



Signaling what's next for FedEx

BRAND PLAYBOOK

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Signaling change with intentional stories and dynamic design that elevate our brand

The pace of markets, the expectations of customers, and the diversity of needs are changing at record speed. We're keeping up and signaling change through new solutions, global reach, and modern design to meet our customers where they are.

We are evolving our brand positioning and elevating what differentiates us to signal a more modern and digital focus. Our innovation has always kept us ahead of customer needs, yet so many do not fully realize the power of our iconic brand.

As creators and communicators, you have the most powerful role in signaling why people should choose or believe in FedEx. This Playbook is our story, from the core architecture and expression that distinguish us to the dynamic designs that connect and make us relevant and relatable.

Be inspired as you contribute to fresh and modern creative designs that connect, engage and help bring our stories to life. We have great stories to tell as we signal what's next for FedEx. It's about being intentional — crafting conversational communications through the lens of rich storytelling to bring our brand personality to life. This remains our north star. Let's get started!





Our vision

Our vision is to be the earth's most engaged advocates of connected commerce where open borders, new markets and fair, sustainable practices are the norm for the billions of personal supply chains being managed every day in our always-on, mobile-first world.

We stand for ease, access and opportunity. We lead purposeful innovation, champion entrepreneurs, advocate free trade and empower humans and their place in the era of autonomy and AI.

We fight for our customers, a more sustainable planet and an ethical playing field. Our actions inspire our customers to say,

“With FedEx, I trust what’s next.”

An exciting new way to innovate, flex and keep our brand modern

We've built a new way of working through a collective of internal and external brand advocates that offers flexibility within guidelines. Not intended to be trendy or replace our core brand elements, this freedom to expand within a framework is designed to support new ideas and a collaborative ownership of the brand. This means that as new design ideas are tested, based on a strategic focus or market need, they will be considered for inclusion in the guidance that defines our design style. Though our core elements do not change, the guidelines that support them can and will evolve as needed to stay fresh.



Design Strategy

Our goal is to communicate and create with both meaning and intention. **In design, if everything is emphasized, nothing is.**

Strong designers know that good design goes unnoticed. Designs are focused on the customer, meaning individual elements are never meant to stand alone. Strong branding marries all elements together in an authentic and cohesive story that our customers can relate to.

Let's dive into what makes up our design strategy — the core identity elements for how we look and feel — and the principles that guide them.



Design Strategy

Our personality is shown in our actions and the way we communicate across all touchpoints. From front line to advertising, customer service to digital communications, our personality is reflected in how we express ourselves to customers. It's what makes us human in the eyes of customers and gives them even more reason to choose us.



Our personality makes our designs human

We are savvy

Being savvy allows us to stay smart, but in a modern way.

We are astute and well informed. We have a solution for your every need — from digital to physical.

We are dynamic

Dynamic describes our spirit that is full of energy, ever-changing and adaptable — helping create ideas that disrupt.

We're dynamic in the way we innovate and collaborate to deliver what's next.

We are passionate

Staying passionate is key to delivering the Purple Promise for all touchpoints.

Our culture is rooted in being passionate, and that is shown through our tireless commitment and dedication.

We are trustworthy

Now more than ever, being trustworthy can help differentiate us.

You can trust our brand, our people and our solutions to deliver every day.

We are connected

We are connected, digitally and with each other, having the sharpest team in the business.

The size and scale of our global network gives us a bird's eye view that enables us to connect ideas, people, businesses and cultures to make the world more connected.

Design Strategy

Our tone reflects how we engage with customers—on their terms. Communicating in a simple, conversational tone not only reflects our brand personality, but provides a deeper connection with our customers. Our tone is human, relatable, simple and casual. Using these four traits to communicate creates a cohesive tone for our brand and helps people relate to and recognize our messages.



Our tone is the conversations we have with customers

It's human, relatable, simple and casual.

We choose words that you would say to a friend—writing like you talk to sound human and conversational versus using corporate jargon or acronyms.

People connect to our words because they relate to them.

We choose simple words so people can easily digest our message.

For appropriate channels and messages, we can use casual words that are relevant to our audience and reflect modern culture.

Design Strategy

Moving towards becoming a digitally innovative brand is a story to be told. Our trustworthiness cannot be communicated with a word. It's a story that can be validated based on the experiences we provide. What makes us savvy, dynamic, passionate, trustworthy and connected in our customers' eyes? It's our stories. By communicating through storytelling, we can literally create a connection, inspire a feeling, and drive action. Building our stories is much like a formula that combines messaging, imagery and tone to bring the story to life and help the audience understand what it means to them.



Our storytelling differentiates us from the crowd

Focus on your audience

A good story makes the reader feel like it was written just for them.

Connect the need to solution

A story is only entertaining and memorable unless you show how we meet a need.

Build a story that is distinctly ours

We put all the pieces together to bring the story to life while maintaining authenticity.

Select connecting and relatable imagery that reflects our personality and the story you are telling.

Design something impactful

Establish a visual hierarchy and make type legible.

Use ample white and negative space.

Align elements to create order and hierarchy.

By keeping designs simple, your message has greater impact.

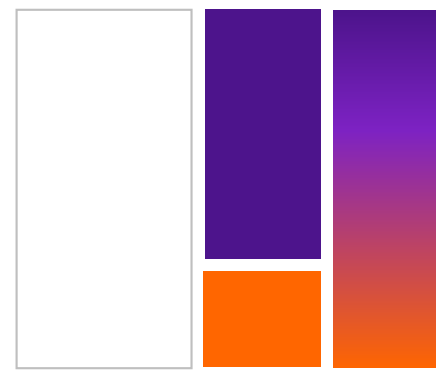


Our core identity elements help bring our brand to life

Logo



Color



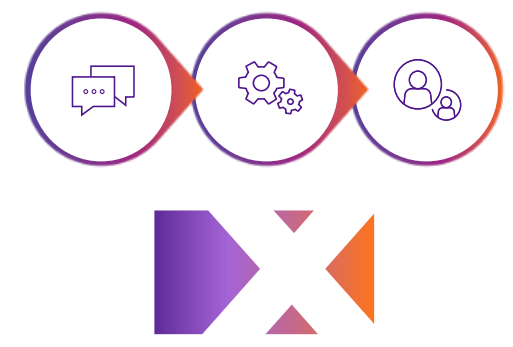
Font



Photography



Graphics



The architecture of our brand identity system is based on these five core identity elements that establish a cohesive and recognizable foundation to everything we do—they help bring our brand to life. These elements and the principles that define them do not vary based on trends or short-term objectives. They are evergreen and part of our brand DNA.

The art in applying the principles that define our identity

Our basics are simple and concise. They reflect and inspire who we are as a team and a company. This Playbook offers a broad view of guidance for each principle.

Be inspired by more usage examples by going to the Brand Resource Center at brand.fedex.com and searching for keyword “examples”.



Logo

Principle No. 1

Use the logo exactly as it appears without any altering or manipulation.



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Use the logo exactly as it appears without any altering or manipulation.

With billions of impressions every day, our logo is one of the most recognized in the world. The logo on vehicles, packaging, signage, uniforms and aircraft is consistent in all regions with carefully built equity in a simple but unique design.

COLLECTIVE LOGO



PRIMARY LOGOS



Our family of logos includes the collective logo and primary logos for our operating companies. Each logo has several color versions and file types. Access logos in the Brand Library and get more guidance on usage by searching for keyword “logos” at brand.fedex.com.

HOW TO USE THE LOGO:

- Always use the logo with ample clear space around it. Our approach is to make it large enough to make a statement without overwhelming the message.
- Your background color will determine which logo color is the best fit. Legibility is key when selecting the right logo.

SELECTING THE RIGHT LOGO:

- Use the collective logo to represent FedEx as a whole, or to indicate more than one operating company.
- When a communication features only one of our primary operating companies, use the corresponding logo.
- If the logo is requested for use by any third party, legal and brand approval is required. See Integration Guidelines via the Brand Resource Center.

WHAT NOT TO DO WITH THE LOGO:

- Stretch or distort it. Create custom logos. Alter the color or create the logo with type within a sentence.

Logo

Principle No. 1

Use the logo exactly as it appears without any altering or manipulation.

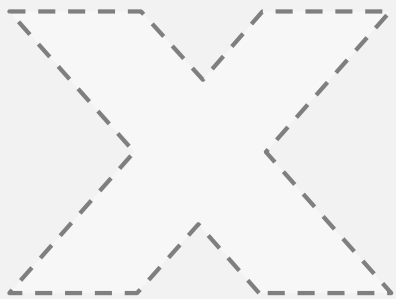
Principle No. 2

The X in our logo is the inspiration point for where digital meets physical and inspires the angles used in our design.



Principle No. 2

The X in our logo is the inspiration point for where digital meets physical and inspires the angles used in our design.



The simplicity of our logo inspires much more than equity in our name; it communicates who we are and what we stand for. We have an element in our logo that graphically illustrates our role in the digital world—the X.

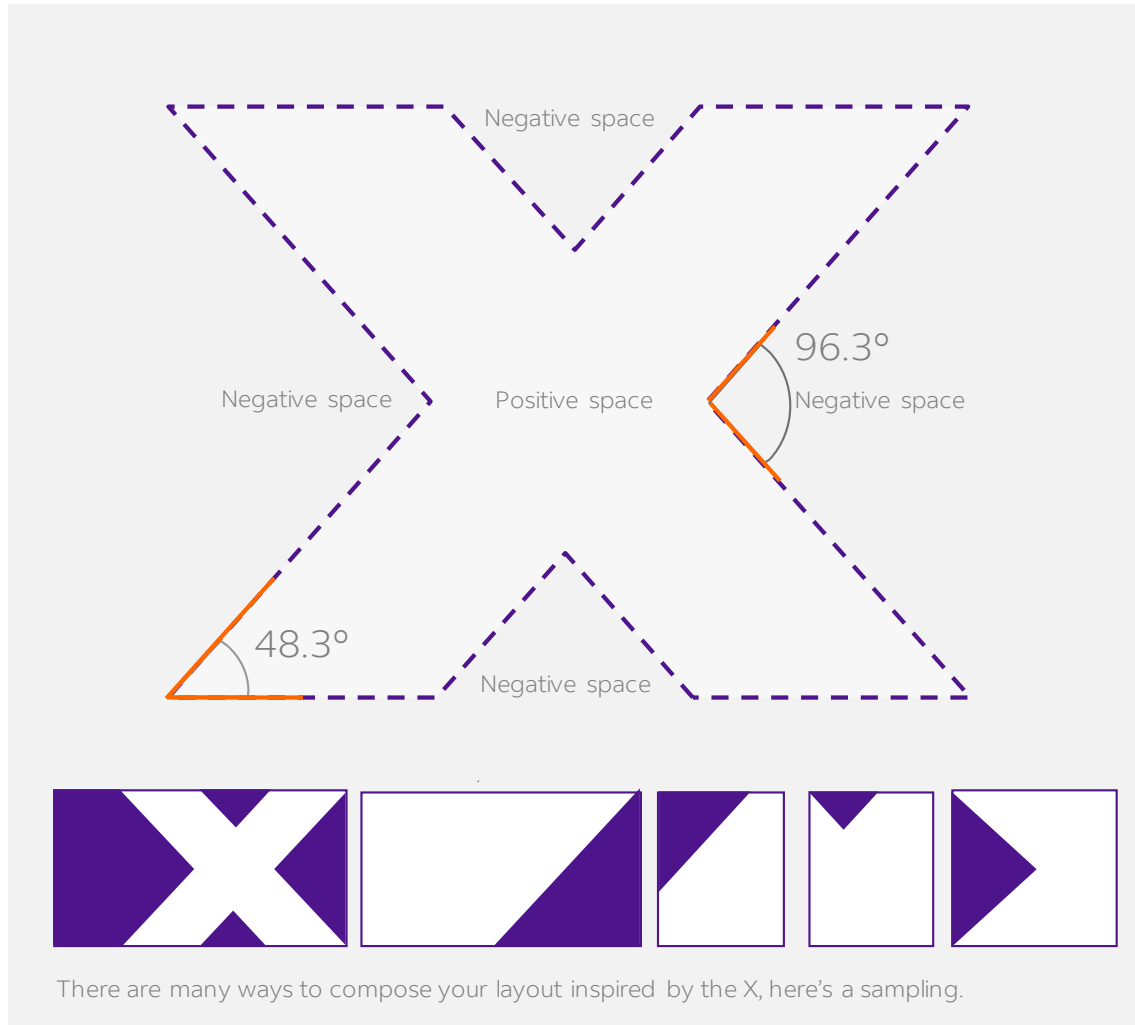
The intersecting lines of the X inspire our value proposition in today's digital marketplace: the meeting of physical and digital solutions.

*We have a complex network yet simplified relationships.
We are both global and personal.
We are at the door and beyond the threshold.*

The X is perfectly proportional and balanced. It's an ideal palette for layout composition to help bring focus and attention to the subject matter in creative. For example, using the points within the X to bring focus to a person, object, product, action, etc. The dynamic angles and shapes created from the X showcase our dynamic personality.

Principle No. 2

The X in our logo is the inspiration point for where digital meets physical and inspires the angles used in our design.



Allow the dynamic angles of the X to inspire the composition of your layouts. Zooming in tight on the angles helps add a dynamic feel to communications.

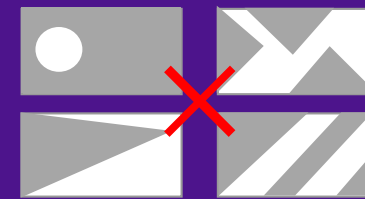
HOW TO USE THE X:

The three main dynamic design inspirations of the X are:

1. The exterior angles of the X; acute angles should be 48.3-96.3 degrees, and obtuse angles should reflect the positive and negative space of the X.
2. The full X graphic, which should be used sparingly.
3. The two strokes that make up the X.

WHAT NOT TO DO WITH THE X:

- Diminish the integrity of the X angle by using shapes that don't reflect the X exactly as it is in the logo.

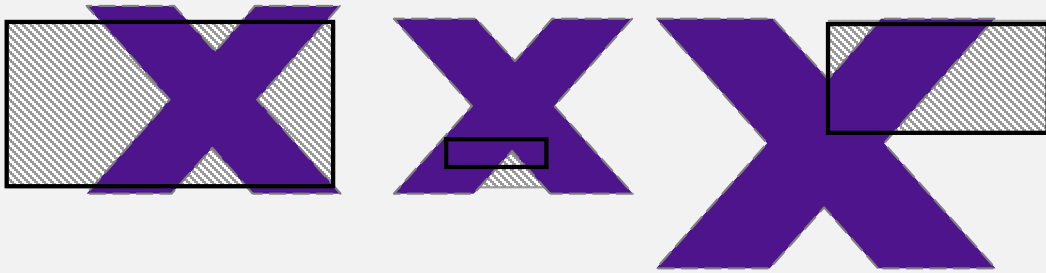


Principle No. 2

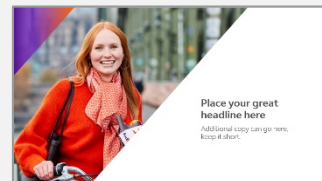
The X in our logo is the inspiration point for where digital meets physical and inspires the angles used in our design.

HOW TO USE THE X:

- Use intact on a layout at any scale. A helpful way to tell if your angle will work is to lay the X on top of your design. Search X via brand.fedex.com to download the X template to use as an overlay—expanding and contracting it—to see if it fits.
- Dynamic angles should reflect the positive and negative spaces of the X exactly.



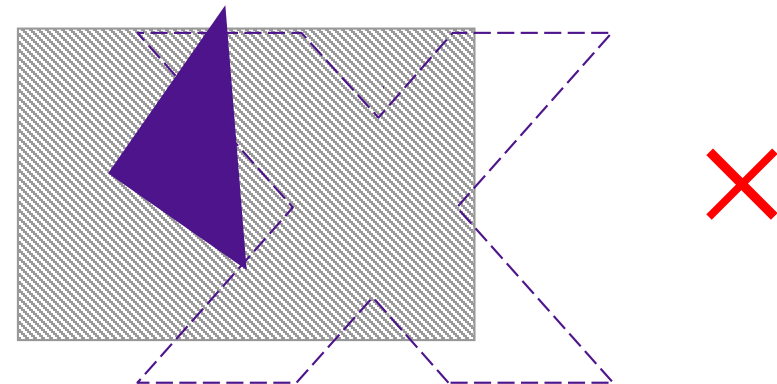
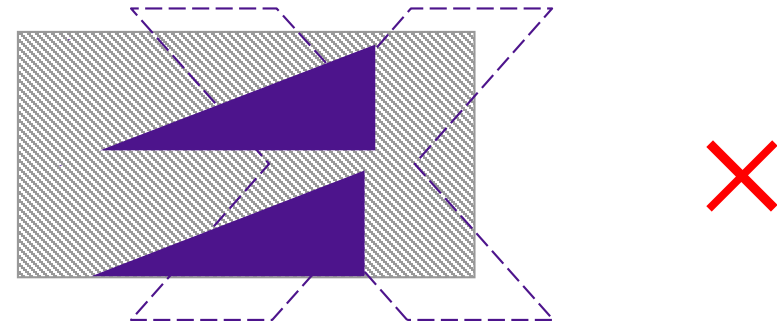
Designs below are clearly inspired by the X.



The angles bleed off the page as if we zoomed in tight on an angle from the X.

WHAT NOT TO DO WITH THE X:

- Stretching or distorting the angle shapes provides no connection to the X.

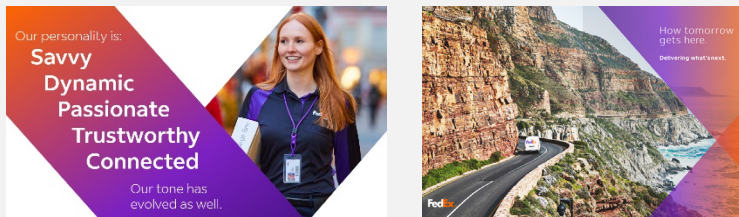


Principle No. 2

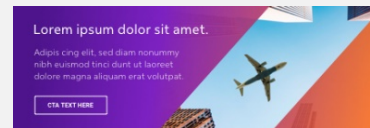
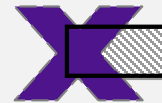
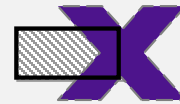
The X in our logo is the inspiration point for where digital meets physical and inspires the angles used in our design.

HOW TO USE THEM:

Use with intent to draw the reader toward a focal point.



Connecting strokes of the X can be filled with a picture and a gradient, or two gradient strokes when used with intention.

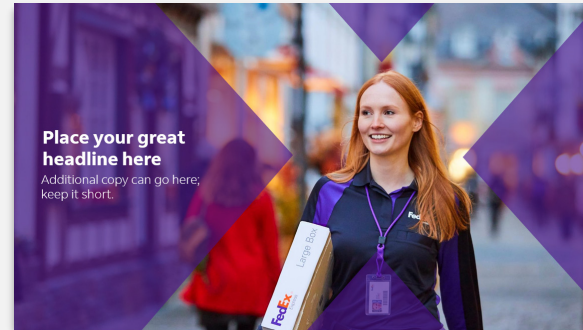


One half of one stroke of the X or one stroke can be used for copy needs.

Principle No. 2

The X in our logo is the inspiration point for where digital meets physical and inspires the angles used in our design.

HOW TO USE THEM:



Solid FedEx purple, transparent FedEx purple, white, transparent white, or gradient can be used to fill the negative space of the X for a clean look.



Orange can be used sparingly in your design as an accent color. It can be used in negative spaces when it is a part of the gradient versus being used on its own to fill a negative space. This helps balance color proportions with our core colors.

For legibility purposes, you can pair the gradient with white to fill the negative space.

Misuses



WHAT NOT TO DO WITH THE X:



When the X is used as a border over imagery, it doesn't intentionally point the reader toward what is important.

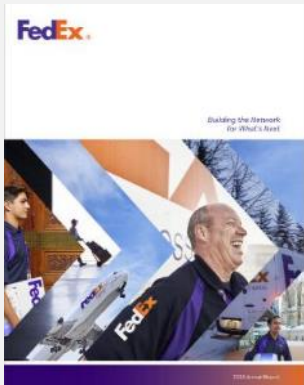


Floating Xs make it hard to recognize it's part of the logo and doesn't help anchor the piece.



Angles and gradients are meant to be supplementary and help focus readers on the primary story.

These examples do the opposite by cutting off key elements and distract the reader with a visual that appears to contain a mistake.



To maximize the impact of the X, we use it sparingly versus layering multiple Xs.

Color

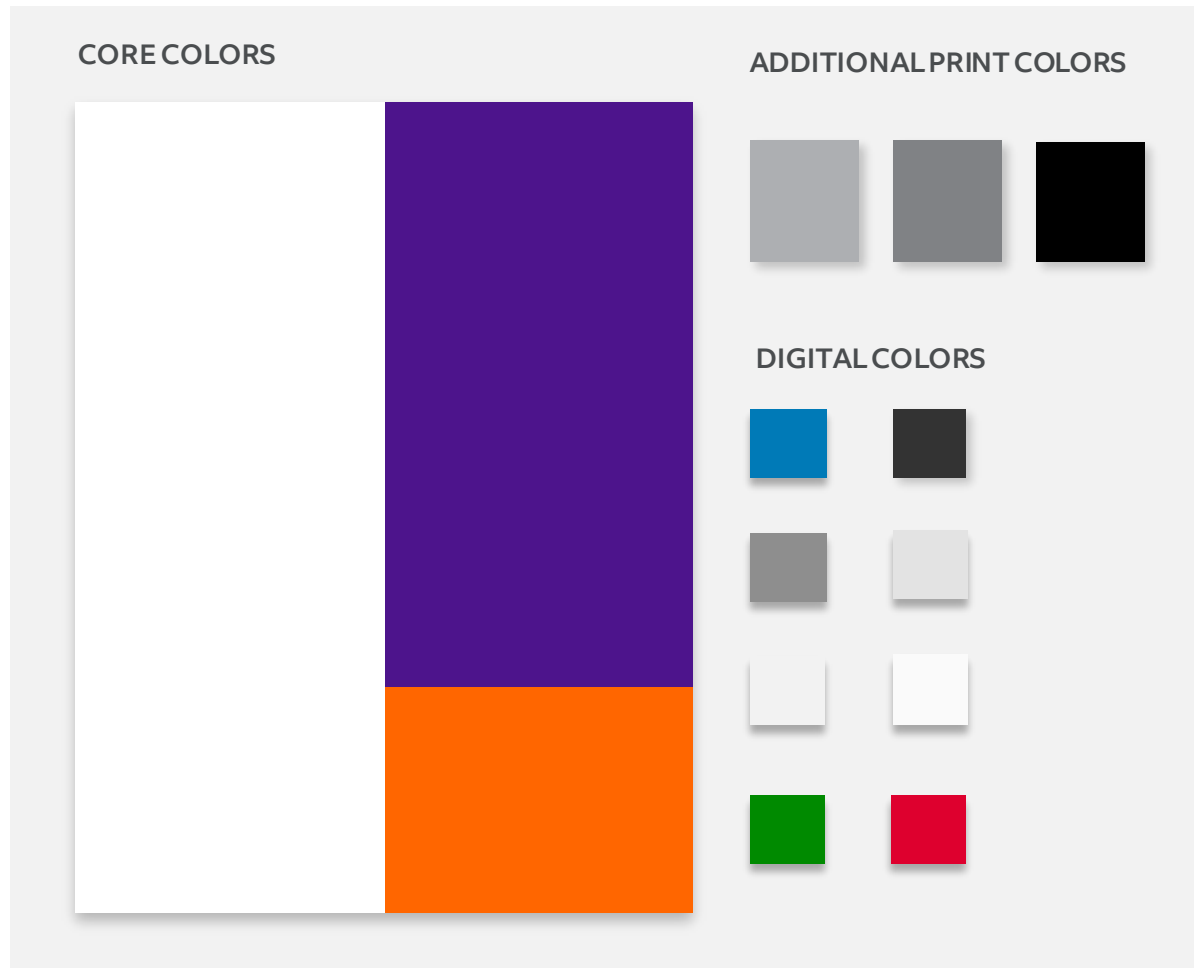
Principle No. 1

Our color palette contains three core colors: white, purple and orange.



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Life is filled with color. And so is our creative! With 80% of brand recognition tied to color, it plays a critical role in helping people quickly identify a message is from us. Visible for miles on streets or noisy environments, our core colors are our competitive advantage and owned by few brands.

HOW TO USE COLOR:

- The rich purple and clean white palettes along with a striking contrasting orange on our website, app, vehicles, packaging, signage, uniforms and within communications promote brand recognition, add visual interest and enhance readability.
- Gray can be used as a neutral compliment to provide space for copy and visual hierarchy.
- Eight digital colors have been carefully selected with accessibility in mind. These 8 additional colors are the common thread in our cross-platform digital experiences and run through shared componentry, such as: navigations, buttons etc.

Color values









Using colors outside the FedEx color palette detracts from our signature style. Keep this color chart handy to stay true to FedEx colors. In addition to using the color formulas shown in the chart, make sure to match each color correctly. Preferred custom-engineered inks for FedEx match colors are available from authorized vendors. Contact INX International Ink Co. at 1.800.631.7956 or Monarch Color Corporation at 1.901.458.1700.









CORE COLORS										
NAME	PANTONE	CMYK				RGB			HEX	
 White	-	0	0	0	0	255	255	255	#FFFFFF	
 FedEx Purple	2685	90	100	0	0	77	20	140	#4D148C	
 FedEx Orange	021	0	65	100	0	255	102	0	#FF6200	
SECONDARY COLORS (GRADIENT COLORS USED IN A JOURNEY OR IN CHARTS & GRAPHS)										
NAME	PANTONE	CMYK				RGB			HEX	
 Blend 33	-	66	87	0	0	125	34	195	#7D22C3	
 Blend 55	-	38	93	12	0	166	54	133	#A63685	
 Blend 73	-	17	86	61	3	199	71	85	#C74755	
TERTIARY COLORS (GRADIENT COLORS USED IN A JOURNEY OR IN CHARTS & GRAPHS)										
NAME	PANTONE	CMYK				RGB			HEX	
 Blend 17	-	74	94	0	0	103	28	170	#671CAA	
 Blend 46	-	51	93	0	0	147	45	162	#932DA2	
 Blend 65	-	25	90	39	3	184	63	106	#B83F6A	
 Blend 87	-	5	81	99	0	228	85	40	#E45528	

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.

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TINTS (INTENDED FOR MICROSOFT SOFTWARE. NOT FOR WEB USAGE)									
NAME	PANTONE	CMYK				RGB			HEX
 Tint 1	-	-	-	-	-	130	91	175	#825BAF
 Tint 2	-	-	-	-	-	164	100	213	#A464D5
 Tint 3	-	-	-	-	-	193	114	170	#C172AA
 Tint 4	-	-	-	-	-	216	126	136	#D87E88
 Tint 5	-	-	-	-	-	255	145	77	#FF914D
PRINT COLORS									
NAME	PANTONE	CMYK				RGB			HEX
 Black	-	0	0	0	100	0	0	0	-
 Print dark gray	Cool Gray 10	0	2	0	60	102	102	102	-
 Print light gray	Cool Gray 6	0	0	0	37	161	161	161	-

DIGITAL COLORS									
NAME	PANTONE	CMYK				RGB			HEX
 Digital interactive blue	-	-	-	-	-	0	122	183	#007AB7
 Digital gray 50 Text gray	-	-	-	-	-	51	51	51	#333333
 Digital gray 40	-	-	-	-	-	142	142	142	#8E8E8E
 Digital gray 30	-	-	-	-	-	227	227	227	#E3E3E3
 Digital gray 20	-	-	-	-	-	242	242	242	#F2F2F2
 Digital gray 10	-	-	-	-	-	250	250	250	#FAFAFA
 Digital notification green	-	-	-	-	-	0	138	0	#008A00
 Digital notification red	-	-	-	-	-	222	0	46	#DE002E

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Color

Principle No. 1

Our color palette contains three core colors: white, purple and orange.

Principle No. 2

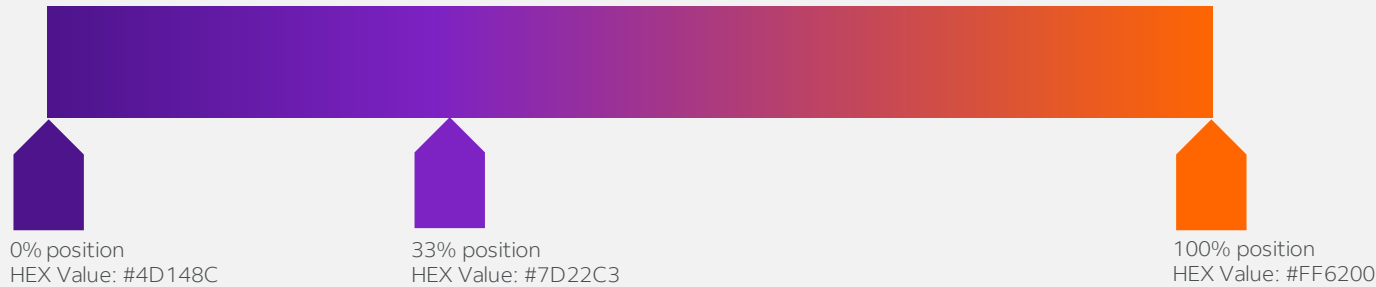
A gradient of purple and orange can be used to symbolize the momentum and evolution of the brand; about two thirds of the gradient should be purple, emulating the color used in our logo.



Principle No. 2

A gradient of purple and orange can be used to symbolize the momentum and evolution of the brand; about two thirds of the gradient should be purple, emulating the color used in our logo.

Savvy new expressive colors join our color palette! A fresh new gradient treatment using our core purple and orange colors reflect our personality. Purple on its own is inviting and strong but when blended with orange creates a beautiful combination, conveying the momentum and dynamic energy of our brand.

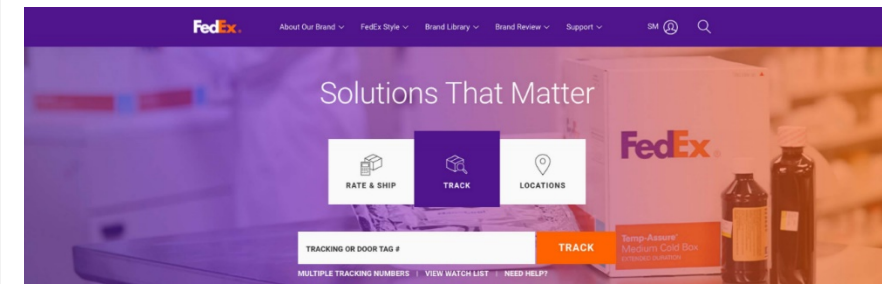
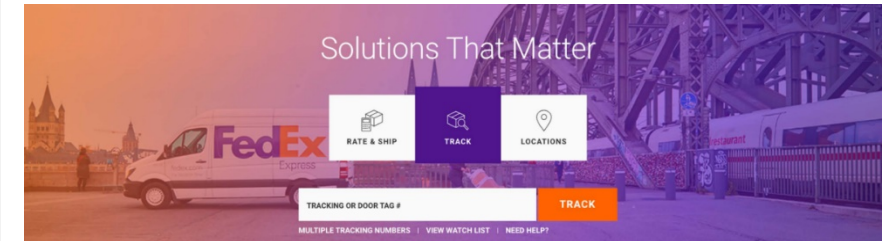


Here's how the gradient looks across different transparencies.



HOW TO USE THE GRADIENT:

- Having a wider spectrum of purple (about two thirds) provides better contrast for text.
- To comply with the Americans with Disabilities Act (ADA), use 19-point white text on top of gradient.
- Consider the direction of the gradient over an image. Visibility of our logo is best when orange is positioned over it versus purple.
- To comply with ADA, using gradient with user interface elements, such as buttons, should always be legible as to not get lost or lose contrast.



Color

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A gradient of purple and orange can be used to symbolize the momentum and evolution of the brand; about two thirds of the gradient should be purple, emulating the color used in our logo.

Principle No. 3

Color proportion for an entire piece should be meaningful and not overwhelm; balance with light grays and white to give audiences a place to rest their eyes.

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Color proportion for an entire piece should be meaningful and not overwhelm; balance with light grays and white to give audiences a place to rest their eyes.

White is our canvas. Use generously to create a light and airy feel.

FedEx purple is our foundational color that provides recognition.

FedEx orange is our accent color. We use it sparingly to call attention to important information.

Gradient complements our core colors. Solid colors within the gradient can be used sparingly as needed.



Text and accent colors. Used to provide balance.

Principle No. 3

Color proportion for an entire piece should be meaningful and not overwhelm; balance with light grays and white to give audiences a place to rest their eyes.

When more than the five solid spectrum colors are needed for charts and graphs, or to communicate the journey or evolution of information, tints of the FedEx gradient can be used.

These are spot colors only, not representative of the equal distance to create the gradient. Refer to page 25 for color positioning for the gradient.















HOW TO USE EXPRESSIVE COLOR VALUES:

The largest part of your chart should be purple, followed by the solid spectrum colors within the gradient, then the tinted colors as shown in the chart.

COLOR ORDER

- For 1 color, use color 1 or 9
- For 2 colors, use color 1 and 9
- For 3 colors, use color 1, 3 and 9
- For 4 colors, use color 1, 3, 5 and 9
- For 5 colors, use color 1, 3, 5, 7 and 9
- For 6 + colors, use color 1, 3, 4, 5, 7 and 9, then continue using the colors within the spectrum (in chart) as needed.

Shades of gray may also be used instead of core or gradient colors, or if 14+ colors are needed.

		HEX	R	G	B	
Solid spectrum colors	1		#4D148C	77	20	140
	2		#671CAA	103	28	170
	3		#7D22C3	125	34	195
	4		#932DA2	147	45	162
	5		#A63685	166	54	133
	6		#B83F6A	184	63	106
	7		#C74755	199	71	85
	8		#E45528	228	85	40
	9		#FF6200	255	102	0
Tinted colors	10		#825BAF	130	91	175
	11		#A464DS	164	100	213
	12		#C172AA	193	114	170
	13		#D87E88	216	126	136
	14		#FF914D	255	145	77

Color

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A gradient of purple and orange can be used to symbolize the momentum and evolution of the brand; about two thirds of the gradient should be purple, emulating the color used in our logo.

Principle No. 3

Color proportion for an entire piece should be meaningful and not overwhelm; balance with light grays and white to give audiences a place to rest their eyes.

Principle No. 4

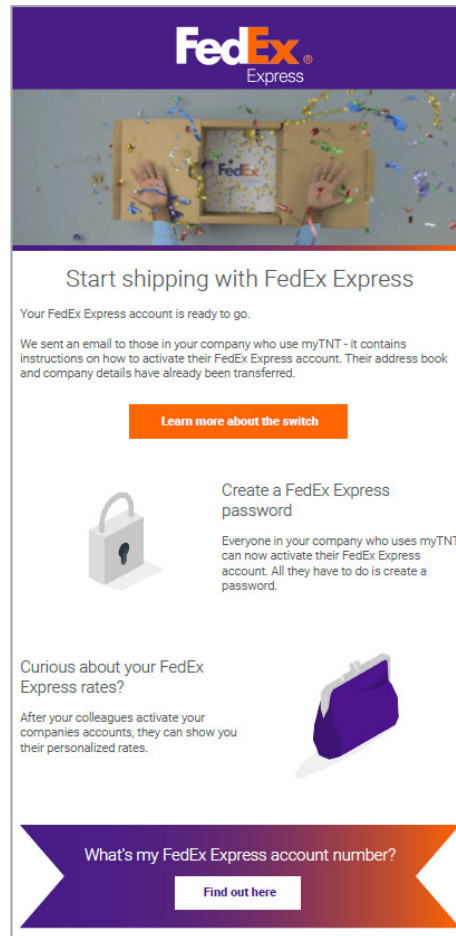
Gradients complement our primary brand story by signaling change, and when used intentionally, allow the full story to shine.

Principle No. 4

Gradients complement our primary brand story by signaling change, and when used intentionally, allow the full story to shine.

HOW TO USE GRADIENT:

- We focus on a few subtle uses of gradient in a piece rather than multiple competing gradients.
- A good rule of thumb is that the gradient shouldn't take up more than approximately two-thirds of your total piece at any transparency. See page 42 for additional guidance around using the gradient over images.
- Quick video animations may use full gradient to extend the entire layout with or without transparency because they are in motion versus static.



FedEx Express

Start shipping with FedEx Express

Your FedEx Express account is ready to go.

We sent an email to those in your company who use myTNT - it contains instructions on how to activate their FedEx Express account. Their address book and company details have already been transferred.

[Learn more about the switch](#)

Create a FedEx Express password

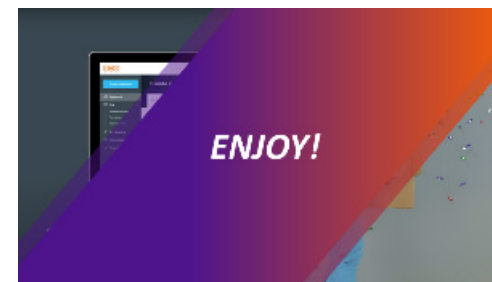
Everyone in your company who uses myTNT can now activate their FedEx Express account. All they have to do is create a password.

Curious about your FedEx Express rates?

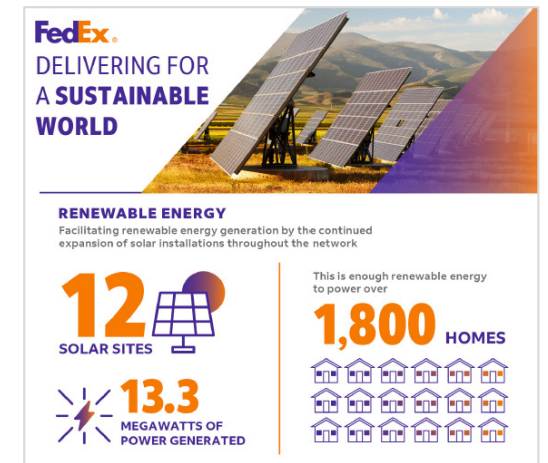
After your colleagues activate your companies accounts, they can show you their personalized rates.

What's my FedEx Express account number?

[Find out here](#)



video animation



FedEx
DELIVERING FOR
A SUSTAINABLE
WORLD

RENEWABLE ENERGY
Facilitating renewable energy generation by the continued expansion of solar installations throughout the network

12 SOLAR SITES

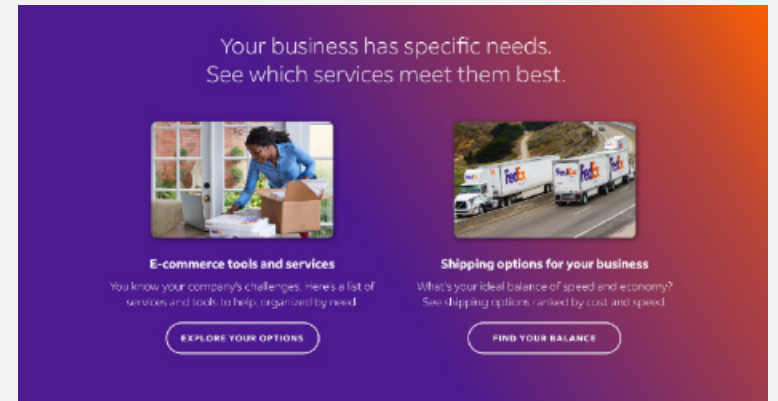
1,800 HOMES

13.3 MEGAWATTS OF POWER GENERATED

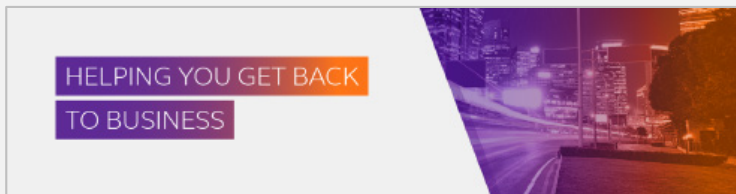
Misuses



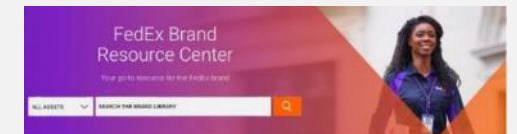
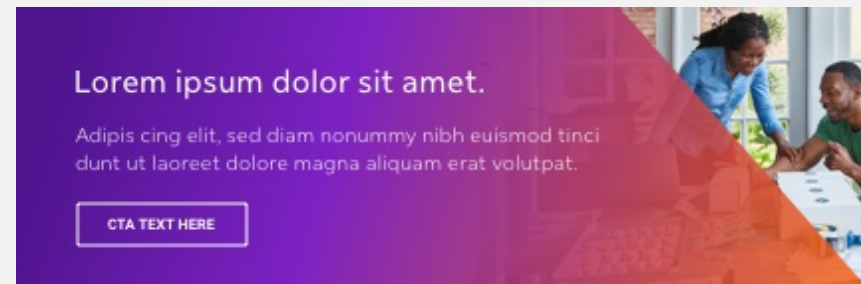
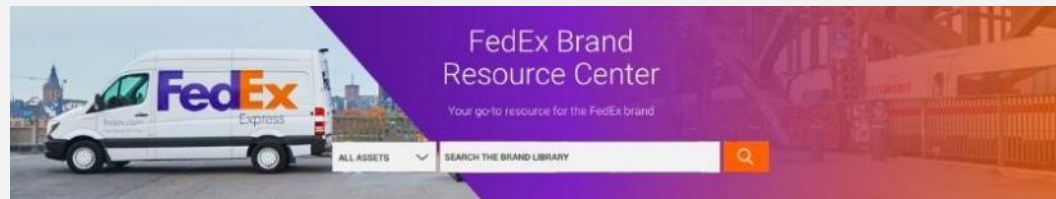
WHAT NOT TO DO WITH GRADIENT:



When using the gradient on anything larger than a small icon or graphic element, it's best to use transparency higher than 0% to maintain brand recognition, using the gradient as a supporting role in the design versus overpowering.



Using more than one gradient element like an angle shape and color blocks competes and distracts from the story being told.



Having the gradient cover more than two-thirds of your total piece overpowers the story being told.

Color

Principle No. 1

Our color palette contains three core colors: white, purple and orange.

Principle No. 2

A gradient of purple and orange can be used to symbolize the momentum and evolution of the brand; about two thirds of the gradient should be purple, emulating the color used in our logo.

Principle No. 3

Color proportion for an entire piece should be meaningful and not overwhelm; balance with light grays and white to give audiences a place to rest their eyes.

Principle No. 4

Gradients complement our primary brand story by signaling change, and when used intentionally, allow the full story to shine.

Principle No. 5

Gradient transparency can vary depending on your legibility needs for text and graphics.

Principle No. 5

Gradient transparency can vary depending on your legibility needs for text and graphics.



10% transparency



40% transparency

CONSIDER ACCESSIBILITY REQUIREMENTS:

Light-toned photos

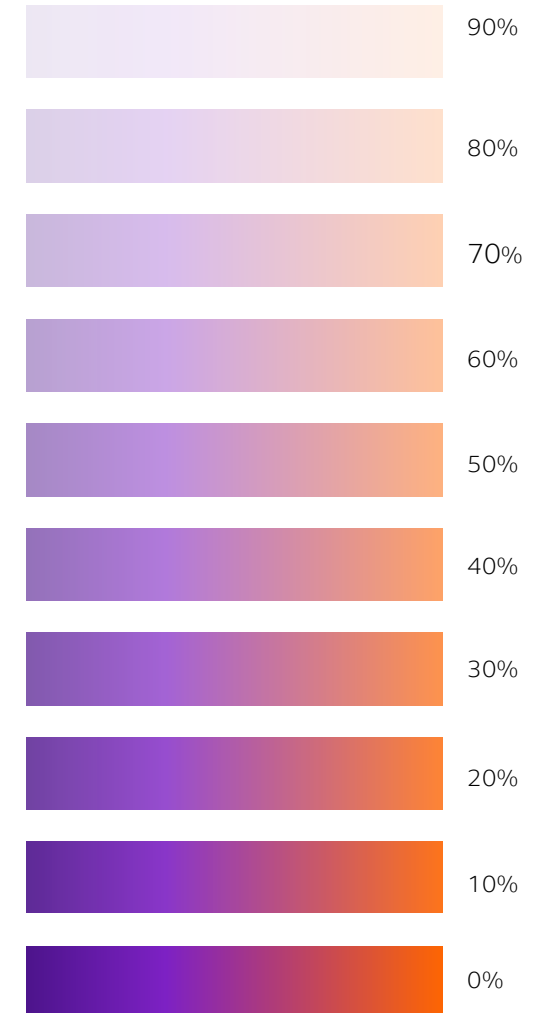
Using a gradient as a transparency over a light photo may pose an accessibility issue. Using an opaque gradient or a darker photo may remedy the issue.

Medium-toned photos

Using a gradient with greater than 50% transparency over a dark photo may pose an accessibility issue. Removing the gradient or using an opaque gradient may remedy the issue.

Dark-toned photos

Using a gradient with greater than 25% transparency over a dark photo may pose an accessibility issue. Using an opaque gradient or a darker photo may remedy the issue.

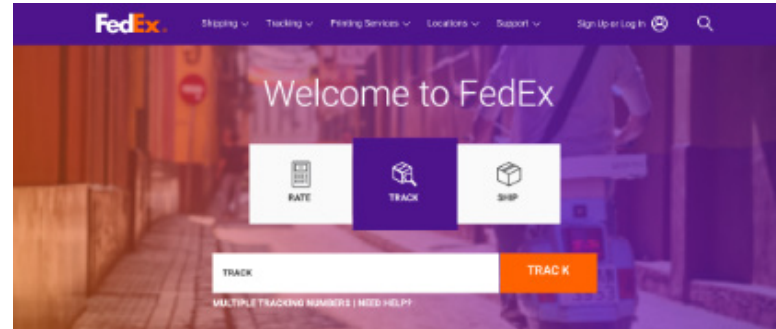


Principle No. 5

Gradient transparency can vary depending on your legibility needs for text and graphics.

HOW TO USE THE GRADIENT OVER IMAGES:

- Maintain context of the image by not making the gradient too dark or so prominent that it takes away from the visual story.
- Adjust transparency to support legibility needs for text. For example, you may need to increase the transparency over dark photos and provide less transparency over a light photo to make text legible.
- To ensure the context and story comes through on images of objects, places or power applications (like our fleet), gradients can be applied over the entire image when at least 60% transparency is used.
- Be mindful of gradients over images with faces and people as the focal point, as it can be distracting and take away from the primary brand story.
- Be thoughtful when using the gradient over our logo so that authorship is clear, especially in countries that may need more core brand awareness.



- These layouts work great because they include transparency where the focus on the main content is clear. The gradient plays a supporting role in helping to emphasize the main subject matter.



WHAT NOT TO DO WITH THE GRADIENT

- The story is lost in these layouts to the left where the image and message is overpowered by the gradient.
- When the subject is a person behind a gradient that extends the entire piece, making sure they are not facing the camera allows the focus to be on the message.



Color

Principle No. 1

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Principle No. 2

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Principle No. 3

Color proportion for an entire piece should be meaningful and not overwhelm; balance with light grays and white to give audiences a place to rest their eyes.

Principle No. 4

Gradients complement our primary brand story by signaling change, and when used intentionally, allow the full story to shine.

Principle No. 5

Gradient transparency can vary depending on your legibility needs for text and graphics.

Principle No. 6

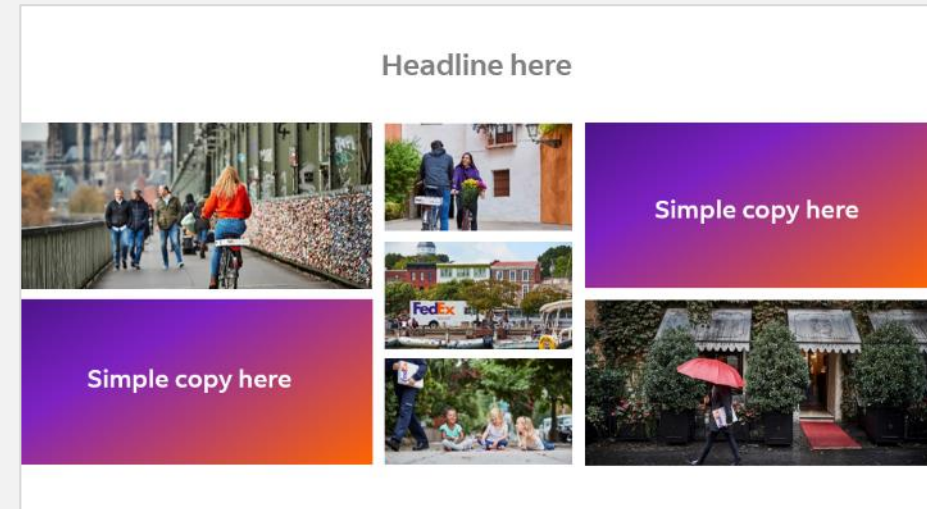
The gradient should be used at 0% transparency on small elements only.

Principle No. 6

The gradient should be used at 0% transparency on small elements only.

HOW TO USE GRADIENT WITH SMALL ELEMENTS:

- Gradient icons are only to be used at 100% opacity.
- When using the gradient in small elements, run it at the horizontal.



WHAT NOT TO DO WITH GRADIENT:

- Using gradient icons with any degree of transparency may pose an accessibility issue.



Color

Principle No. 1

Our color palette contains three core colors: white, purple and orange.

Principle No. 2

A gradient of purple and orange can be used to symbolize the momentum and evolution of the brand; about two thirds of the gradient should be purple, emulating the color used in our logo.

Principle No. 3

Color proportion for an entire piece should be meaningful and not overwhelm; balance with light grays and white to give audiences a place to rest their eyes.

Principle No. 4

Gradients complement our primary brand story by signaling change, and when used intentionally, allow the full story to shine.

Principle No. 5

Gradient transparency can vary depending on your legibility needs for text and graphics.

Principle No. 6

The gradient should be used at 0% transparency on small elements only.

Principle No. 7

Pulling solid colors out of the gradient can show the evolution of an idea or a journey.

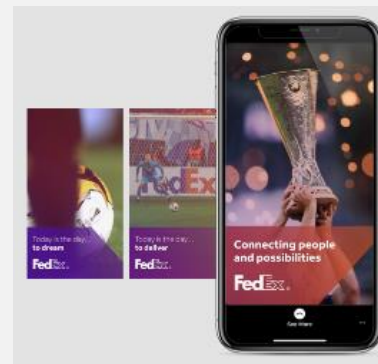
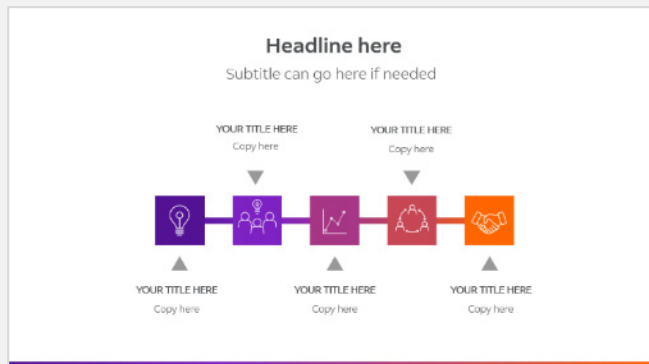
Principle No. 7

Pulling solid colors out of the gradient can show the evolution of an idea or a journey.

HOW TO USE THE GRADIENT:

We use gradient solid colors when they are part of a gradient series that is fluid.

These examples to the right and below work because the gradient line seamlessly connects with the solid color stops along the journey and timeline.



Digital carousel starts with FedEx purple and moves to FedEx orange.

WHAT NOT TO DO WITH THE GRADIENT:

Pulling solid colors out of the gradient and using them either on their own, or layered, disconnects from the motion and integrity of the gradient.



Font

Principle

Our custom-designed primary typeface is FedEx Sans.



FedEx Sans

Principle

Our custom-designed primary typeface is FedEx Sans.

Our primary font, FedEx Sans, is our very own custom typeface. Designed for our dynamic digital future, it unifies our communications across all channels and translates consistently in multiple languages. As the visual manifestation of every word we say across every channel, our font complements all other elements of our design identity. Its approachability, simplicity and elegance translate for both print and digital channels.

FedEx Sans is available in standard and condensed.

Arial is our secondary font. It can be used for print and digital when FedEx Sans is not available.

Our previous brand font, Univers, should no longer be used.

FedEx Sans Standard



Light

Regular

Medium

Bold

X-Bold

FedEx Sans Condensed



Light

Regular

Medium

Bold

X-Bold

Principle

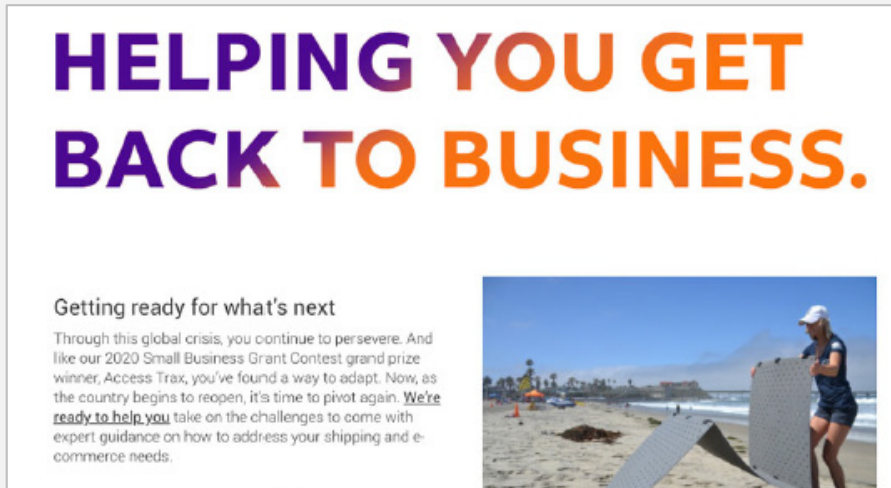
Our custom-designed primary typeface is FedEx Sans.

HOW TO USE THE FONT:

We use FedEx Sans as is without compromising its design integrity.



Applying the gradient to typography can help signal change.



**HELPING YOU GET
BACK TO BUSINESS.**

Getting ready for what's next

Through this global crisis, you continue to persevere. And like our 2020 Small Business Grant Contest grand prize winner, Access Trax, you've found a way to adapt. Now, as the country begins to reopen, it's time to pivot again. We're ready to help you take on the challenges to come with expert guidance on how to address your shipping and e-commerce needs.

Gradient type works best on a white background with large, concise copy so it is easily read.

WHAT NOT TO DO WITH THE FONT:



For legibility, we use only white type over the gradient.



Applying special treatments, like using the X with the font, hinders legibility and distracts from the story being told.

Don't set long paragraph/body copy in bold weights as this makes collateral feel heavy and hard to read.



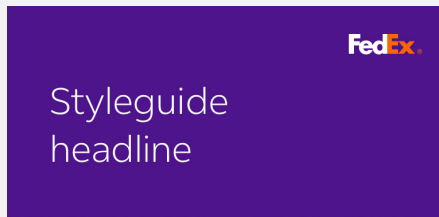
Principle

Our custom-designed primary typeface is FedEx Sans.

Weight usage

FedEx Sans Light

- Works great for large headlines.
- The lighter strokes and open apertures help to communicate in a modern and friendly way. To preserve legibility, this weight is not best for small body copy.



FedEx Sans Regular

- As a general all-rounder the regular weight retains legibility even at smaller sizes, making it an optimal weight selection for body copy and longer text.

Aa

Aa

Aa

Preserves legibility at large and small sizes

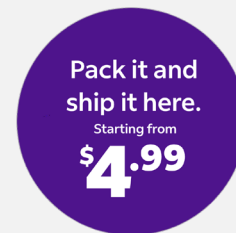
FedEx Sans Medium/Bold

- FedEx Sans Medium and Bold are designed with sub-heads in mind. Using these weights for sub-heads creates a clear hierarchy and contrast with body copy.



When do I need a Commercial Invoice?

The Commercial Invoice is required for all international commodity shipments. In other words, it's required for any international shipment with commercial value. Most non-document shipments are classified as commodity shipments.



FedEx Sans Condensed

- Condensed weights are used carefully and sparingly when space is limited — be mindful of legibility.
- Condensed weights will likely be needed less within fluid digital applications and more often in printed applications where space is at a premium such as forms and documents.
- It does work well for legal content and disclaimers that aren't intended to be read as part of the marketing message.

Condensed Light

Condensed

Condensed Medium

Condensed Extra Bold

Principle

Our custom-designed primary typeface is FedEx Sans.

Stepped weight

MULTIPLE WEIGHTS

When using multiple weights within a communication, skip to the next typographic weight that follows the adjacent weight in your text. For example, if the paragraph heading is bold, the body copy should be regular.

Subhead pairing	Body copy pairing
FedEx Sans Medium	FedEx Sans Light
FedEx Sans Bold	FedEx Sans Regular

BODY COPY

To help with reading and legibility, use a larger body copy size across applications when possible. Recommended point size: 16pt.

FINE PRINT OR CAPTION

Use smaller body copy styles when presenting fine print, terms and conditions or captions. Ensure legibility is not compromised. Never use FedEx Sans Light for fine print. Recommended point size: 12pt.

FedEx Sans Medium | Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sapien augue, convallis a condimentum ut, sodales in tellus. Cras eleifend feugiat nunc sed sodales. Duis neque eros, tristique sit amet vulputate sit amet, convallis a lacus. Quisque laoreet, velit sed placerat auctor, diam augue

FedEx Sans Light

FedEx Sans Bold | Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sapien augue, convallis a condimentum ut, sodales in tellus. Cras eleifend feugiat nunc sed sodales. Duis neque eros, tristique sit amet vulputate sit amet, convallis a lacus. Quisque laoreet, velit sed placerat auctor, diam augue

FedEx Sans Regular

Body copy 16pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sapien augue, convallis a condimentum ut, sodales in tellus. Cras eleifend feugiat nunc sed sodales. Duis neque eros, tristique sit amet vulputate sit amet, convallis a lacus. Quisque laoreet, velit sed placerat auctor, diam augue

Terms and conditions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sapien augue, convallis a condimentum ut, sodales in tellus. Cras eleifend feugiat nunc sed sodales. Duis neque eros, tristique sit amet vulputate sit amet, convallis a lacus. Quisque laoreet, velit sed placerat auctor, diam augue hendrerit nisi, et aliquam est enim interdum ligula. Ut enim sapien, rutrum quis sagittis a, fermentum ac urna. Duis volutpat velit et faucibus fermentum. Vivamus ornare nisi eu justo imperdiet imperdiet. Vestibulum et interdum lectus.

Fine print 12pt

Photography



While our core imagery style is not changing, we've added dynamic new image options, both in terms of content and design, to keep our style fresh and to signal change. These new options clearly place emphasis on motion, color, crops and angles that directly and indirectly support a digital story.

Our imagery collection on brand.fedex.com includes thousands of powerful images that encompass a wide variety of scenarios to support diverse needs of FedEx storytellers. Our images showcase the best of reality and when used with intention, reinforce our personality with focus on people or solutions.

OUR IMAGES ARE

- Authentic
- Dynamic
- Bold
- Journalistic
- Relatable
- Inspiring

HOW TO ACCESS PHOTOS:

- Access photos by going to the Brand Resource Center at brand.fedex.com; search “photos” in the Brand Library.
- To make imagery selection easier, we have created a set of image galleries that will inspire you to tell some of our most powerful stories. From small business to digital screens, global markets and employee teamwork, the galleries are a great place to start when considering your photo needs. Go to brand.fedex.com and search for “image galleries”.

Photography

Principle No. 1

Dynamic photography, such as motion or angles, can help communicate the momentum of the brand.



Principle No. 1

Dynamic photography, such as motion or angles, can help communicate the momentum of the brand.

MOTION IMAGERY

A literal and exaggerated “speed of light” is a quick read particularly for stories related to global communications, information networks and any subject that naturally moves with great speed. These abstract images should only be used when the context of the environment remains.



Principle No. 1

Dynamic photography, such as motion or angles, can help communicate the momentum of the brand.

NATURAL X IMAGERY

Natural Xs found in the world can be used to support our brand story of how digital meets physical. Search keyword “X” to find some of those natural X images in our library. Natural Xs work well on PowerPoint® and could be an engaging user-generated content social campaign.



Principle No. 1

Dynamic photography, such as motion or angles, can help communicate the momentum of the brand.



ENERGY & MOMENTUM

Digital meets physical through movement across networks, in busy global markets and near instantaneous data can be communicated in still imagery.

COLOR

- The richness of our colors amidst a modern world can convey the energy and dynamic personality of our brand. Intentionally saturating purple or orange in an image pulls out our colors distinctly with a striking and bold expression.
- We saturate only brand colors within our images with exaggerated color, and never combined with gradient designs.
- Color saturation of purple and orange in an image complements the use of gradients.
- Filters over a full bleed image are acceptable only when using in a supporting role. For more guidance on this kind of usage, see page 34.

Photography

Principle No. 1

Dynamic photography, such as motion or angles, can help communicate the momentum of the brand.

Principle No. 2

Crop photography to allow your layout to reflect angles inspired by the logo.



Principle No. 2

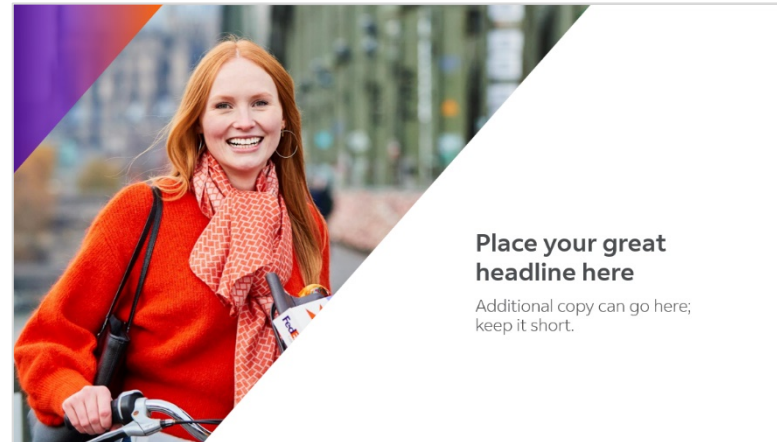
Crop photography to allow your layout to reflect angles inspired by the logo.

Dynamic Angle Crops

Cropping images inspired by the X is a great way to intentionally focus in on a specific part of an image that tells your story best. A selection of cropped images like the ones below are available on brand.fedex.com; search “cropped images”. You can also find them in the PowerPoint® template.

HOW TO CROP IMAGERY TO REFLECT ANGLES INSPIRED BY THE X:

- When we write, we emphasize a point through headers or bolding techniques. With images, the same emphasis can occur by cropping out any unnecessary elements and isolating what you want the reader to focus on.
- Crops can be as simple cropping of an image or can mirror an angle of the X to incorporate our identity in a graphic way.
- The goal of imagery remains to tell the FedEx story versus using graphic crops for the sake of design.



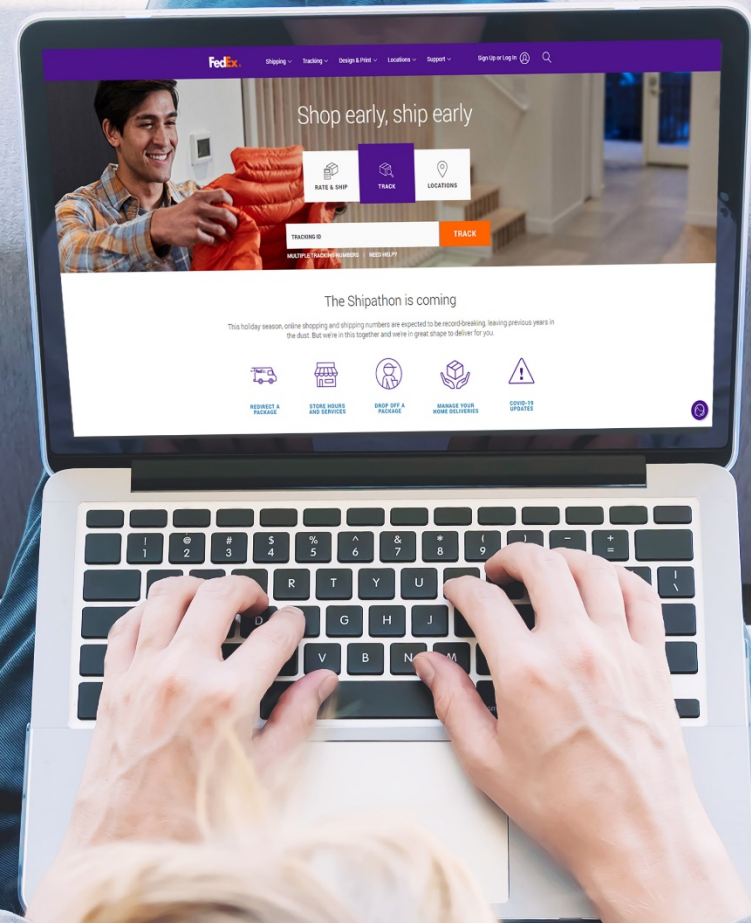
Be sure to adjust the crop so that the angle supports the main focal point in the image.



Cropped images of our fleet work well when the message connects to the visual.

Graphics

Principle No. 1
Graphics should not be used as decoration.



Principle No. 1

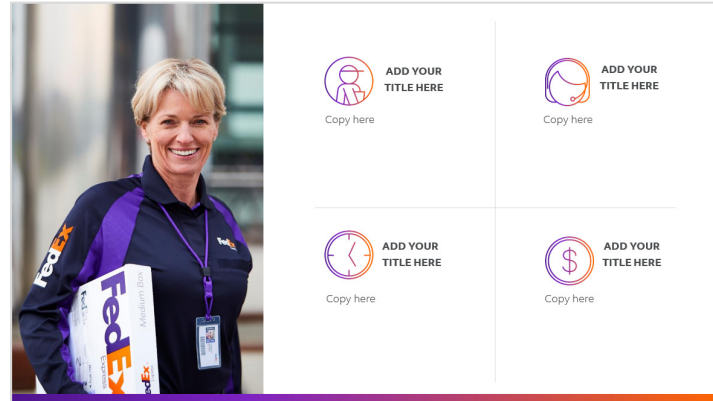
Graphics should not be used as decoration.

Icons and color shapes are graphic elements that can help increase engagement. While graphics are not our primary visual style, they can be very effective and complement design when used with intention to tell our story of how digital meets physical.

Our icons visually communicate actions and steps customers need to take in a clear and simple format. Icons also help customers navigate where they need to go. The brand asset library at brand.fedex.com has hundreds of icons developed with the simple style that defines our look and feel.

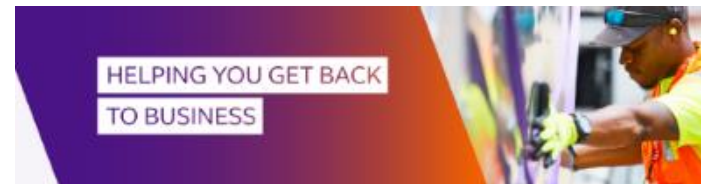
HOW TO USE GRAPHICS:

- Use white, transparent white, purple, transparent purple, gray or gradient for shape graphics; use solid purple, white, gray or gradient for icons—no transparency. Orange is used as an accent color, not in graphics.
- Use graphics to communicate a complex process, navigate pages or highlight important information.

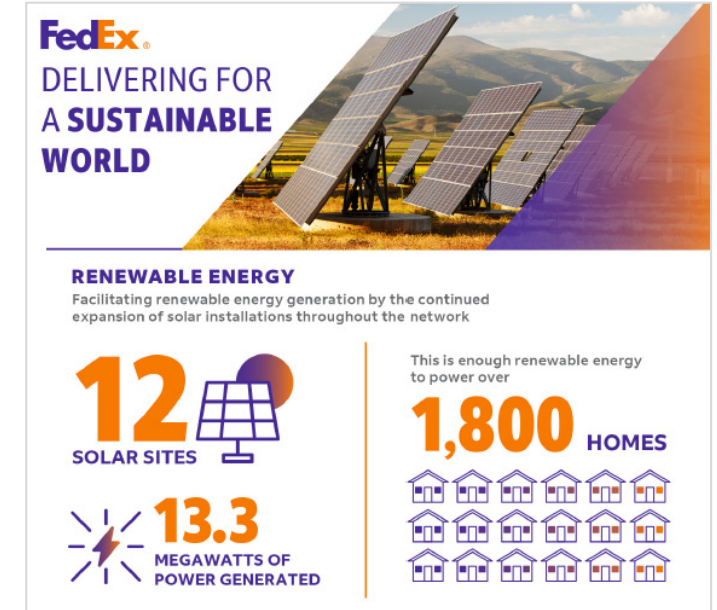


Using gradient with small elements works with icons, or when applying a rule at the bottom of the page to help anchor the layout.

WHAT NOT TO DO WITH GRAPHICS:



When you have more than one line of copy, if a color block is needed, use one distinct color block (versus two or more) so the copy is viewed cohesively as one message.



Using graphics like icons without intention doesn't complement the design rather it distracts from the story you are trying to tell.

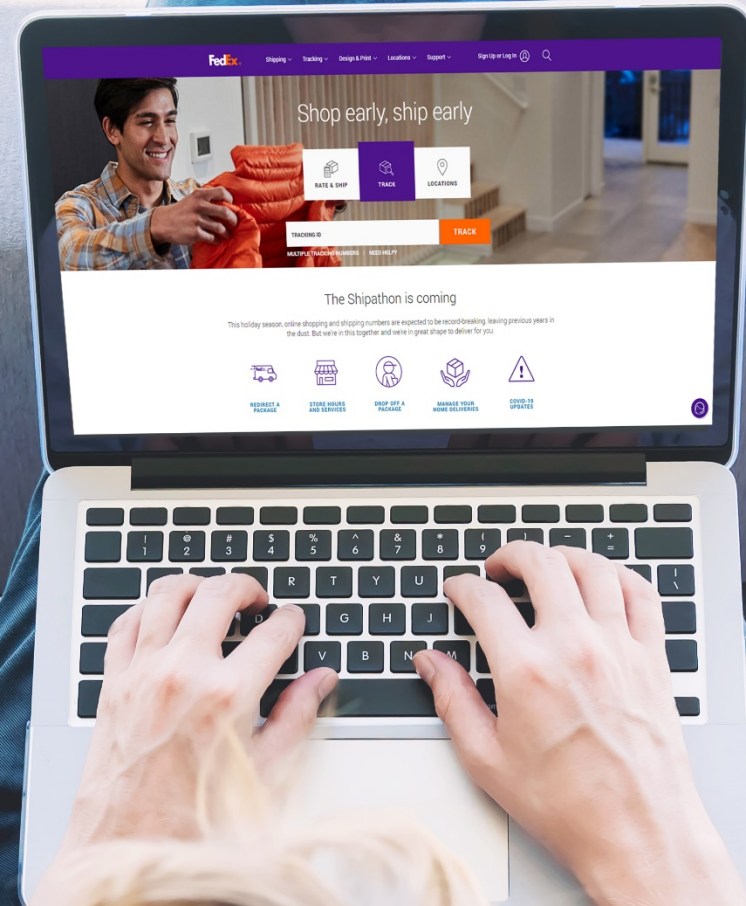
Graphics

Principle No. 1

Graphics should not be used as decoration.

Principle No. 2

Only use one large gradient color shape on a page.

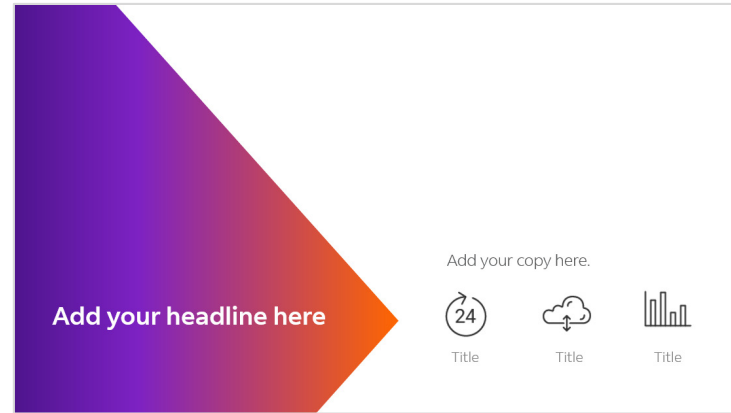


Principle No. 2

Only use one large gradient color shape on a page.

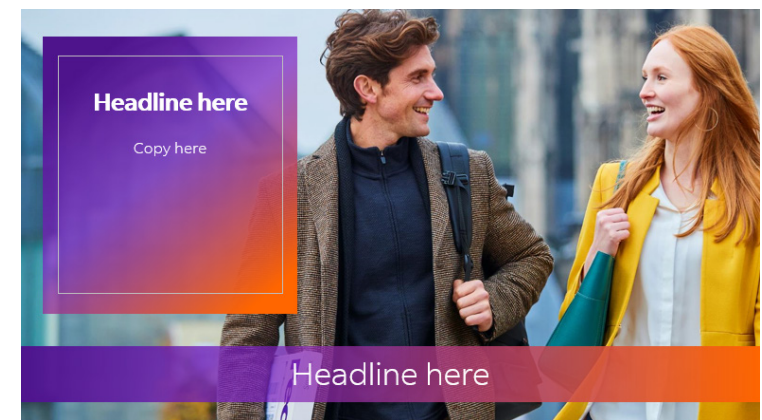
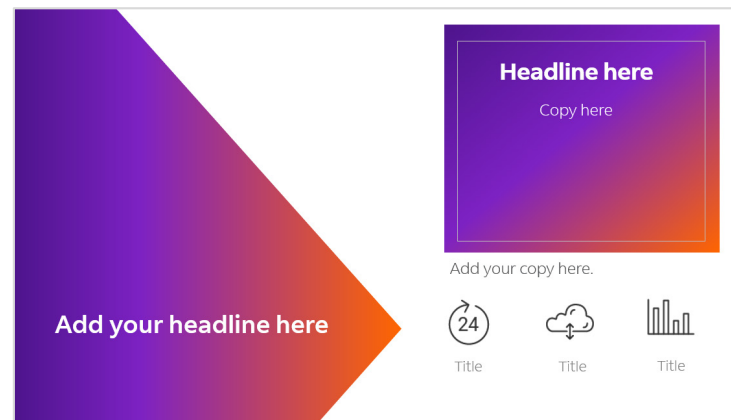
HOW TO USE GRAPHICS:

Maintain the consistency and integrity of our distinguishing graphic style by only using one large gradient color shape per piece.



WHAT NOT TO DO WITH GRAPHICS:

Using more than one large gradient color shape per piece overwhelms the design and distracts from the story being told.



Graphics

Principle No. 1

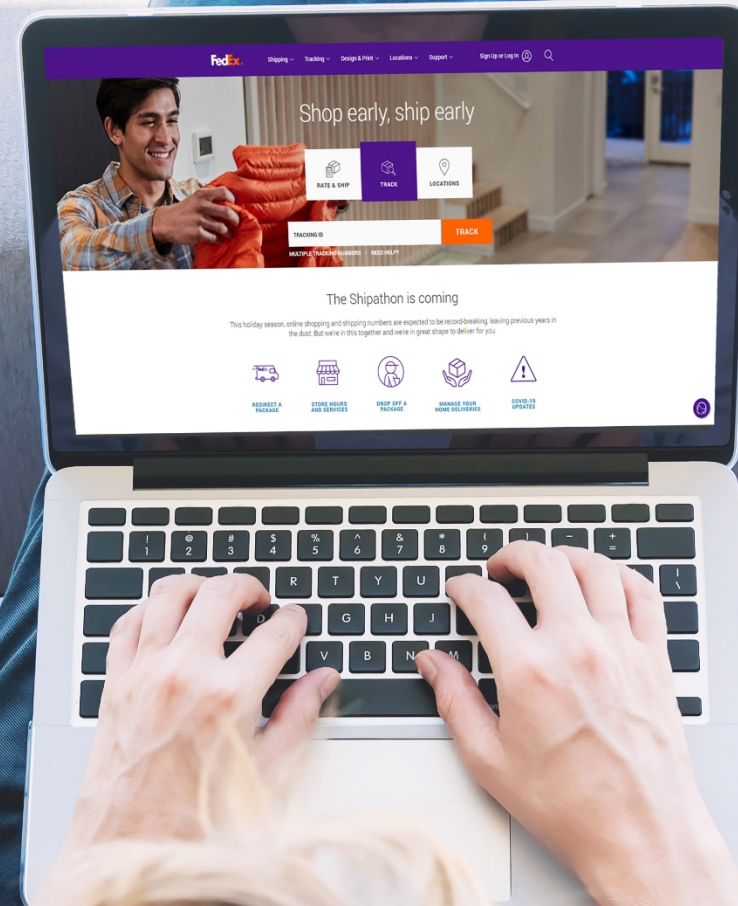
Graphics should not be used as decoration.

Principle No. 2

Only use one large gradient color shape on a page.

Principle No. 3

When using gradients to fill a shape, ensure the shape has straight lines; gradients should not be used to fill circles.



Principle No. 3

When using gradients to fill a shape, ensure the shape has straight lines; gradients should not be used to fill circles.

HOW TO USE GRAPHICS:

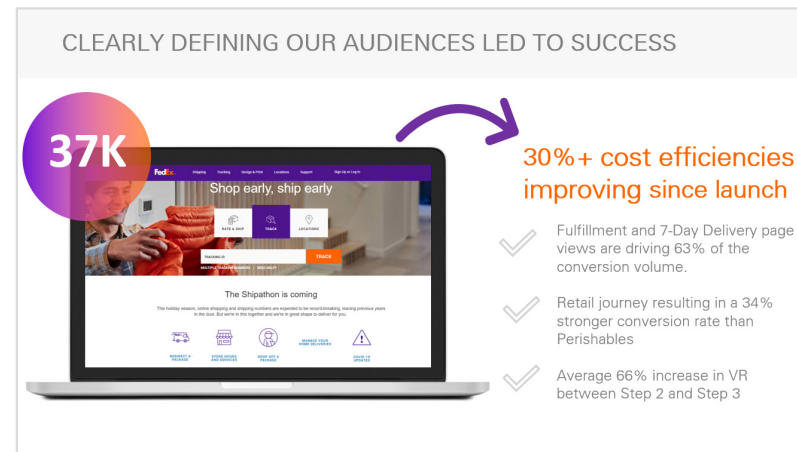


Used with purpose, color blocks are a valuable design element when you need to apply copy over an image. A larger gradient box with a rule around it can be placed over a photo with text.

WHAT NOT TO DO WITH GRAPHICS:



Using superfluous design elements creates unnecessary clutter and dilution of your primary message.



Filling circles with gradient doesn't align to the straight aesthetic lines of the X.



**Tools &
resources**

=

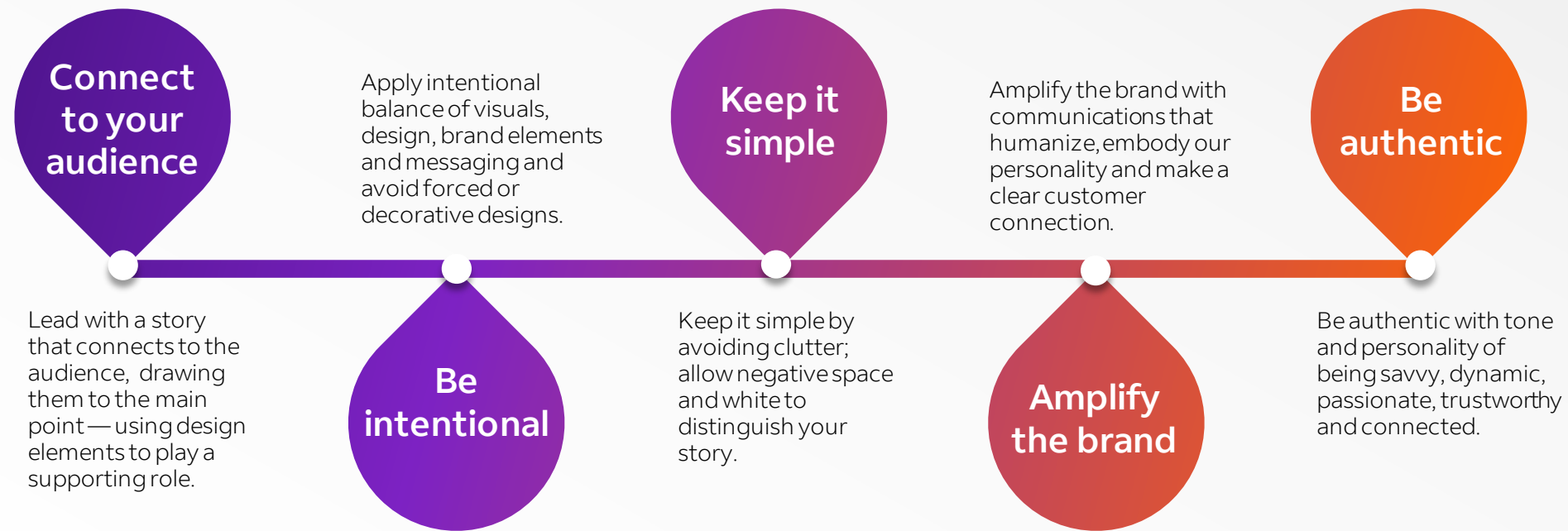
**Assets to
signal change**



Our design strategy, coupled with the five core identity elements and the design principles that guide them allows us to express ourselves cohesively and consistently, but it is only the framework.

Our brand is more than just a set of principles. Each of us are passionate about what we do. We deliver with care, make connections, build trust, support innovation and enable global trade, promising to make every experience outstanding. Now you have the tools to **create something outstanding by standing out**—using this Playbook as your guide. Learn more at brand.fedex.com.

Create something that stands out by applying our design filter





Brand Resource Center is your one-stop shop!

Start with checking out resources available on the BRC at brand.fedex.com. Learn more about the concepts discussed in this playbook, how to connect with the Brand team, information about brand review and stay up to date on the latest brand announcements.

- Understand our architecture and expression in the Brand Playbook.
- Find over 10,000 images or get some inspiration from our Photo Galleries that are pre-built around some of our most popular brand stories.
- Download logos, graphics and templates and more.

Legal review process is not changing: Brand and Legal reviews are separate processes. All communications, both internal and external must continue to follow the instructions provided by Legal for review of materials, even if that includes working with the Brand team to resolve an issue.