

UNITED DIRECT SOLUTIONS – BRAND STYLEGUIDE

LOGO



BRAND COLORS



Navy Blue

#1f3c6e

R = 44

G = 64

B = 108

Green

#83A757

R = 130

G = 167

B = 86

BUTTONS



Regular

Hover

TYPOGRAPHY, DESKTOP-SIZED

H1 **Innovative Services**

DM Sans Bold, font-size: 130px, line-height: 1.1em

H2 **INNOVATIVE SERVICES**

DM Sans Bold, font-size: 90px, line-height: 100px, uppercase

H3 **Innovation, Consistency and Excellence**

DM Sans Bold, font-size: 48px, line-height: 54px

H4 **Innovation, Consistency and Excellence**

DM Sans Bold, font-size: 32px, line-height: 36px

H5 **DIGITAL & DIRECT MAIL**

DM Sans Bold, font-size: 19px, line-height: 28px, uppercase

H6 **A LASTING PARTNERSHIP TO ENRICH YOUR BUSINESS**

DM Sans Bold, font-size: 13px, line-height: 20px, uppercase

P United Mail is a direct marketing company rooted in direct mail, data analytics, and variable-print. United Mail could save your company significant time and money.

DM Sans Regular, font-size: 17px, line-height: 22px

TYPOGRAPHY, MOBILE-SIZED

H1 **Innovative Services**

DM Sans Bold, font-size: 72px, line-height: 80px

H2 **INNOVATIVE SERVICES**

DM Sans Bold, font-size: 42px, line-height: 46px, uppercase

H3 **Innovation, Consistency and Excellence**

DM Sans Bold, font-size: 34px, line-height: 38px

H4 **Innovation, Consistency and Excellence**

DM Sans Bold, font-size: 26px, line-height: 30px

H5 **DIGITAL & DIRECT MAIL**

DM Sans Bold, font-size: 19px, line-height: 24px, uppercase

H6 **A LASTING PARTNERSHIP TO ENRICH YOUR BUSINESS**

DM Sans Bold, font-size: 13px, line-height: 18px, uppercase

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DM Sans Regular, font-size: 17px, line-height: 22px