OFFICIAL ELECTION MAIL—GRAPHIC GUIDELINES AND LOGOS

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UNITED STATES POSTAL SERVICE®

Contents

Official Election Mail Logo 4
Conditions of Use 5
Logo Size 6
Color and Print Specifications 6
Clearance Area – All Uses 7
Postage Area 7
Exemptions 7
Placement 8
Exclusion Zone 8
Sample 6 inches x 9 inches Business Reply Mail Envelope 8
Sample 3.875 inches x 8.875 inches Business Reply Mail Envelope 9
Sample 4.125 inches x 9.5 inches Business Reply Mail Envelope 9
Sample 6.125 inches x 11 inches Business Reply Mail Envelope 10
Sample 9 inches x 12 inches Business Reply Mail Envelope 10
Sample 4.25 inches x 6 inches Postcard 10
Sample 6 inches x 9 inches Courtesy Reply Mail Envelope 11
Sample 6.125 inches x 11 inches Courtesy Reply Mail Envelope 11
Sample 3.875 inches x 8.875 inches Courtesy Reply Mail Envelope 12
Sample 4.125 inches x 9.5 inches Courtesy Reply Mail Envelope 12
Sample 9 inches x 12 inches Courtesy Reply Mail Envelope 13
Samples of Incorrect Official Election Mail Logo Placement 14

Official Election Mail Logo

The Official Election Mail logo is a unique registered trademark designed exclusively for inclusion in the design of Official Election Mail. The United States Postal Service® created the logo in cooperation with the Joint Election Official Liaison Committee to help federal, state, and local government election officials carry out their responsibilities under the National Voter Registration Act of 1993. The logo design features an interpretation of the stars and stripes of the American flag, and the words "Official Election Mail," clearly visible over the designation — "Authorized by the U.S. Postal Service."

This guide is intended to provide information regarding the proper usage of the Official Election Mail logo in accordance with Postal Service™ rules and regulations, and to ensure mail containing the logo can be processed in an efficient manner. By using this logo correctly, election officials (and the mail service providers that assist them with preparing their Election Mail) ensure that the intent and credibility of this symbol remain intact.

The Official Election Mail logo should be used on any mailpiece created by, or on behalf of, an election official that is mailed to or from a citizen of the United States of America for the purpose of participating in the voting process. This includes ballots, sample ballots, voter registration cards, absentee voting applications, and polling place notifications. The logo should be used on qualifying mailpieces in all classes of mail and all processing categories; however, the logo is not a substitute for postage.

When the Official Election Mail logo appears on a mailpiece, voters recognize the mail as important and distinct from partisan mailings. Additionally, the logo serves to identify Official Election Mail for Postal Service workers and distinguish it from the millions of other mailpieces that are processed daily.

Since this logo is a registered trademark, it is important for election officials to:

- Read and comply with the requirements for its use.
- Connect with a Mailpiece Design Analyst (MDA) by sending a request via the customer portal at *https://electionmail.usps.com/s/election-mail-review* or calling 877-672-0007 (select option 3 for mailpiece design). Hours of operation are Monday through Friday, 7 a.m. to 7 p.m. Central Time (closed federal holidays). A MDA can help determine how to incorporate the logo into the design of Official Election Mail envelopes.

Conditions of Use

The Postal Service grants a limited license to use the Official Election Mail logo only under the following four the conditions (numbered 1 through 4). The Postal Service views any use of the logo inconsistent with these conditions as an infringement of its intellectual property rights.

1. This license is granted exclusively to federal, state, and local* government voter registration and election officials and any mail service provider designated by such officials for the purpose of preparing Election Mail. Use by any other individuals or entities is not authorized or licensed and will be considered an infringement of the rights of the Postal Service. Election officials warrant and represent that these Official Election Mail Graphic Guidelines are provided to any mail service provider involved in preparing Election Mail to ensure the correct and consistent use of the Official Election Mail logo.

2. The Official Election Mail logo must be used only on Official Election Mail that is mailed under the authority of an election official. The logo may not be used on any partisan mailings or any portion thereof.

3. The Postal Service reserves the right to obtain information about the scope of use, to seek the termination of all unauthorized uses, and to pursue all legal remedies available.

4. Use of the logo must conform strictly to the guidelines set forth in this guide. Placement of the logo on a mailpiece must not interfere with the postage area, address area, return address area, or barcode clear zone.

* Local government: cities, counties, or towns that manage specific geographic areas. Local governments, established and governed in accordance with state laws, are comprised of elected or appointed officials responsible for overseeing various public services such as law enforcement, fire protection, transportation infrastructure, water supply, and public recreational facilities. The organizational structure and classification of local governments vary depending on each state's constitution and legislative framework.

More information is available about classes of mail, preparation requirements, rules, regulations, and policies on Postal Explorer at *https://pe.usps.com/*.

Connect with an Mailpiece Design Analyst (MDA) by sending a request via the customer portal at *https://electionmail.usps.com/s/election-mail-review* or calling 877-672-0007 (select option 3 for mailpiece design). MDAs can send you a current file of the Official Election Mail logo and help answer questions relating to:

- The limited use, conditions, and legal policy related to the Official Election Mail logo.
- Mailpiece design and placement of the Official Election Mail logo.

LOGOS TO SCALE

Logo Size

The USPS® Official Election Mail logos below have been specially created. Do not alter or resize the logo when reproducing it. The ® (registered mark) must never be smaller than 5pt.

Small Use

Use the small application only on postcards with a maximum height of 4 1/4 inches and maximum length of 6 inches, and labels and mailpieces with a maximum height of 4 1/8 inches and maximum length of 9 1/2 inches (Standard #10 envelope).



Medium Use

Use the medium application on small- to medium-size mailpieces that exceed the height of 4 1/8 inches and/or length of 9 1/2 inches (Standard #10 envelope).



Large Use

Use the large application on placards and all other mailpieces, which are large, oversized, and exceed the height of 6 1/8 inches and/or length of 11 1/2 inches.



Color and Print Specifications

- Print the Official Election Mail logo using one of these color options:
  - Black.
  - PMS 301 Blue.
  - PMS 485 Red.
- Print the logo only on a light-colored background.
- Print the stripes/waves at 40 percent of the selected color.

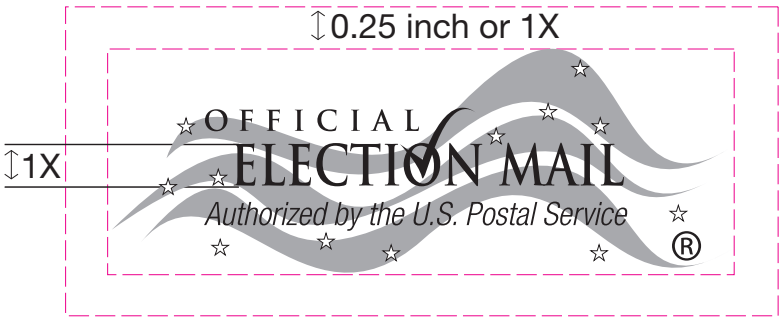






Clearance Area – All Uses

For the small, medium, and large logo, use a clearance area of at least 0.25 inch or 1X the height dimension of the words "ELECTION MAIL," whichever is larger around the entire logo. Do not place other graphics inside the clearance area, which includes the address, postage, and return information. There must also be a clearance area of at least 0.25 inch or 1X the height dimension of the words "ELECTION MAIL," whichever is larger between the top of the logo and top of the envelope, postcard, or label.



Clearance Area – A minimum 0.25 inch clearance around the entire logo, or 1X the height dimension of "ELECTION MAIL" if it exceeds the minimum clearance.

NOT TO SCALE

Postage Area

Balloting materials provided to voters for any election, whether disseminated in hardcopy or electronically, must indicate in a prominent location on the material that the proper amount of First-Class Mail® postage must be applied on return mailings, except in certain circumstances for balloting materials for military and overseas voters or where postage is prepaid. This information must be included in the balloting materials (i.e., on the ballot, ballot instructions, mailing instructions, or on the envelope) with the marking "First-Class Mail postage must be applied." Alternatively, the marking "Apply First-Class Mail postage here" may be printed in the upper-right corner of the address side of the envelope used by the voter to return the marked ballot to election officials. The Postal Service will also accept pre-approved variations of the indicia enumerated above.

Exemptions

The marking requirements will not apply to balloting materials that meet one of the following exceptions:

- The balloting materials fall under the special exemptions for military and overseas voters.
- The ballot is returned under Business Reply Mail® service.
- Return postage is guaranteed through a postage due account.
- Postage on the ballot is prepaid by stamp, meter, or Permit Reply Mail.

Placement

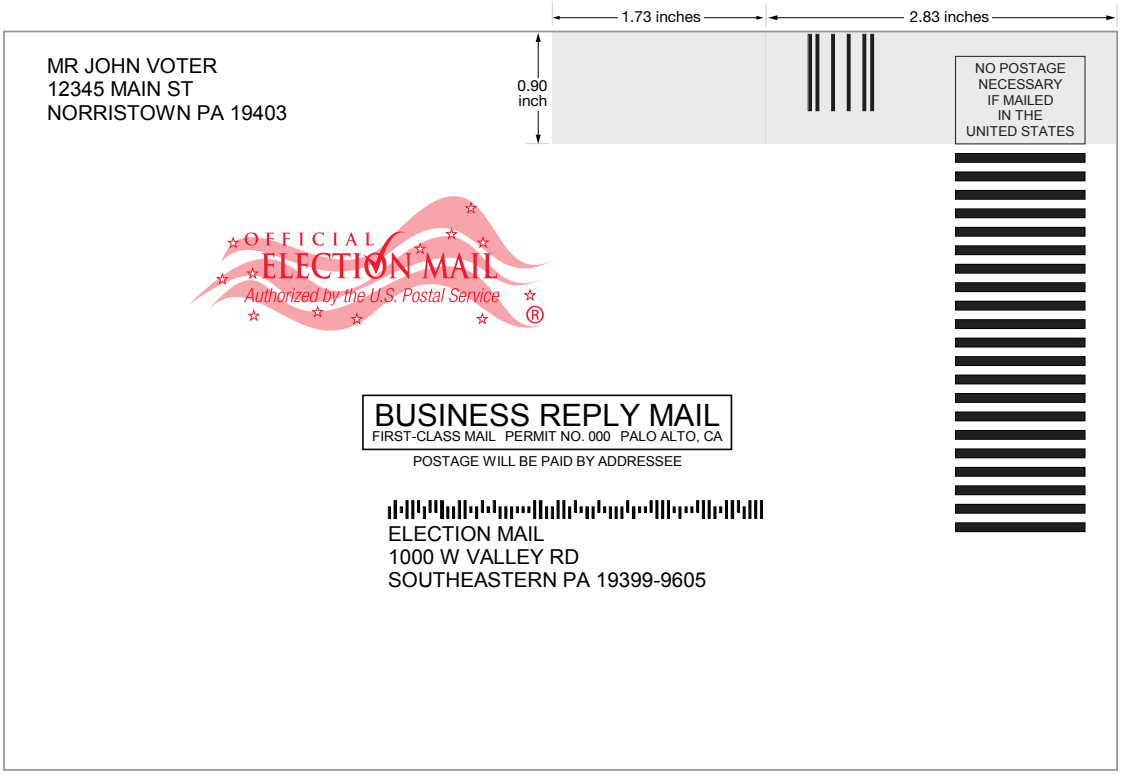
On envelopes and postcards:

- Place the Official Election Mail logo on the address side of the mailpiece.
- Avoid having the logo encroach upon the address area, the area for the indicia or postage stamp, and the exclusion zone (shown in gray in the graphics). The exclusion zone, which establishes a clear area for a USPS cancellation mark, is 1.73 inches in length, with its right edge placed 2.83 inches from the mailpiece's right edge and its bottom edge placed 0.90 inch from the top of the mailpiece.
- Place the logo between the top edge of the envelope and the top edge of the address area.
- Maintain the clearance area around the logo to keep an identification of the mailpiece as it goes through the system. Do not place any text or graphics above the logo.

Exclusion Zone

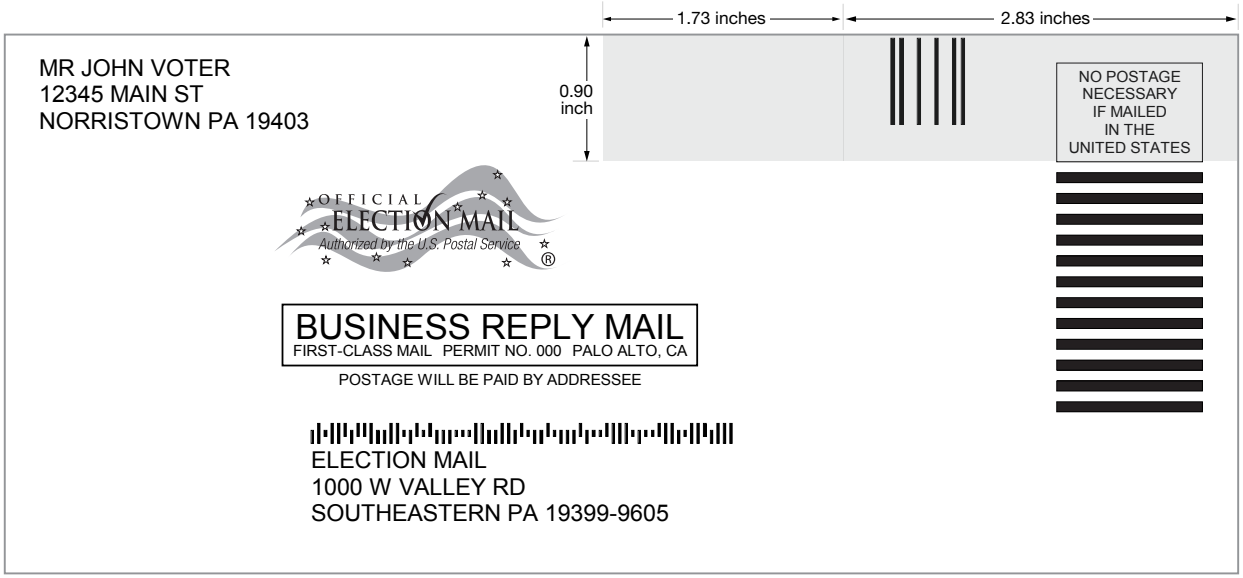
Except for the indicia and the USPS Facing Identification Mark (FIM), avoid placing graphics or print in the exclusion zone, because they might obscure the legibility of the USPS-applied cancellation mark.

Sample 6 inches x 9 inches Business Reply Mail Envelope *(Exclusion zone is shown in gray.)*



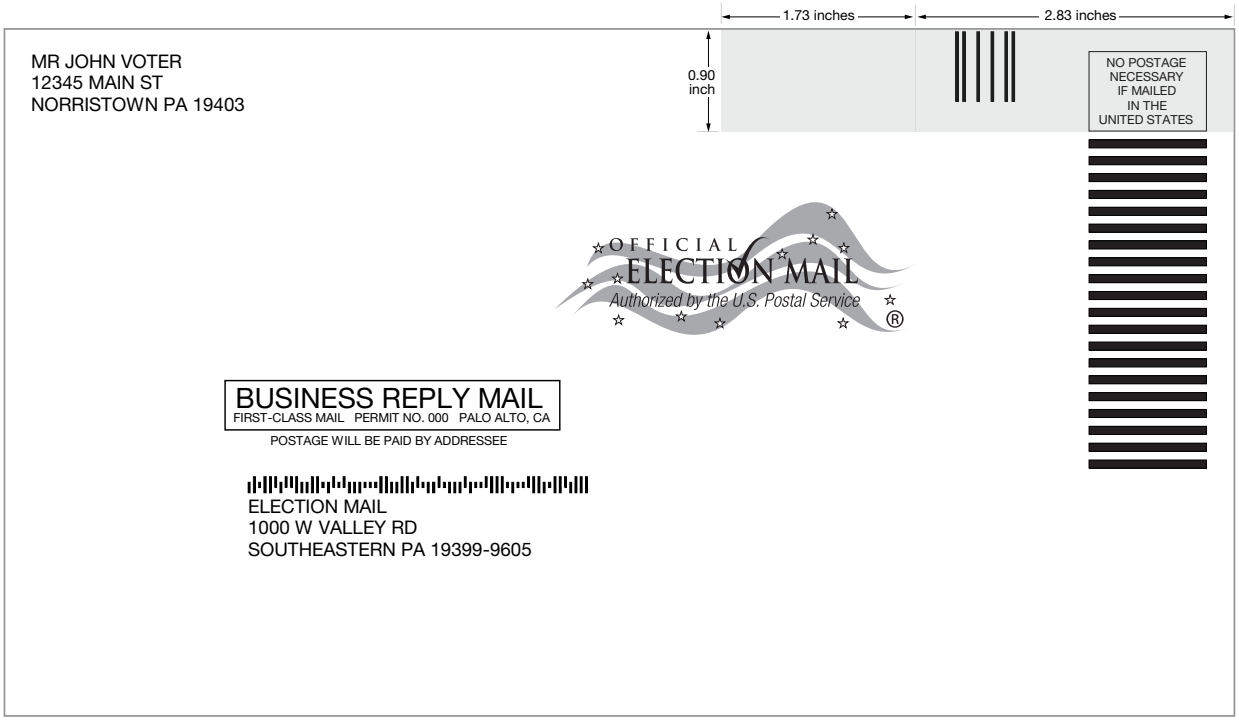
NOT TO SCALE

Sample 3.875 inches x 8.875 inches Business Reply Mail Envelope *(Exclusion zone is shown in gray.)*



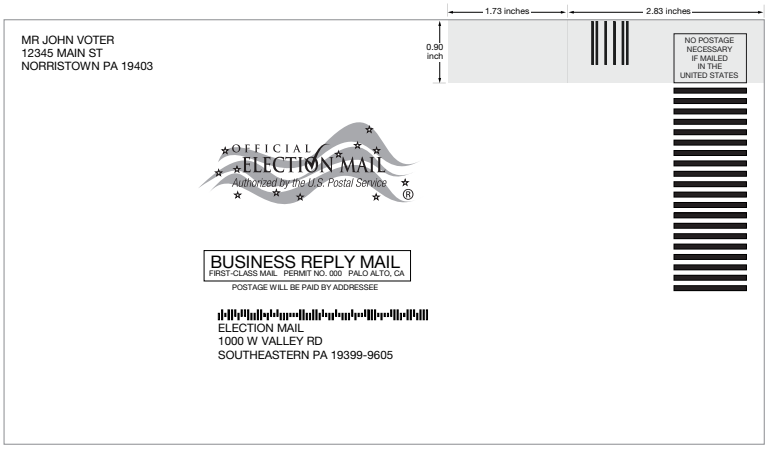
NOT TO SCALE

Sample 4.125 inches x 9.5 inches Business Reply Mail Envelope *(Exclusion zone is shown in gray.)*



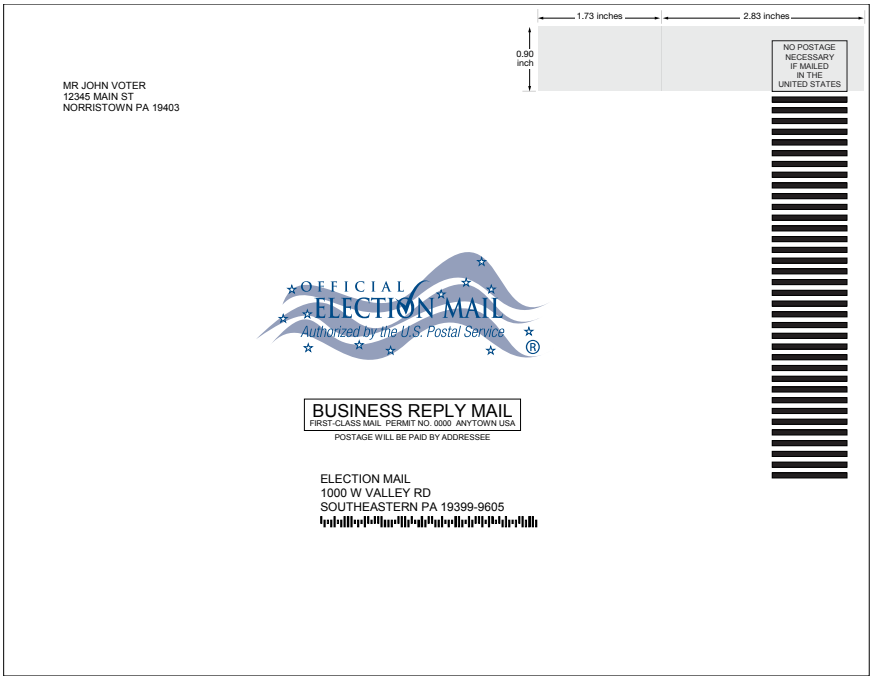
NOT TO SCALE

Sample 6.125 inches x 11 inches Business Reply Mail Envelope *(Exclusion zone is shown in gray.)*



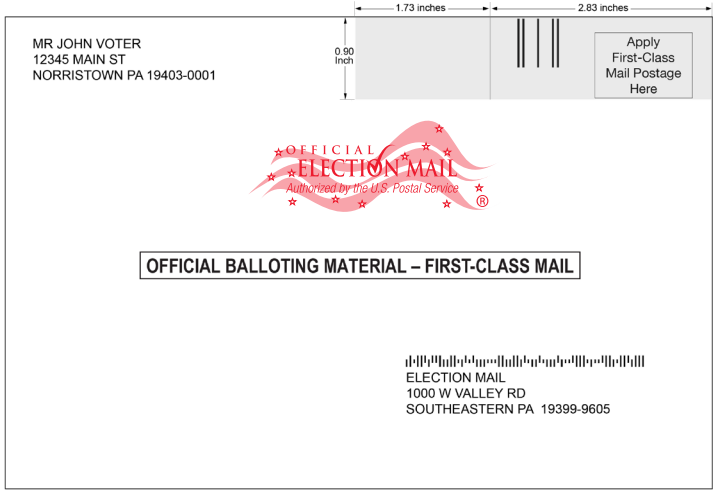
NOT TO SCALE

Sample 9 inches x 12 inches Business Reply Mail Envelope *(Exclusion zone is shown in gray.)*



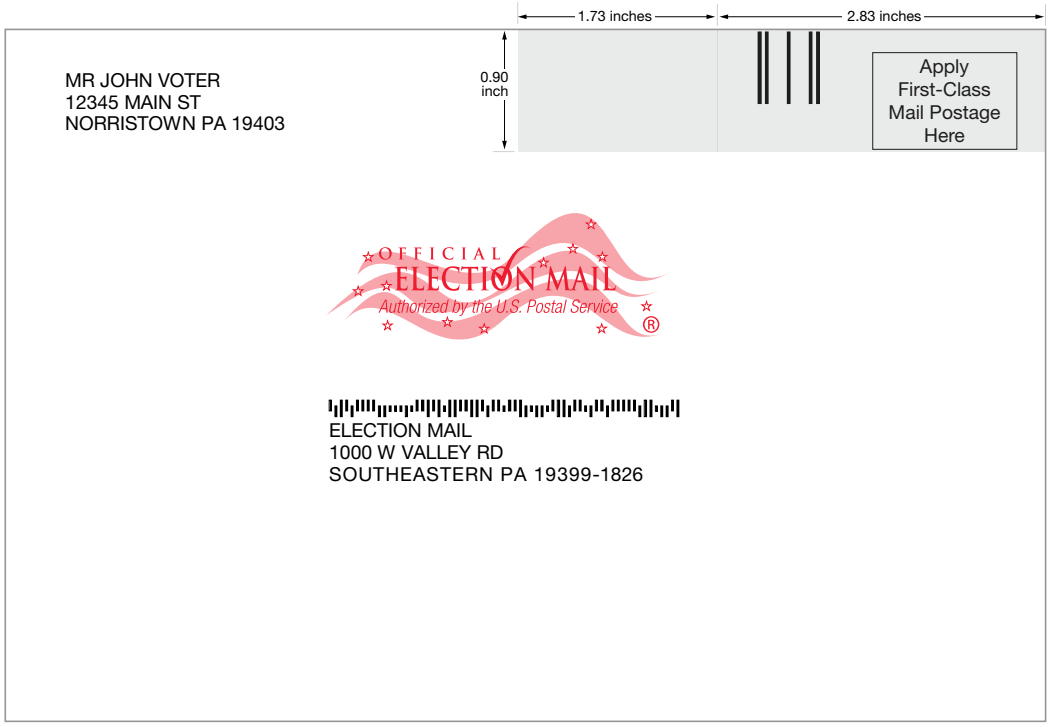
NOT TO SCALE

Sample 4.25 inches x 6 inches Postcard *(Exclusion zone is shown in gray.)*



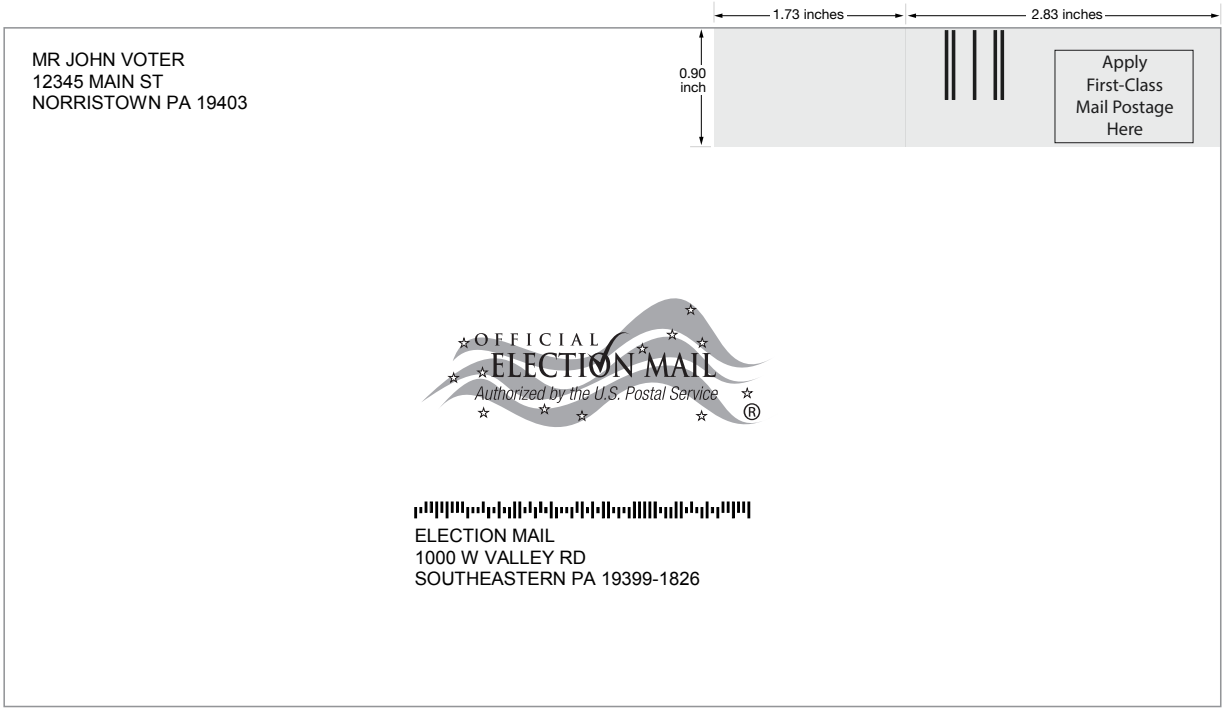
NOT TO SCALE

Sample 6 inches x 9 inches Courtesy Reply Mail Envelope *(Exclusion zone is shown in gray.)*



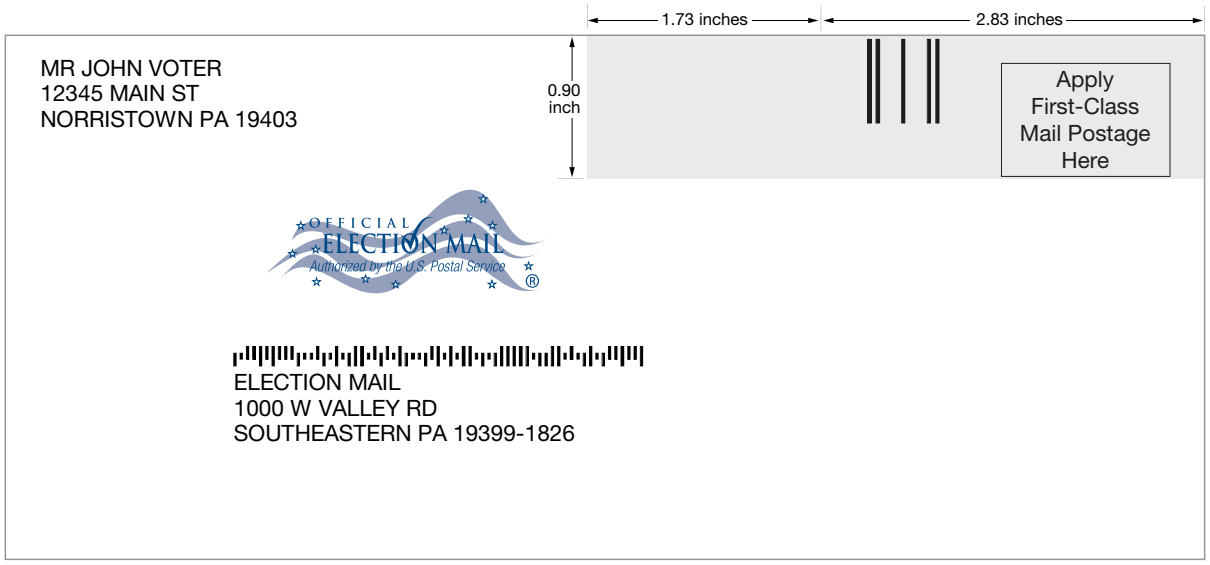
NOT TO SCALE

Sample 6.125 inches x 11 inches Courtesy Reply Mail Envelope *(Exclusion zone is shown in gray.)*



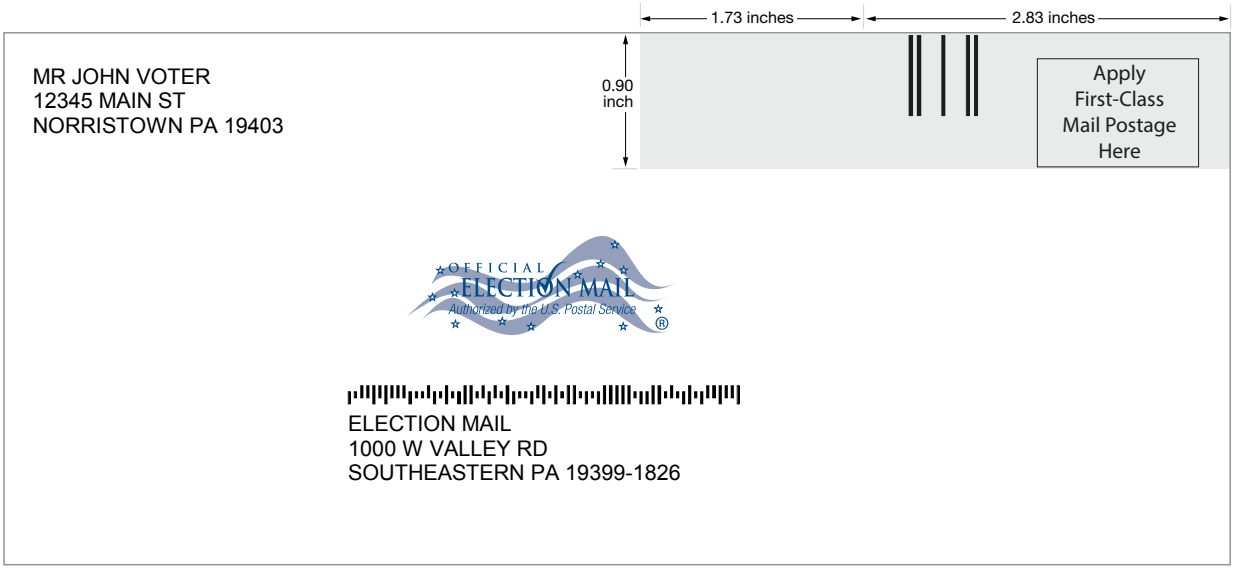
NOT TO SCALE

Sample 3.875 inches x 8.875 inches Courtesy Reply Mail Envelope *(Exclusion zone is shown in gray.)*



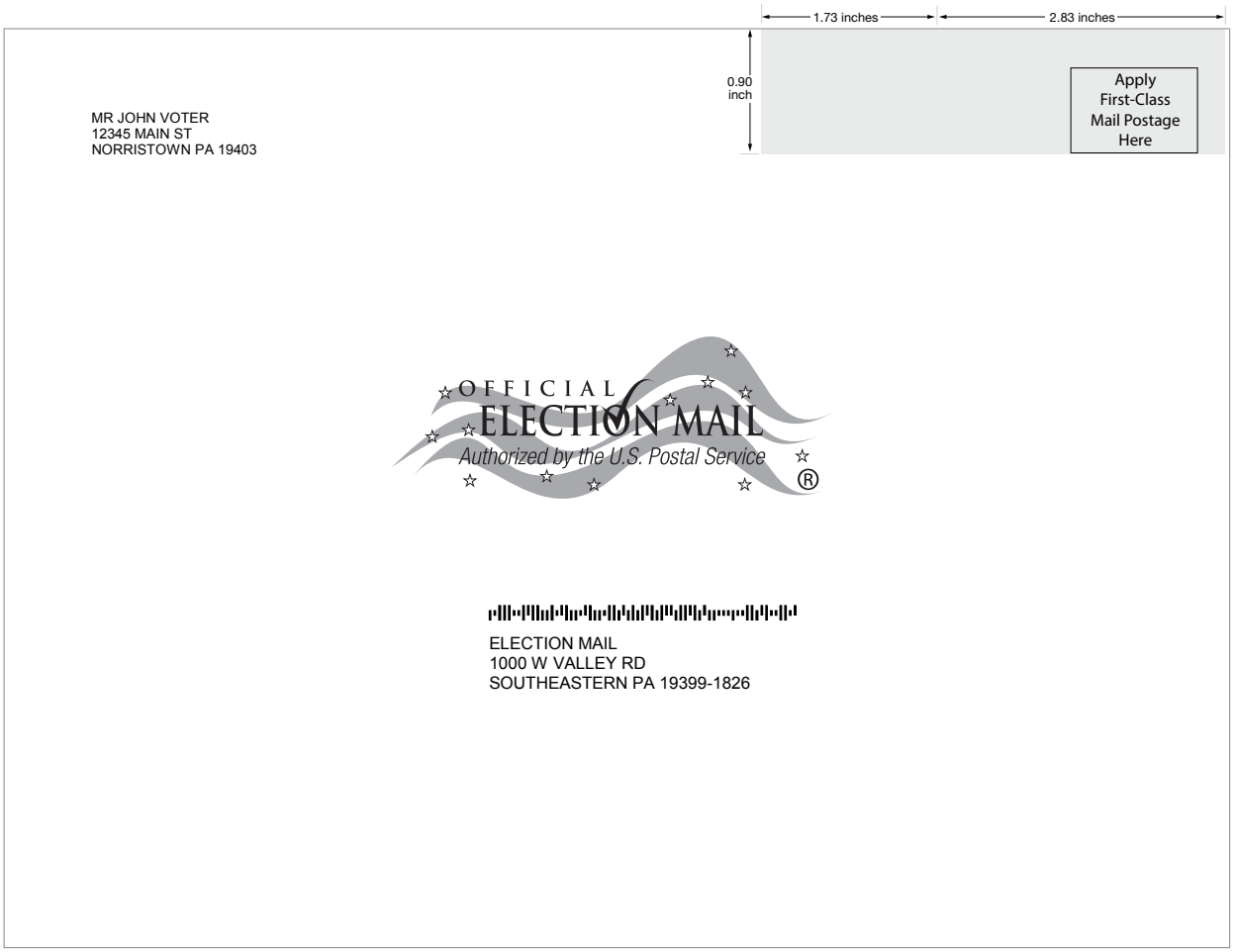
NOT TO SCALE

Sample 4.125 inches x 9.5 inches Courtesy Reply Mail Envelope *(Exclusion zone is shown in gray.)*



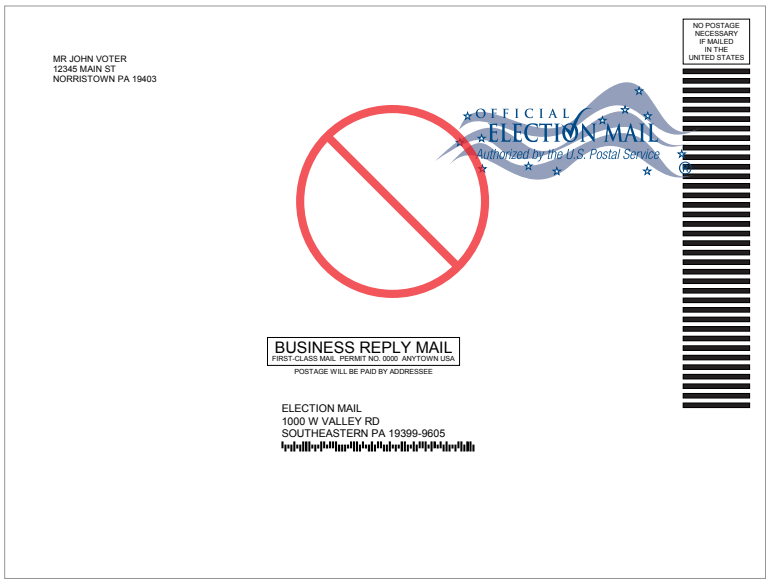
NOT TO SCALE

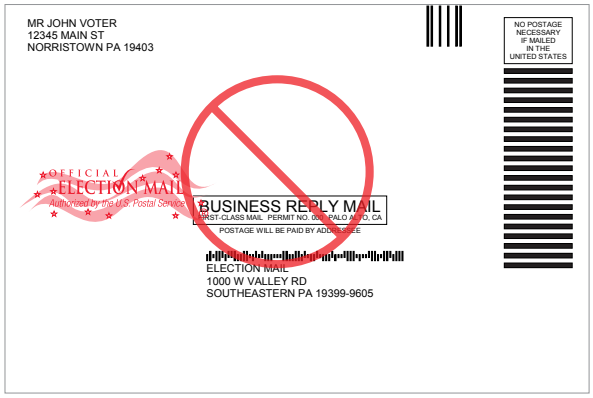
Sample 9 inches x 12 inches Courtesy Reply Mail Envelope *(Exclusion zone is shown in gray.)*

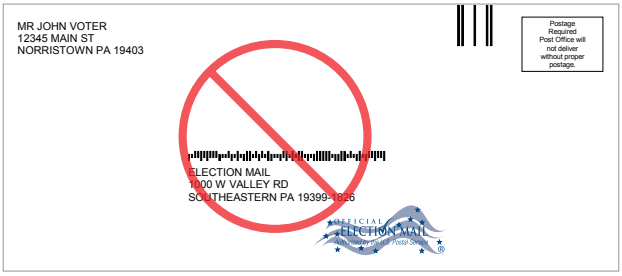


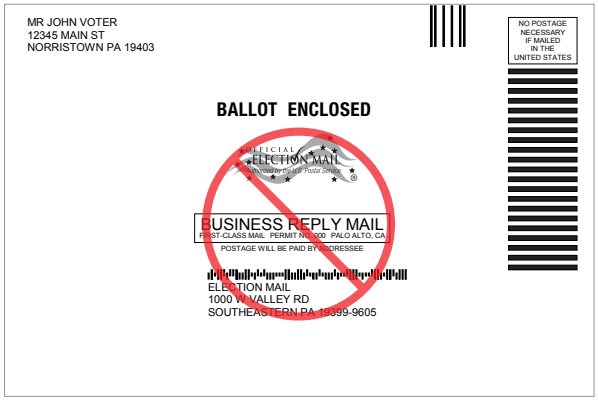
NOT TO SCALE

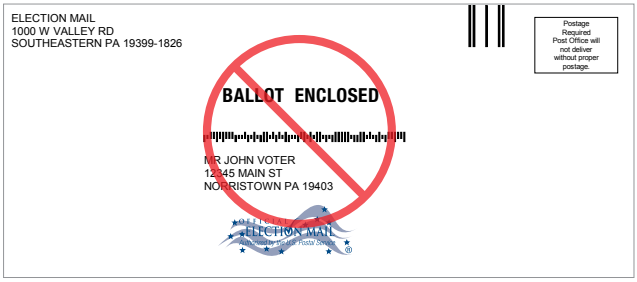
Samples of Incorrect Official Election Mail Logo Placement

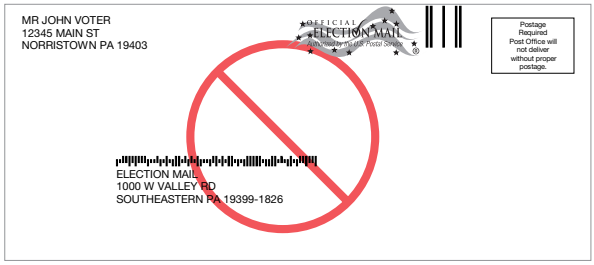


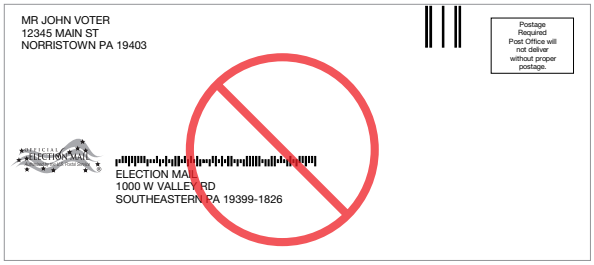














NOT TO SCALE

Reference — USPS Official Election Mail Logo

The USPS® Official Election Mail logos below have been specially created. Do not alter or resize the logo when reproducing it. The ® (registered mark) must never be smaller than 5pt. For the small, medium, and large logo, use a clearance area of at least 0.25 inch or 1X the height dimension of the words "ELECTION MAIL," whichever is larger around the entire logo.

SMALL USE (for postcards with a maximum height of 4 1/4 inches and maximum length of 6 inches, and labels and mailpieces with a maximum height of 4 1/8 inches and maximum length of 9 1/2 inches)

Use at 100%. LOGOS TO SCALE.



MEDIUM USE (for mailpieces that exceed the height of 4 1/8 inches and/or length of 9 1/2 inches)

Use at 100%. LOGOS TO SCALE.

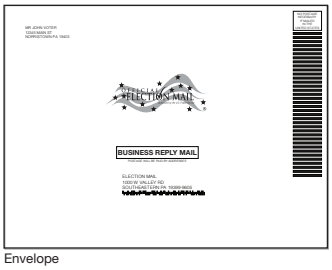


LARGE USE (for placards and all other mailpieces which are large, oversized, and exceed the height of 6 1/8 inches and/or length of 11 1/2 inches)

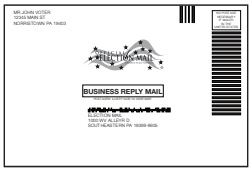
Use at 100%. LOGOS TO SCALE.



CORRECT USE



Envelope



Envelope

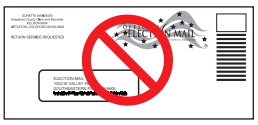

Envelope

ITEMS NOT TO SCALE

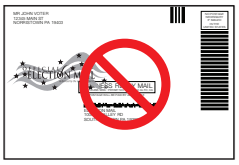
PLACEMENT OF LOGO

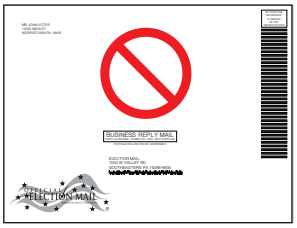
Place the Official Election Mail logo on the address side of the mailpiece while avoiding the address area and the area for the indicia or postage stamp. Place the logo vertically between the top edge of the envelope and the top edge of the address area. Maintain the clearance area around the logo to keep an identification of the mailpiece as it goes through the system. Do not place any text or graphics above the logo.

INCORRECT


Envelope


Envelope


Envelope



Envelope

LOGO COLORS (Official Election Mail logos can only be printed in Black, PMS 485 or PMS 301)

LOGOS NOT TO SCALE



Black

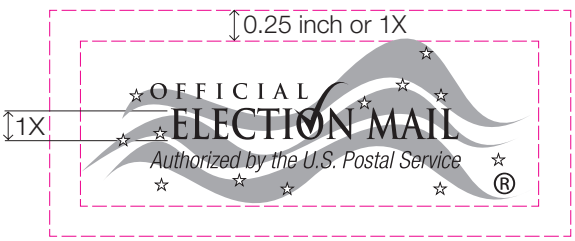


PMS 485



PMS 301

Clearance area – A minimum 0.25 inch clearance around entire logo, or 1X the height dimension of "ELECTION MAIL" if it exceeds the minimum clearance.



Conditions of use:

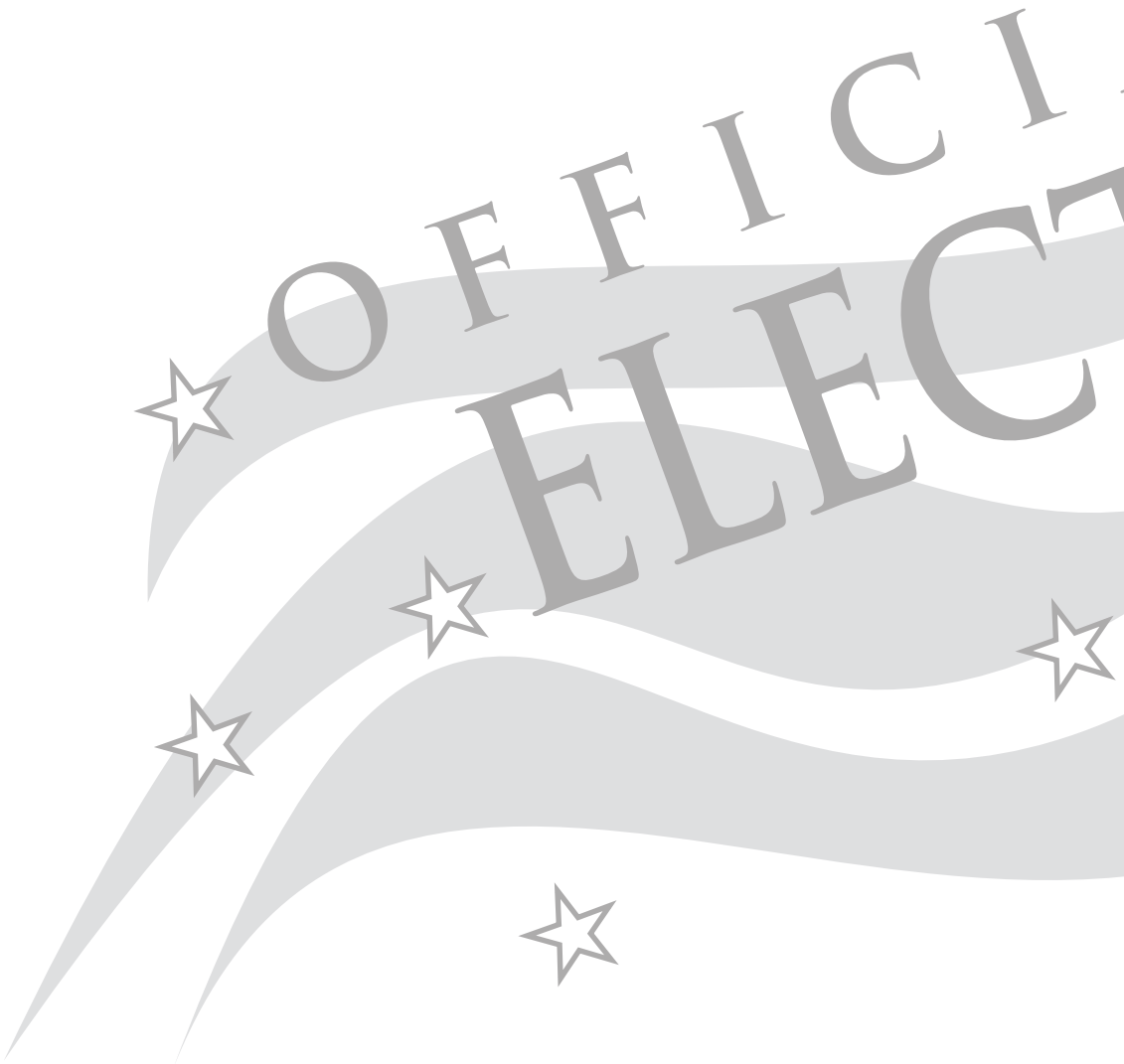
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1. This license is granted exclusively to federal, state, and local* government voter registration and election officials and any mail service provider designated by such officials for the purpose of preparing Election Mail. Use by any other individuals or entities is not authorized or licensed and will be considered an infringement of the rights of the Postal Service. Election officials warrant and represent that these Official Election Mail Graphic Guidelines are provided to any mail service provider involved in preparing Election Mail to ensure the correct and consistent use of the Official Election Mail logo.
2. The Official Election Mail logo must be used only on Official Election Mail that is mailed under the authority of an election Official. It may not be used on any partisan mailings.
3. The Postal Service reserves the right to obtain information about the scope of use, to seek the termination of all unauthorized uses, and to pursue all legal remedies available.
4. Use of the logo must conform strictly to the guidelines set forth in this guide. Placement of the logo on a mailpiece must not interfere with the postage area, address area, return address area, or barcode clear zone.

Find more information about classes of mail, preparation requirements, rules, regulations, and policies online at *pe.usps.com*.

* Local government: cities, counties, or towns, that manage specific geographic areas. Local governments, established and governed in accordance with state laws, are comprised of elected or appointed officials responsible for overseeing various public services such as law enforcement, fire protection, transportation infrastructure, water supply, and public recreational facilities. The organizational structure and classification of local governments vary depending on each state's constitution and legislative framework.

Connect with a Mailpiece Design Analyst (MDA) by sending a request via the customer portal *https://electionmail.usps.com/s/election-mail-review* or calling 877-672-0007 (select option 3 for mailpiece design). MDAs can send you a current file of the Official Election Mail logo and help answer questions relating to the use, conditions, and legal policy related to the Official Election Mail and mailpiece design and placement of the Official Election Mail logo.



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