

Design of Deutsche Post DHL

Layout Principle

The design of Deutsche Post DHL posters, advertisements and brochures is shaped by the following characteristic elements:

- The yellow banner
- Two white margins
- An overlap of the yellow banner and the image
- Black headlines with red highlighting



Sample brochure cover



Sample advertisement



Sample poster

Colors

General prescribed colors

Color definitions	Postyellow	Black	DHL Red	White
Munsell	2,5Y 8/16	–	5R 4/14	–
NCS	S 0580-Y10R	–	S 1080-R	–
PANTONE®	116 C	Black 6 C	200 C	–
RAL	–	–	–	RAL 9003
RGB	255, 204, 0	0, 0, 0	212, 5, 17	255, 255, 255

Defined colors and gradients for tables and highlighting			
	Percent	RGB decimal	RGB hexadecimal
Postyellow			
	100%	255 204 0	#FFCC00
	70%	255 219 76	#FFDB4C
	45%	255 232 140	#FFE88C
	20%	255 245 204	#FFF5CC
Black			
	100%	0 0 0	#000000
	60%	102 102 102	#666666
	40%	153 153 153	#999999
	25%	191 191 191	#BFBFBF
	8% *	228 228 228	#E4E4E4

Font

The Deutsche Post DHL corporate typefaces are Frutiger LT and Minion LT. When used consistently, these typefaces contribute to the characteristic look of the brand. Frutiger LT is primarily used for headlines, while Minion LT is featured in body copy.

Na feu feum autpat, consecr
tat nim quisit ulla faccum vu
magna feugait, se magnim.

Frutiger LT Roman

Na feu feum autpat, consecte Tiev
quisit ulla Faccum. Vulla ad eteta,
magnim Deliqui tat, quam Vulla!

Frutiger LT Condensed Regular

Na feu feum autpat, consecte Tiev
quisit ulla Faccum. Ulla ad etnas
Se magnim deliqui tat, quam vul

Minion LT Regular

**Na feu feum autpat, cosecte
ci tat nim quisit ulla faccum
nonse magna feugait, sedat.**

Frutiger LT Bold

**Na feu feum autpat, consectoru
quisit ulla Faccum. Vulla ad et
feugait, se magnim deliqui tat,**

Frutiger LT Condensed Bold

*Na feu feum autpat, consecte tiev
quisit ulla faccum vulla ad et num
magnim deliqui tat, quam vul*

Minion LT Italic

Logo

Deutsche Post DHL