THE PURPLE PROMISE LOGO

INTRODUCTION

The Purple Promise logo is a prominent graphic expression of the FedEx culture and our promise to deliver excellent customer service. It can be used across a variety of mediums to portray our pride and conviction in serving our customers.

The logo is composed of two elements: 1) "The Purple Promise" in customized type and 2) the icon. There are three configurations of the logo: !) Preferred 2) Vertical and 3) Special Use (this logo is a horizontal configuration recommended for applications with extreme vertical restrictions, such pens and banners).

Each of the logos may be reproduced in the following formats: two-color positive, two-color reverse, one-color positive and one-color reverse. This FedEx Special-Use It is important that we always reproduce The Purple Promise logo consistently. It must be reproduced as specified in these guidelines.

CONFIGURATION

For The Purple Promise logo to communicate effectively, it should not be crowded or overwhelmed by other graphic elements. A clear space area surrounds the logo; this space must be kept free of text and other graphic elements. The minimum clear space allowance is measured as "T," which equals the T-height of the 'THE' in the logo. It is preferable to allow additional clear space when possible.

Two-Color Positive

The Preferred logo in the two-color positive format against a white background should be used whenever possible. The words "THE" and "promise" and swoop of the 'P' appear in FedEx Light Platinum or FedEx Light Gray. The word 'purple' and the stem and circle of the icon appear in FedEx Purple. For more information on logo color, refer to Color Palette and Usage.

Two-Color Reverse

The two-color reverse format is appropriate on backgrounds that do not provide sufficient contrast with the two-color positive format. The words "THE" and "promise" and swoop of the 'P' appear in FedEx Light Platinum or FedEx Light Gray. The word 'purple' and the stem and circle of the icon appear in white. For more information on logo color, refer to Color Palette and Usage. For more information on acceptable background usage, refer to Background Usage.

One-Color Positive

The one-color positive format is appropriate when only one color is used or when a background does not provide sufficient contrast for using the two-color positive format. Recommended for use on light backgrounds, the logo should appear in FedEx Purple, FedEx Light Platinum, FedEx Light Gray or black. On dark-colored backgrounds, use the one-color reverse format.

One-Color Reverse

The one-color reverse format is appropriate for applications in which color is limited or on backgrounds that do not provide sufficient contrast with the one-color positive format. Recommended for use on dark backgrounds, this logo reverses to white or FedEx Light Platinum. For more information on acceptable background usage, refer to Background Usage. For more information on logo color, refer to the Color Palette and Usage.

BACKGROUND USAGE

The Purple Promise logo must always appear clearly and legibly against all backgrounds. To produce optimal results, it is preferable to use high-quality vendors for printing and on-screen reproduction.

The Preferred Logo utilizing a two-color positive format against a white background is the primary application of the logo.

The two-color reverse format is appropriate on backgrounds that do not provide sufficient contrast with the two-color positive format.

The primary application of the one-color positive format is FedEx Light Platinum, FedEx Light Gray, FedEx Purple or black.

The one-color reverse format is appropriate on backgrounds that do not provide sufficient contrast with the one-color positive format and should be reproduced in white.

Photographs are not appropriate backgrounds for The Purple Promise logo.

COLOR PALETTE AND USAGE

Palette

Color is a powerful tool that promotes visual recognition. When consistently applied, the FedEx corporate colors reinforce and extend the FedEx brand. The corporate colors must appear consistently in every medium and application, including high-quality production and reproduction. Custom-engineered inks for FedEx match colors are available from authorized vendors for use in offset printing. Contact INX International Ink Co. at 1.510.791.2016 or Monarch Ink at 1.901.458.1700. When necessary, use the precise ink and color formulas provided here for PANTONE, CMYK, RGB and Web-safe Hexadecimal formats. Use only the color references listed in the FedEx Color Palette chart.

Colors from this palette may also be used as background colors for FedEx Purple, black and reverse signatures. Do not introduce other colors into this palette. For printed FedEx match color or FedEx Process color chips, contact the Corporate Identity Help Desk at fedexbrand@fedex.com, or call 1.888.399.5999.

FedEx Match Color	Pantone Equivalent	C	M	Y	K	R	G	B	Web-safe Hex
● FedEx Purple	2685	90	100	0	0	102	000	153	66 00 99
● FedEx Light Platinum*	8400	0	0	0	37	204	204	204	CC CC CC
● FedEx Light Platinum Reverse**	8400	0	0	0	37	204	204	204	CC CC CC
● FedEx Light Gray	Cool Gray 6	0	0	0	37	204	204	204	CC CC CC
● FedEx Light Gray Reverse**	-	0	0	0	37	204	204	204	CC CC CC
● Black	-	0	0	0	100	000	000	000	00 00 00

○ White   -   0   0   0 0   255 255 255   FF FF FF

Usage

The Purple Promise logo may be reproduced in a variety of formats as described in these guidelines. Custom-engineered inks for FedEx match colors are available from authorized vendors for use in offset printing techniques. Contact INX International Ink Co. at 1.510.791.2016 or Monarch Ink at 1.901.458.1700.

If FedEx match colors are not available for printed materials, you may use PANTONE substitutes. Four-color process printing is appropriate whenever reproduction of FedEx match colors is not possible. When specifying FedEx colors for printed materials, always match the colors to the printed FedEx color swatches. For printed FedEx match color or FedEx Process color swatches, contact the Corporate Identity Help Desk at fedexbrand@fedex.com or call 1.888.399.5999. Some paper stocks may require you to make ink adjustments to properly match the swatch color. Take care with printing registration to avoid gaps and overprinting.

Embroidery

When The Purple Promise logo is reproduced in embroidery, use only the artwork approved for this purpose, which you can obtain through the Help Desk at fedexbrand@fedex.com. Always work with authorized, high-quality vendors. Use only the approved Madeira polyester thread colors, all in Madeira 40-denier weight:

Color Name	Thread Color	Thread Weight
FedEx Light Platinum	1811	40 Denier
FedEx Purple	1922	40 Denier
White	1801	40 Denier
Black	1800	40 Denier

ICON

A powerful graphic serves as The Purple Promise icon. Do not use it as a stand alone graphic. It must always appear locked with the words "The Purple Promise" in one of the approved logo configurations.

LOGO MISUSES

Do not rearrange the colors of the logo.

Do not alter the elements of the logo; always download the approved version.

Do not use the icon without the words "The Purple Promise."

Do not distort or relocate the components of the logo.