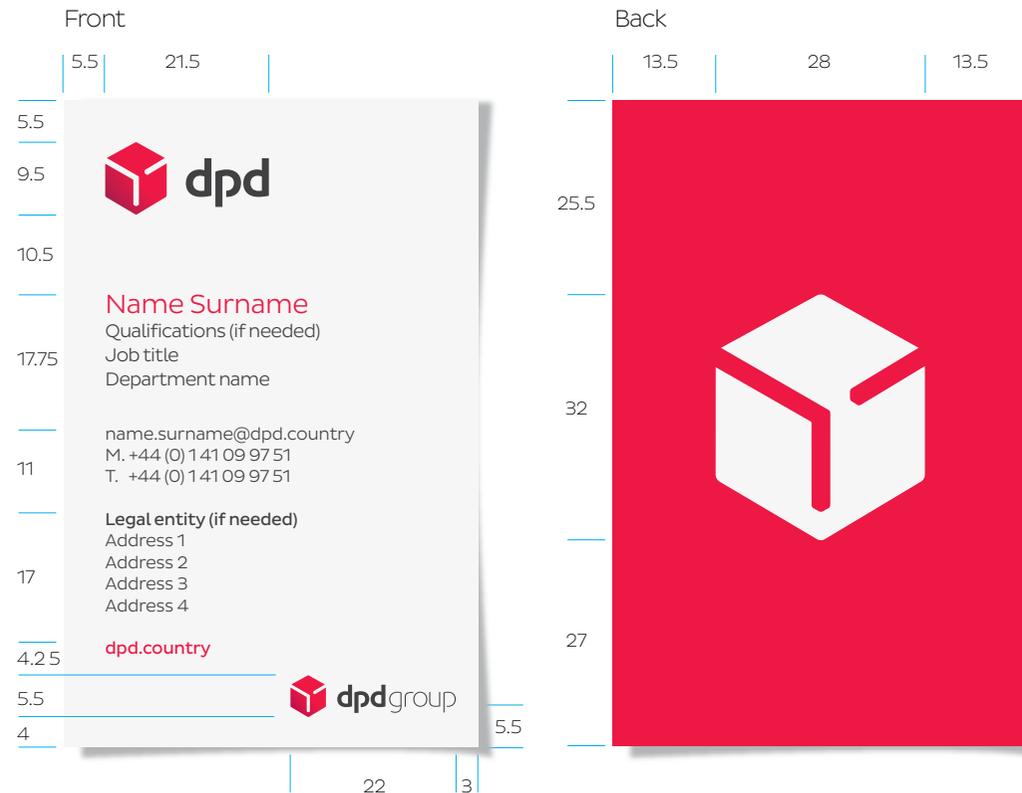
The DPDgroup logo is sized and positioned as shown.

Copy prints Black 100%, except where specified.

Reverse side

White symbol on DPD red.

Examples are shown actual size.
Dimensions are shown in millimeters.



15.4 Stationery – DPDgroup letterhead

Printed A4 letterhead detail (297 × 210 mm)

The DPDgroup logo is sized and positioned as shown.

Address & contact details

Set in 5.5/6.5pt Pluto Sans DPD Regular/Light.

Letter details

Set in 6pt Pluto Sans DPD Regular. Prints DPD Red.

Legal entity

Set in 5.5/7pt Pluto Sans DPD Regular/Light and is positioned as shown.

All services etc

Set in 5.5/7pt Pluto Sans DPD Light positioned as shown.

GeoPost sign-off

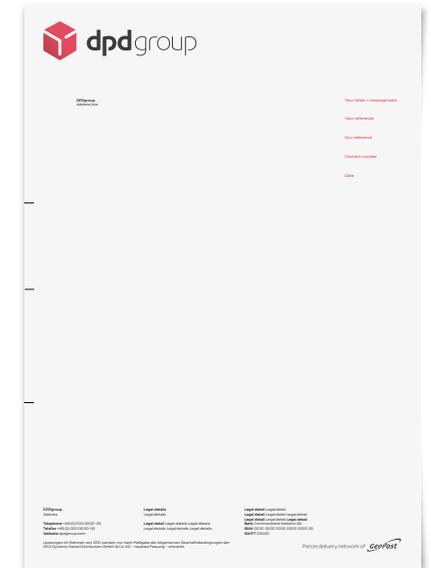
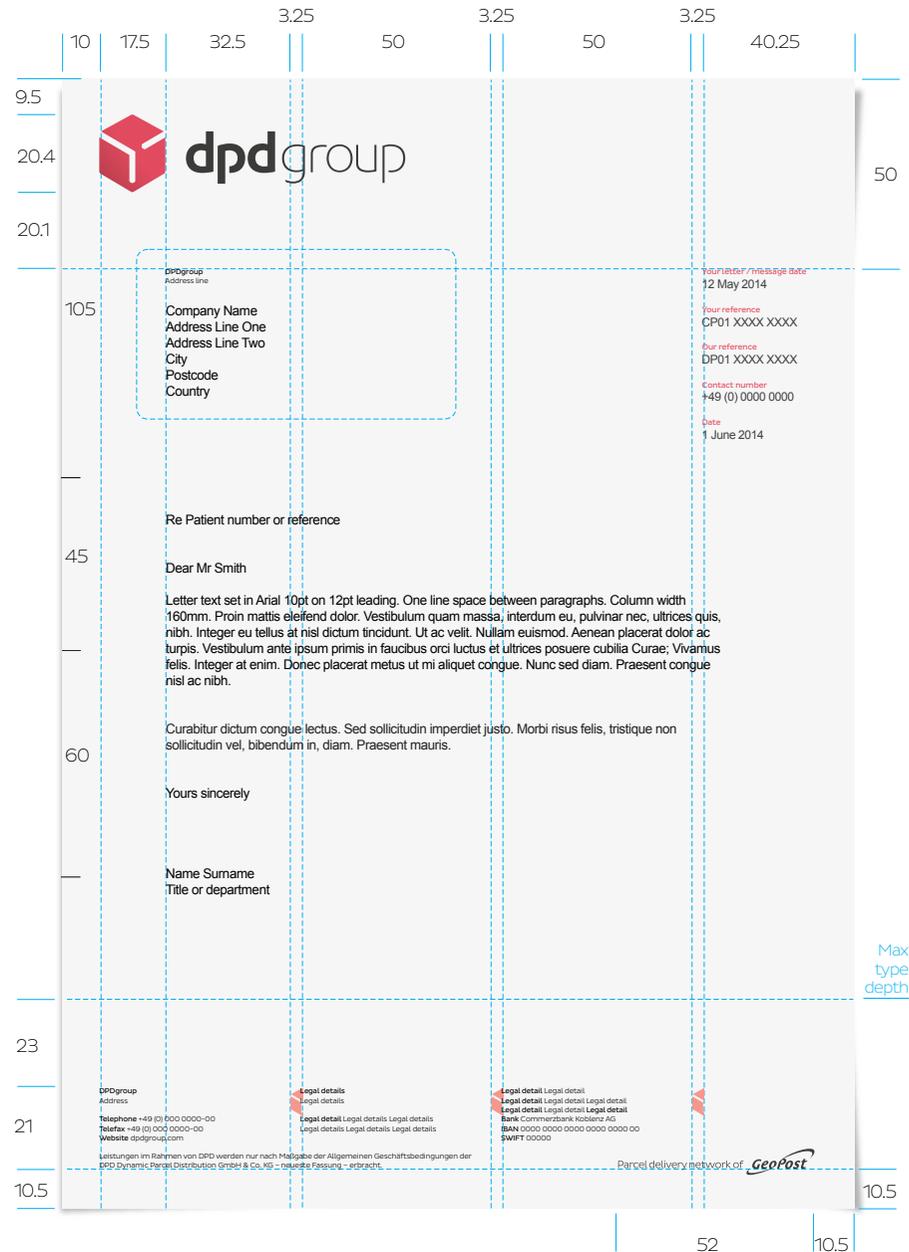
Sized and positioned as shown. Prints GeoPost Grey.

Page detail

Examples are 50% and 25% actual size. Dimensions are shown in millimeters.

Typing a letter

Text size: 10/12pt Arial Regular. Text should be black 100%.



15.5 Stationery – DPDgroup business card

Double sided business card (85 × 55 mm)

The DPDgroup logo is sized and positioned as shown.

Card holder name

Set in 10 pt Pluto Sans DPD Light.
Prints DPD Red.

Qualifications (if needed):

Job title & department name

Set in 7/9pt Pluto Sans DPD Light.

Address detail

Set in 6.5/8 pt Pluto Sans DPD Light.

Web address

Set in 6.5 pt Pluto Sans DPD Regular.
Prints DPD Red.

GeoPost sign-off

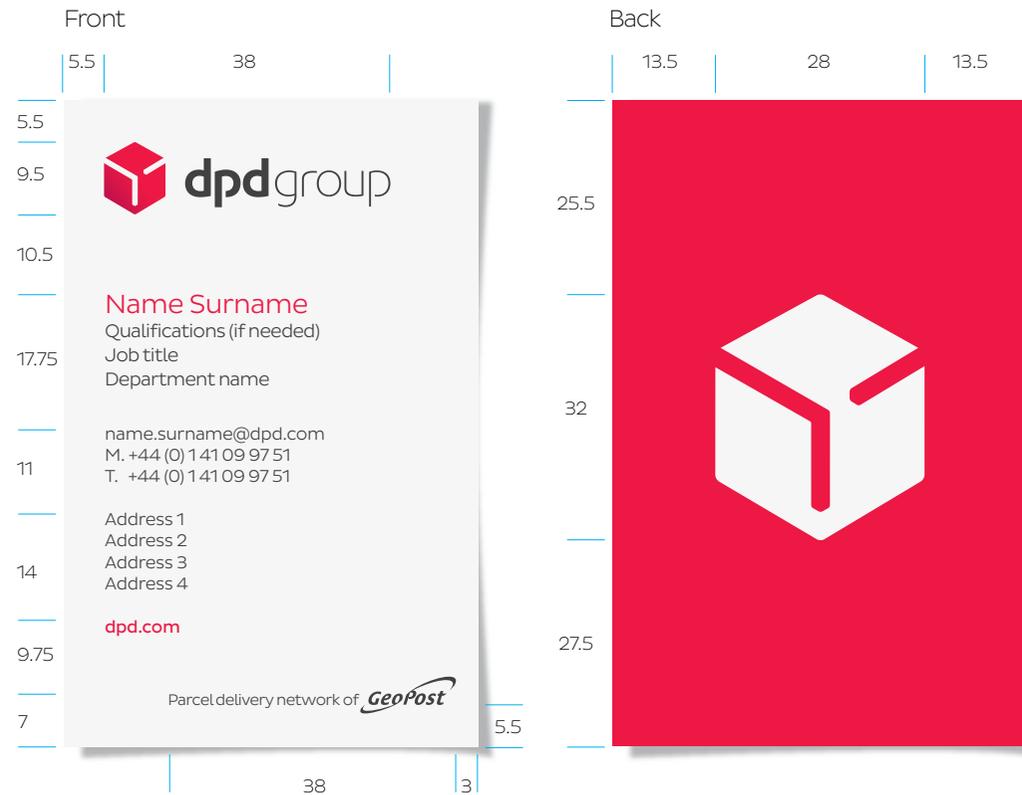
Sized and positioned as shown.
Prints GeoPost Grey.

Copy prints Black 100%, except
where specified.

Reverse side

White symbol on DPD red.

Example is shown actual size.
Dimensions are shown in millimeters.



15.6 Stationery – Chronopost letterhead

Printed A4 letterhead detail (297 × 210 mm)

The Chronopost logo is sized and positioned as shown.

Address & contact details

Set in 5.5/6.5pt Pluto Sans DPD Regular/Light.

Letter details

Set in 6pt Pluto Sans DPD Regular. Prints Chronopost Blue.

Legal entity

Set in 5.5/7pt Pluto Sans DPD Regular/Light and is positioned as shown.

All services etc

Set in 5.5/7pt Pluto Sans DPD Light positioned as shown.

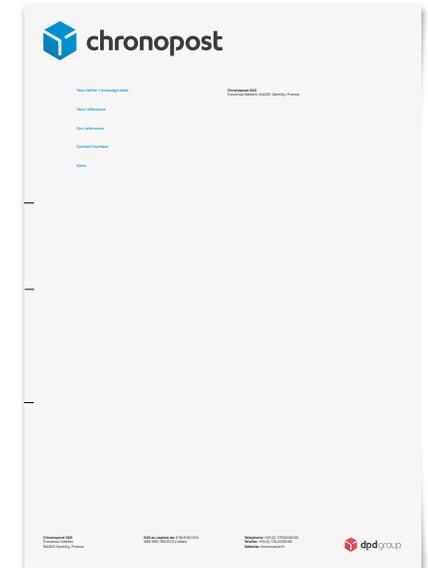
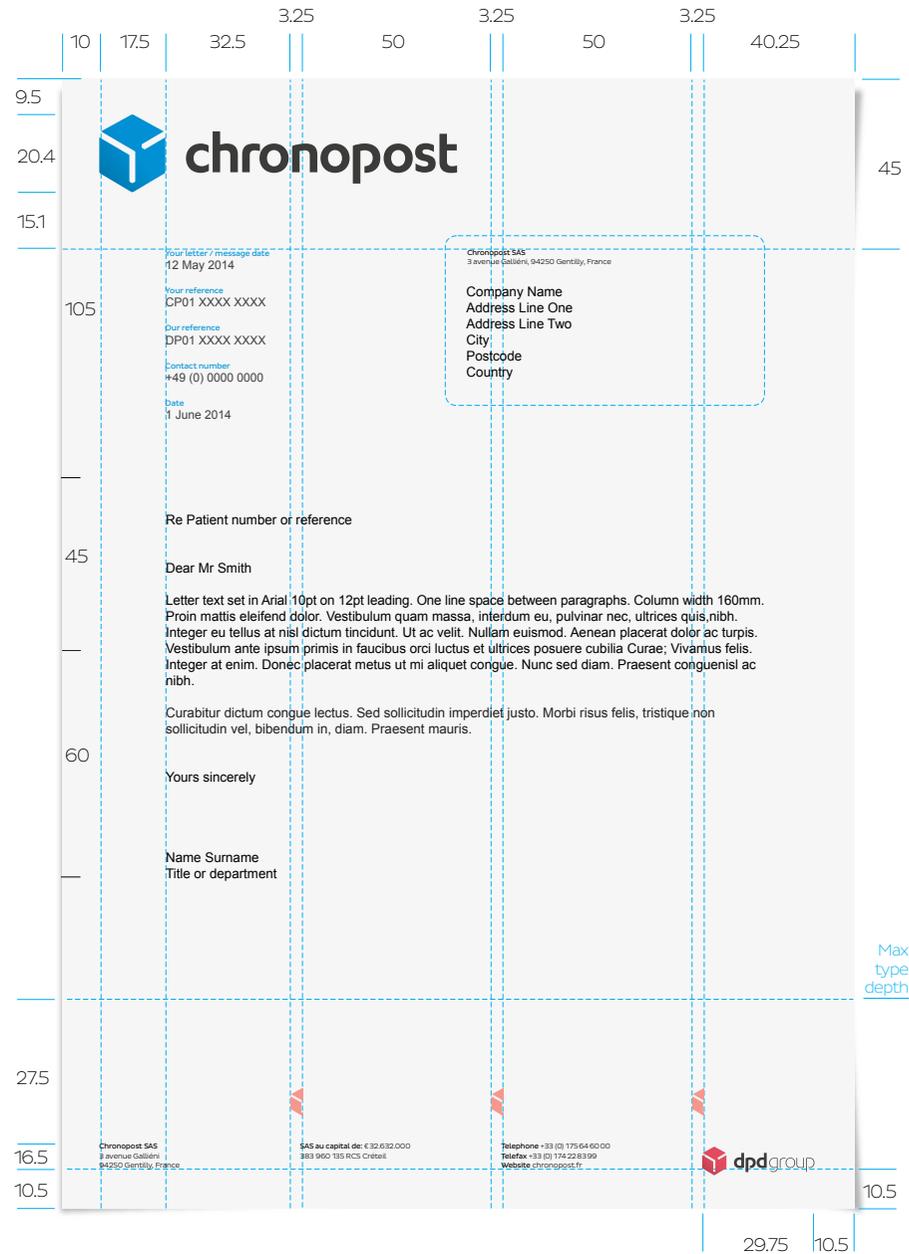
The DPDgroup logo is sized and positioned as shown.

Page detail

Examples are 50% and 25% actual size. Dimensions are shown in millimeters.

Typing a letter

Text size: 10/12pt Arial Regular.
Text should be black 100%.



15.7 Stationery – Chronopost business card

Double sided business card (85 × 55 mm)

The Chronopost logo is sized and positioned as shown.

Card holder name

Set in 10 pt Pluto Sans DPD Light.
Prints Chronopost Blue.

Qualifications (if needed):

Job title & department name

Set in 7/9 pt Pluto Sans DPD Light.

Contact detail

Set in 6.5/8 pt Pluto Sans Light.

Company name & address detail

Set in 6.5/8 pt Pluto Sans Regular/Light.

Web address

Set in 6.5 pt Pluto Sans DPD Regular.
Prints DPD Red.

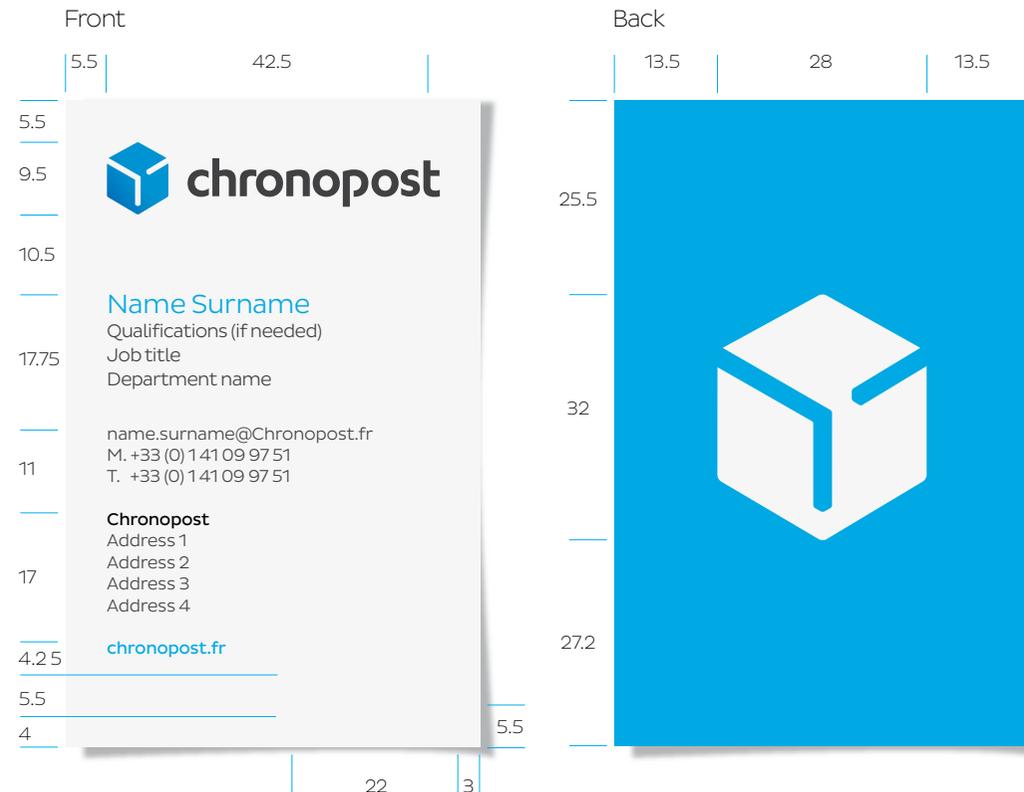
The DPDgroup logo is sized and positioned as shown.

Copy prints Black 100%, except where specified.

Reverse side

White symbol on Chronopost Blue.

Example is shown actual size.
Dimensions are shown in millimeters.



16.0 Building signage

16.1	Exterior signage 3D	82
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16.1 Building signage – Exterior signage 3D

These notional examples show how the DPD logo can be applied in 3D to buildings.

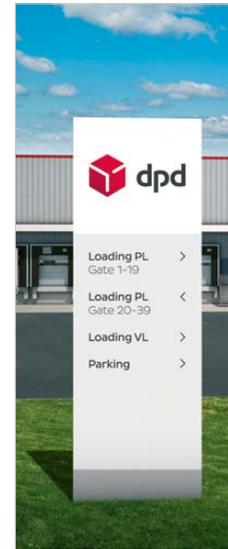


Night view



16.2 Building signage – Exterior signage 2D

These notional examples show how the DPD logo can be applied in 2D.



More detailed signage guidelines will be provided by Network Marketing.

Please see the [Signage Guideline](#) for details (available in the Brand Center).

17.0 Logo artwork

17.1	File naming	85
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17.5	Service names & endorsements	89

Always use the master logo artwork provided and never try to recreate the brandmarks or change them in any way.

17.1 Logo artwork – File naming

DPD_logo_colour_4c_coated.eps

Name	Identifier	Colour	Colourspace	Paper	Format
DPD	logo	redgrad Red gradient	1c Spot colour or black	coated Optimized for coated paper	ai Vector file
DPDG DPDgroup	symbol	red			png RGB raster file
CHRONOFR Chronopost France	end Endorsement	bluegrad Blue gradient	2c Spot colour + black	uncoated Optimized for uncoated paper	
CHRONOPT Chronopost Portugal	serv Service name	blue	4c CMYK		
SEUR		black	rgb Digital		
INTEX Interlink express		white			
GEO GeoPost					
PICKUP					
PREDICT					
EXPERTS Your delivery experts					

17.2 Logo artwork – DPD

Red gradient DPD logotype

- DPD_logo_redgrad_2c_coated.ai
- DPD_logo_redgrad_2c_uncoated.ai
- DPD_logo_redgrad_4c_coated.ai
- DPD_logo_redgrad_4c_uncoated.ai
- DPD_logo_redgrad_rgb.png



Red and White DPD logotype

- DPD_logo_redwhite_1c_coated.ai
- DPD_logo_redwhite_1c_uncoated.ai
- DPD_logo_redwhite_4c_coated.ai
- DPD_logo_redwhite_4c_uncoated.ai
- DPD_logo_redwhite_rgb.png



Black DPD logotype

- DPD_logo_black_1c.ai
- DPD_logo_black_rgb.png



White DPD logotype

- DPD_logo_white.ai
- DPD_logo_white_rgb.png



Red gradient symbol

- DPD_symbol_redgrad_2c_coated.ai
- DPD_symbol_redgrad_2c_uncoated.ai
- DPD_symbol_redgrad_4c_coated.ai
- DPD_symbol_redgrad_4c_uncoated.ai
- DPD_symbol_redgrad_rgb.png



Red symbol

- DPD_symbol_red_1c_coated.ai
- DPD_symbol_red_1c_uncoated.ai
- DPD_symbol_red_4c_coated.ai
- DPD_symbol_red_4c_uncoated.ai
- DPD_symbol_red_rgb.png



Black symbol

- DPD_symbol_black_1c.ai
- DPD_symbol_black_rgb.png



White symbol

- DPD_symbol_white.ai
- DPD_symbol_white_rgb.png



17.3 Logo artwork – Chronopost France

Blue gradient Chronopost France logotype

- CHRONOFR_logo_bluegrad_2c_coated.ai
- CHRONOFR_logo_bluegrad_2c_uncoated.ai
- CHRONOFR_logo_bluegrad_4c_coated.ai
- CHRONOFR_logo_bluegrad_4c_uncoated.ai
- CHRONOFR_logo_bluegrad_rgb.png



Blue and white Chronopost France logotype

- CHRONOFR_logo_bluewhite_1c_coated.ai
- CHRONOFR_logo_bluewhite_1c_uncoated.ai
- CHRONOFR_logo_bluewhite_4c_coated.ai
- CHRONOFR_logo_bluewhite_4c_uncoated.ai
- CHRONOFR_logo_bluewhite_rgb.png



Black Chronopost France logotype

- CHRONOFR_logo_black_1c.ai
- CHRONOFR_logo_black_rgb.png



White Chronopost France logotype

- CHRONOFR_logo_white.ai
- CHRONOFR_logo_white_rgb.png



Blue gradient symbol

- CHRONOFR_symbol_bluegrad_2c_coated.ai
- CHRONOFR_symbol_bluegrad_2c_uncoated.ai
- CHRONOFR_symbol_bluegrad_4c_coated.ai
- CHRONOFR_symbol_bluegrad_4c_uncoated.ai
- CHRONOFR_symbol_bluegrad_rgb.png



Blue symbol

- CHRONOFR_symbol_blue_1c_coated.ai
- CHRONOFR_symbol_blue_1c_uncoated.ai
- CHRONOFR_symbol_blue_4c_coated.ai
- CHRONOFR_symbol_blue_4c_uncoated.ai
- CHRONOFR_symbol_blue_rgb.png



Black symbol

- CHRONOFR_symbol_black_1c.ai
- CHRONOFR_symbol_black_rgb.png



White symbol

- CHRONOFR_symbol_white.ai
- CHRONOFR_symbol_white_rgb.png



17.4 Logo artwork – DPDgroup

Red gradient DPDgroup logotype

- DPDG_logo_redgrad_2c_coated.ai
- DPDG_logo_redgrad_2c_uncoated.ai
- DPDG_logo_redgrad_4c_coated.ai
- DPDG_logo_redgrad_4c_uncoated.ai
- DPDG_logo_redgrad_rgb.png



Black DPDgroup logotype

- DPDG_logo_black_1c.ai
- DPDG_logo_black_rgb.png



White DPDgroup logotype

- DPDG_logo_white.ai
- DPDG_logo_white_rgb.png



Red and white DPDgroup logotype

- DPDG_logo_redwhite_1c_coated.ai
- DPDG_logo_redwhite_1c_uncoated.ai
- DPDG_logo_redwhite_4c_coated.ai
- DPDG_logo_redwhite_4c_uncoated.ai
- DPDG_logo_redwhite_rgb.png



White Geopost Endorsement

- DPDG_end_white.ai
- DPDG_end_white_rgb.png



Black Geopost Endorsement

- DPDG_end_black_1c.ai
- DPDG_end_black_rgb.png



17.5 Logo artwork – Service names & endorsements

Red Pickup service name

- PICKUP_serv_name_red_2c_coated.ai
- PICKUP_serv_name_red_2c_uncoated.ai
- PICKUP_serv_name_red_4c_coated.ai
- PICKUP_serv_name_red_4c_uncoated.ai
- PICKUP_serv_name_red_rgb.png

Pickup

Red Predict service name

- PREDICT_serv_name_red_2c_coated.ai
- PREDICT_serv_name_red_2c_uncoated.ai
- PREDICT_serv_name_red_4c_coated.ai
- PREDICT_serv_name_red_4c_uncoated.ai
- PREDICT_serv_name_red_rgb.png

Predict

Black Your delivery experts

- EXPERTS_black_1c.ai
- EXPERTS_black_rgb.png

Your delivery experts

White Pickup service name

- PICKUP_serv_name_white.ai
- PICKUP_serv_name_white_rgb.png

Pickup

White Predict service name

- PREDICT_serv_name_white.ai
- PREDICT_serv_name_white_rgb.png

Predict

White Your delivery experts

- EXPERTS_white.ai
- EXPERTS_white_rgb.png

Your delivery experts

Changes for version 2.0 (October 18 2016)

General:

Replaced placeholder imagery with our own, layouts updated

General:

Infographics updated for easier understanding

Page 1:

New title visual to make the CD manual more recognizable

Page 3:

Content page now clickable for quick and easy chapter access

Page 6:

Updated with CSR information and logos

Page 13:

Added don'ts and clear space definition for the symbol

Page 18:

Logo sizing has been simplified and now works better for a larger range of formats

Page 19:

An integrated calculator helps to get the right grid

Page 21:

Alignment of logo and text

Page 22:

Additional don'ts

Page 23:

Added additional information about the DPDgroup endorsement and placement examples

Page 29:

Clarified status of Arial as a fallback, not a corporate font

Page 31:

Rearranged to clarify which corporate font style to use for what

Page 33:

More comprehensive color list

Page 56–59:

Updated with current imagery

Page 82–83:

Updated with current imagery

Page 90:

New version history page

Contact details – Need more help?

If you have any questions, or require further guidance, get in touch.

networkmarketing@dpdgroup.com

