

DESIGN GUIDE

DEUTSCHE POST GOGREEN “WE SHIP CLIMATE-FRIENDLY WITH DEUTSCHE POST” LOGO

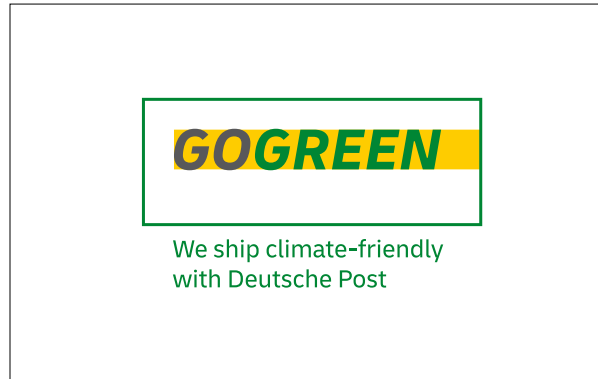
Use only intended for
Post & Parcel Germany

DEUTSCHE POST GOGREEN “WE SHIP CLIMATE-FRIENDLY WITH DEUTSCHE POST” LOGO

LOGO VERSIONS PRODUCT COMMUNICATION



Color logo on Postyellow background or gradient



Color logo on white or any other colored backgrounds



Black logo



Color logo on dark backgrounds



Minimum width: 30 mm

Please note

Whenever our Deutsche Post logo cannot be placed in third-party media, we use the GoGreen logos with subline. This is necessary to communicate the link between GoGreen and our brand(s) in third-party media.

Use the GoGreen logo with subline for communication related to climate-friendly products and services.

Overview

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

To ensure that the logo retains its legibility and integrity in print media, the minimum width is 30 mm.

Use of the GoGreen logo with subline is currently only intended for Post & Parcel Germany. It replaces the previous logo with subline “Climate neutral .../ Klimaneutraler ...”

GOGREEN WEBHOP LOGOS

LOGO VERSIONS, COMMUNICATION SHIPPING PROVIDER IN WEBSHOPS

With Descriptor



Deutsche Post & DHL Logo combined with GoGreen product logo.



Deutsche Post & DHL responsive logo combined with GoGreen product logo.

Without Descriptor



Deutsche Post & DHL Logo combined with GoGreen product logo.



Deutsche Post & DHL responsive logo combined with GoGreen product logo.

Please note:

Specially made online shop co-branding logos are used in our partners' online shops. They communicate that we are the shipping provider. The online shop logos are intended for use on homepages or in footers. If a partner also offers our GoGreen services, they may use an online shop logo with integrated GoGreen logo without subline. Do not use the logo with subline for this purpose.

More information:

dpdhl-brands.com > [Co-Branding](#) > [Webshops](#)

The logo without the additional descriptor "Delivered by" can be used if the logo is placed in context with a headline like "Delivery", "Shipping", etc.

In the Deutsche Post and DHL co-branding, there is only the German descriptor "Zustellung durch"

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FILES OVERVIEW

PRINT LOGO VERSIONS

PDF

DP_GoGreen_SCF_logo_cmyk_C_BG.pdf
 DP_GoGreen_SCF_logo_cmyk_U_BG.pdf
 DP_GoGreen_SCF_logo_sc_BG.pdf

DP_GoGreen_SCF_logo_cmyk_C.pdf
 DP_GoGreen_SCF_logo_cmyk_SLW_C.pdf
 DP_GoGreen_SCF_logo_cmyk_SLW_U.pdf
 DP_GoGreen_SCF_logo_cmyk_U.pdf
 DP_GoGreen_SCF_logo_sc.pdf
 DP_GoGreen_SCF_logo_sc_SLW.pdf

DP_GoGreen_SCF_logo_cmyk_black.pdf
 DP_GoGreen_SCF_logo_cmyk_SLW_black.pdf
 DP_GoGreen_SCF_logo_cmyk_black_only.pdf

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

SCREEN LOGO VERSIONS

PDF

DP_GoGreen_SCF_logo_rgb_BG.pdf

DP_GoGreen_SCF_logo_rgb.pdf
 DP_GoGreen_SCF_logo_SLW_rgb.pdf

DP_GoGreen_SCF_logo_rgb_black.pdf
 DP_GoGreen_SCF_logo_rgb_SLW_black.pdf
 DP_GoGreen_SCF_logo_rgb_black_only.pdf

PNG

DP_GoGreen_SCF_logo_rgb_BG.png

DP_GoGreen_SCF_logo_rgb.png
 DP_GoGreen_SCF_logo_SLW_rgb.png

DP_GoGreen_SCF_logo_rgb_black.png
 DP_GoGreen_SCF_logo_rgb_SLW_black.png
 DP_GoGreen_SCF_logo_rgb_black_only.png

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

SVG

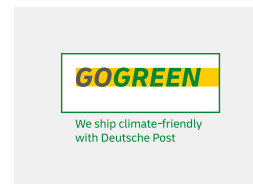
DP_GoGreen_SCF_logo_rgb_BG.svg

DP_GoGreen_SCF_logo_rgb.svg
 DP_GoGreen_SCF_logo_SLW_rgb.svg

DP_GoGreen_SCF_logo_rgb_black.svg
 DP_GoGreen_SCF_logo_rgb_SLW_black.svg
 DP_GoGreen_SCF_logo_rgb_black_only.svg



Color logo (for Postyellow background / gradient)



Color logo



Color logo on dark backgrounds



Black logo



Black only logo

CONTACT

Group Brand Services

Group Brand Marketing

Deutsche Post AG

Group Brand Services

Friedrich-Ebert-Allee 45

53113 Bonn

Germany

Phone: + 49 228 182-10444

Email: GroupBrandServices@dpdhl.com

DPDHL Group Brand Hub

> dpdhl-brands.com

Publisher

Deutsche Post AG

Headquarters

Group Brand Marketing

53250 Bonn

Germany