

# Deliveries

THAT CHANGE  
**THE WORLD**



# THE DHL LOGOS

## a visual story of success

### MOVEMENT, SPEED, ACCURACY, AND EFFICIENCY.

The DHL logo is one of the most recognizable brands across the world. Its modern visual appearance signifies that the company is moving forward in all directions. And when it comes to evolution, DHL leads the way. We introduce you to the three eras of the DHL logo. Enjoy our visual journey!

*The original emblem. Dynamic and unstoppable, just like the young ambitious company.*



#### 1969 - 1983

Our original emblem! A special place is given to the company name: each letter is in its own polygon. The geometric shapes vary in height and are slightly tilted to the right. At the top, three wide lines add dynamics to the image.

*Our actual logo. Energetic, bold, global. Distinctive. There's no mistaking it!*



#### 2002 - today

In 2002, the logistics company was acquired by Deutsche Post AG. As a division of DHL Express, it introduced a logo designed by the branding studio Nitsch Design. The designers retained the main part of the previous logo but made it red and placed it inside a yellow rectangle.

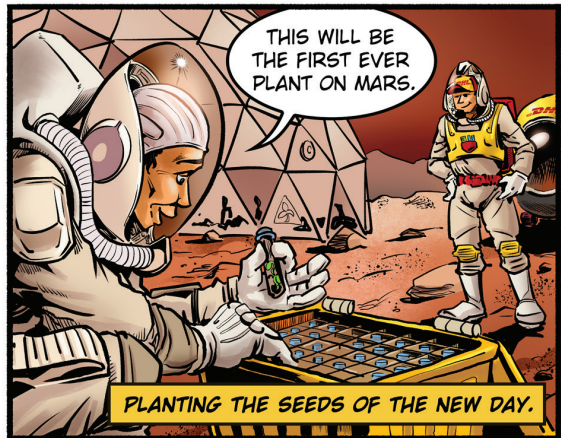
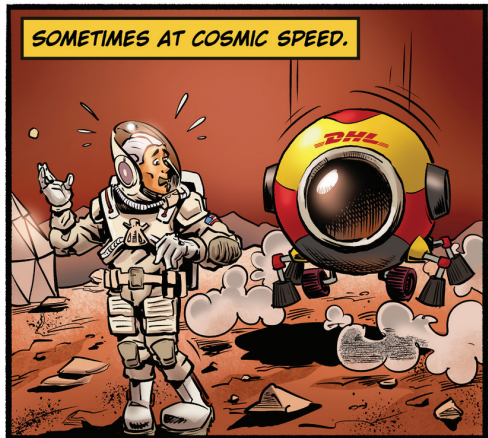
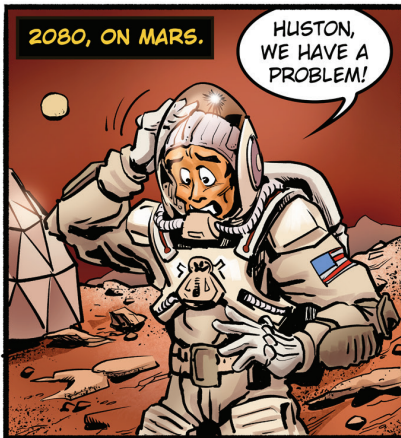
*Our second logo. Confident and focused. And expansive. As the logo evolves, so does the company.*



#### 1983 - 2002

The Year is 1969. The company entered the US domestic market, opening a delivery service in this North American country. This expansion coincided with a logo update. The designers transformed the font, adorning the letter "D" with a wide serif. The term "WORLDWIDE EXPRESS" was placed under the DHL abbreviation to denote the company's specialization. The large rectangles were removed, and the top stripes were duplicated and placed to the right and left of the inscription.

**THE HISTORY OF  
DHL'S LOGO IS THE  
VISUAL NARRATIVE OF  
OUR ADVENTUROUS  
JOURNEY!**



# THE GREEN FLEET

## the vehicles of DHL

*On our journey to zero emissions by 2050, we are revolutionizing the cargo industry.*

DHL has acquired an EV startup to develop our own electric vehicles, driving the future with zero emissions and sustainable deliveries. Meet our green fleet, leading the charge for a cleaner world.



### ALICE

The world's first fully electric commuter plane! Soon we'll be taking e-mobility into the clouds with Alice. To take flight 2027!  
**benefit:** *It is set to make aviation and air logistics a whole lot greener.*

**position:** *air logistic*



### SOLAR BOAT

DHL's solar boat is an eco-friendly vessel powered by solar panels. It utilizes the sun to extend its range, enabling us to take real advantage of the city's waterways.

**benefit:** *Produces zero emissions and operates silently. Ideal for urban areas with canals or rivers.*

**position:** *deliveries in waterways*



### E-CARGO BIKE

Our e-cargo bikes have been specifically designed for urban environments. They are zero-emissions, reliable, easy and cheap to operate.

**benefit:** *Equipped with accompanying cargo container, e-cargo bike is capable of pulling up to 400 pounds or 60 cubic feet in volume.*

**position:** *last-mile delivery*



### THE CUBICYCLE

The great looking cubicycle is an electric four-wheeled cargo bike with a special container. It can transport up to 125 kg of goods.

**position:** *last mile delivery*

**benefit:** *green and healthy. It can deliver parcels in the city center.*



### ELECTRIC VAN

DHL's electric van is perfect for urban environments where it is most effective in reducing emissions, noise, and operational costs.

**benefits:** *additional CO<sup>2</sup> reduction of 2050 tons (!) per year.*

**position:** *last-mile delivery*





# SOCIAL RESPONSIBLE COMPANY

**DHL is fully committed to reduce its greenhouse gas emissions to net zero by 2050!  
Here we bring into action our innovative GoGreen campaign!**

## GOGREEN

**THE GoGreen CAMPAIGN is a key part of our sustainability strategy**, focusing on reducing the environmental impact of our logistics and transportation services. The campaign was launched as part of Deutsche Post DHL Group's broader commitment to sustainability and environmental responsibility. Consider the main objectives and initiatives of our GoGreen program!

### SUSTAINABILITY IN ROAD TRANSPORT

DHL focuses on reducing carbon emissions and enhancing fuel efficiency across its road fleet. This is achieved through the adoption of alternative fuels, electric vehicles, and optimized delivery routes, all contributing to a cleaner and more sustainable logistics network.

### CO2-NEUTRAL BUILDINGS

DHL aims to reduce carbon emissions by designing and operating energy-efficient facilities. This includes using renewable energy sources, advanced insulation, and smart energy management systems to achieve carbon-neutral operations.

### GREEN LAST MILE DELIVERY AND LINE HAUL

We minimize environmental impact by using eco-friendly vehicles and optimizing delivery routes for the final leg of shipments. By integrating electric vehicles, bicycles, and alternative fuel options, we enhance sustainability into last-mile and long-haul logistics.

### SUSTAINABLE PORTFOLIO

Means - we focus on expanding and enhancing the range of eco-friendly services and solutions. We offer green logistics options and integrate sustainability to meet customer and environmental needs.

***The GoGreen campaign highlights DHL's leadership in green logistics, reflecting its dedication to sustainability and the fight against climate change.***

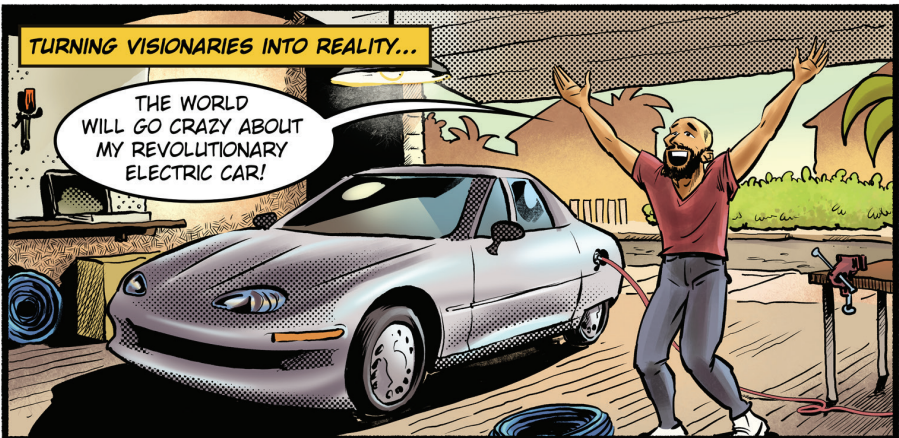
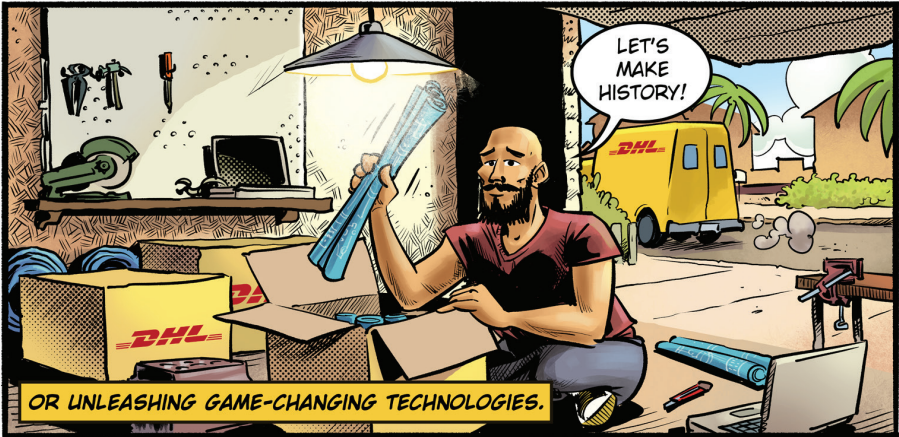
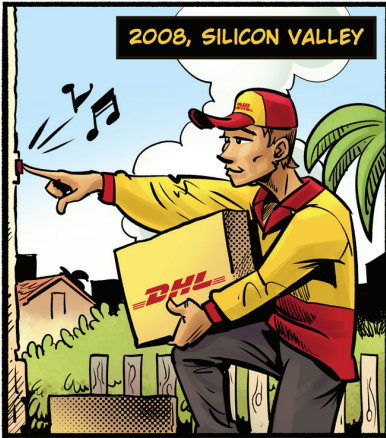
## GOTEACH

With this initiative DHL enhances educational opportunities for young people through partnerships with schools and non-profits. By providing resources, mentorship, and logistical support, we aim to empower the next generation with skills and knowledge for future success.

## GOHELP

**GoHelp** is an initiative focused on providing disaster relief and humanitarian aid through efficient logistics and resource management. Leveraging its global network, DHL supports emergency responses, aids in rebuilding efforts, and delivers essential supplies to affected areas worldwide.





# GREAT COMPANY TO WORK

## What makes DHL a highly trusted company?

*The supportive and inclusive work environment, abundant opportunities for career growth, and a strong commitment to sustainability and social responsibility make us a credible and rewarding place to build a career.*



### **A CULTURE OF COLLABORATION AND INNOVATION.**

DHL's culture is defined and driven by two key factors: our people and the values we share. These values are crucial for our long-term success and provide opportunities for career growth and potential realization.

### **WE CARE.**

This means everyone - across every team and at every level. What does it mean to care? We believe it's about creating an inclusive work environment where employees with diverse skills, experiences, and perspectives come together.



### **WE DRIVE CHANGE.**

Innovation is at the core of DHL's business: we embrace the latest technologies, digitalization, and focus on sustainable development. As a leading global courier company, we take responsibility to set industry standards, reduce our carbon footprint, and uphold the highest social and governance standards.



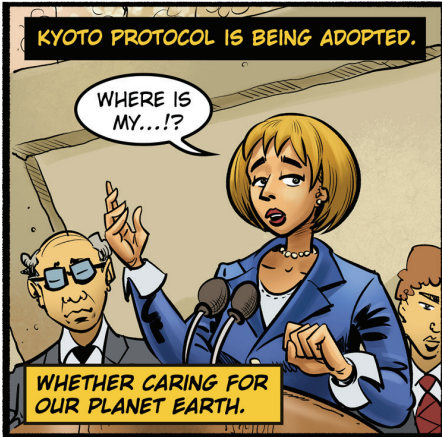
### **WE ARE A GREAT PLACE TO WORK!**





**KYOTO, 11 DECEMBER 1997**

THIS MARKS A HISTORIC MOMENT AS WE SIGN THE AGREEMENT TO REDUCE THE ONSET OF GLOBAL WARMING.



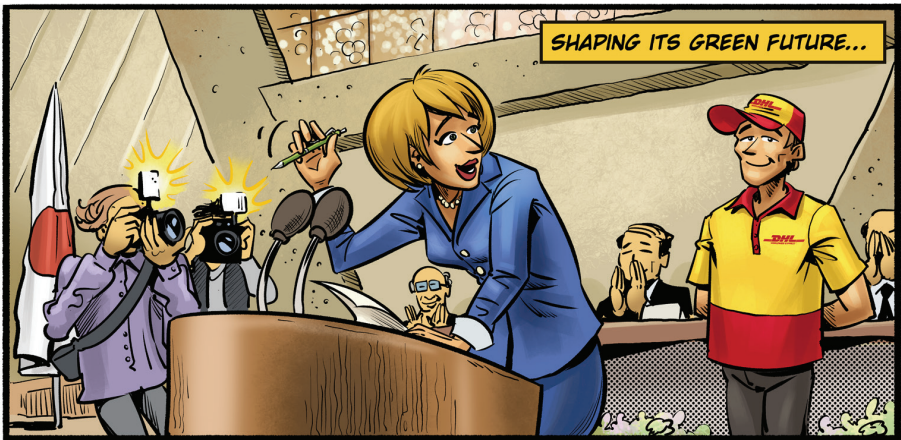
**KYOTO PROTOCOL IS BEING ADOPTED.**

WHERE IS MY...!?

WHETHER CARING FOR OUR PLANET EARTH.



YOUR PEN, MA'AM!



**SHAPING ITS GREEN FUTURE...**

# OUR PARTNERSHIPS

*DHL's trustworthy reputation has earned us many valuable friendships across the globe. We are pleased to present some of the collaborations we are proud to be part of.*

## Motorsports ■ Music ■ Sports



### FORMULA E

The ABB FIA Formula E World Championship is the world's first ever net zero carbon sport. As Official Founding and Logistics Partner, DHL handles the logistics requirements of Formula E organizers and teams, transporting over 380 tons of freight – including all race cars, batteries and charging units, media, and broadcasting equipment – to host venues around the world.



### FORMULA 1

Is all about speed, precision, and state-of-the-art technology.

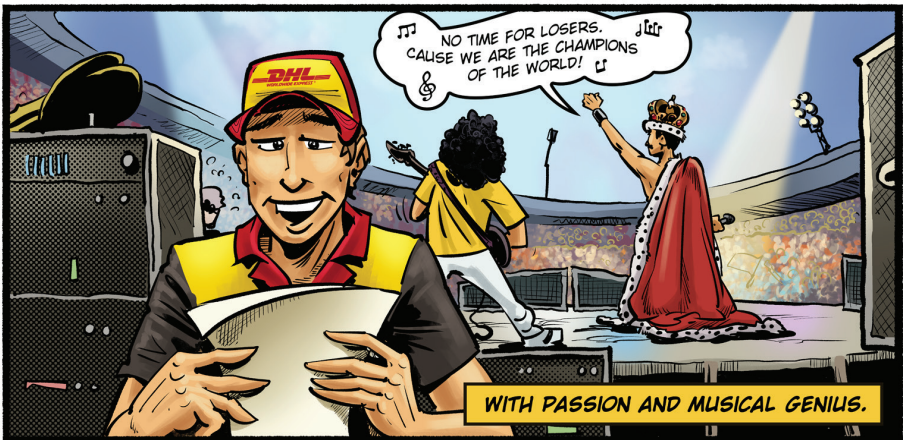
As the longest-standing global partner of Formula 1® DHL owns the “race between the races”, delivering up to 1,400 metric tons of high-value freight to each race, including race cars, car parts, tires, fuel, as well as broadcast and hospitality equipment to all F1 venues around the world.



### COLDPLAY

When Coldplay set themselves the goal of making their tour as low-carbon as possible, they needed to find a partner with expertise in sustainable logistics solutions. That's why Coldplay have chosen DHL as Official Logistics Partner for their Music Of The Spheres World Tour. And together we are bringing you a tour that's both green... and Yellow.





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### MANCHESTER UNITED

When it comes to global brand recognition, it's hard to top Manchester United.

As Official Logistics Partner, DHL is proud to bring its decades of experience to support Manchester United's logistics needs - from everyday courier service, shipping tour equipment, to merchandise distribution for the Manchester United Megastore.



### RUGBY

We're in the game because we love the game!

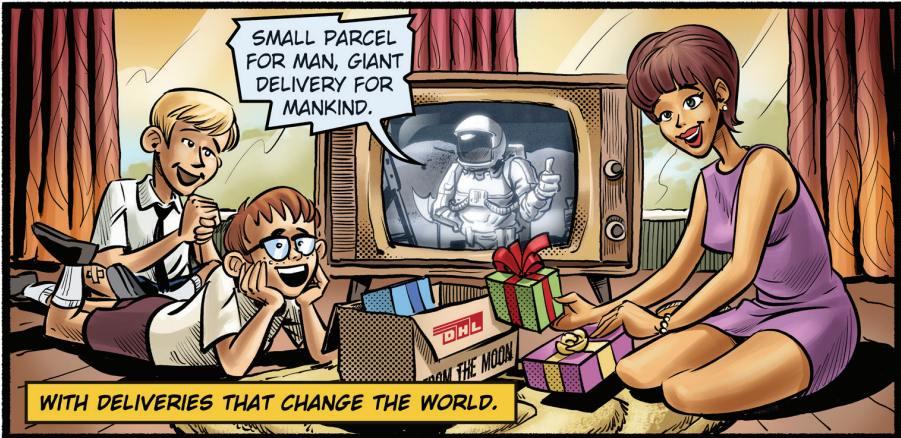
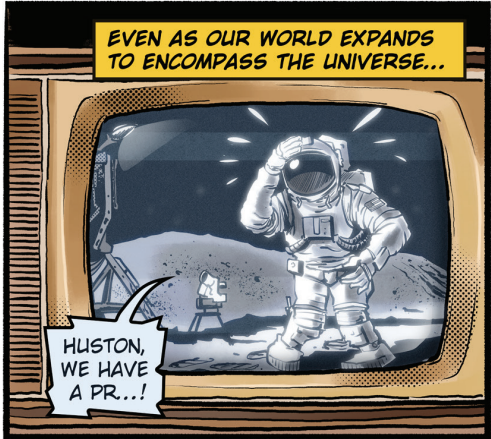
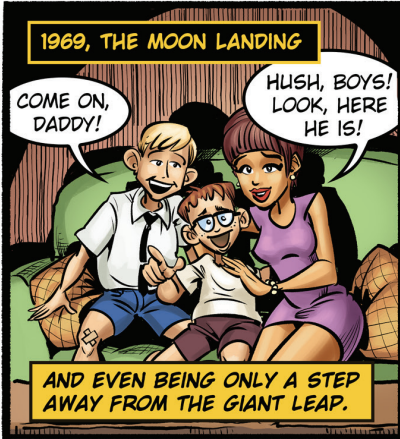
DHL is a long-standing supporter of rugby at a global level. British & Irish Lions, Rugby Canada, Germany national rugby union team, Harlequins in England, Munster in Ireland and the DHL Stormers in South Africa are just a handful of many partners carrying our colours.



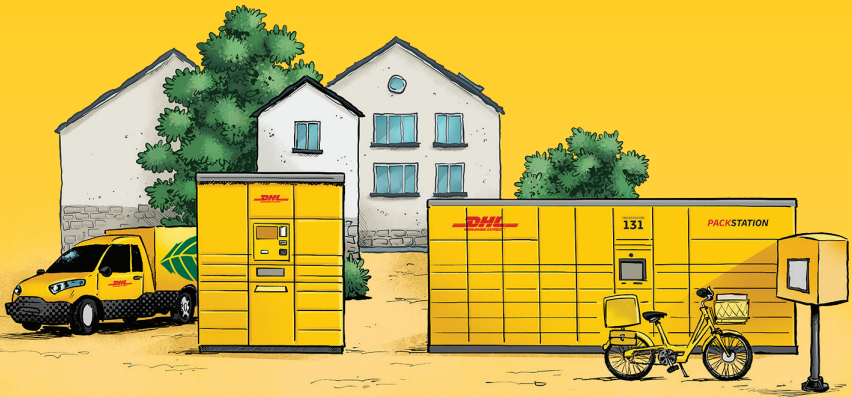
### MOTOGP

The sight of a MotoGP bike leaning into a fast curve as the driver's knee and elbow graze the tarmac might be the most mind-boggling thrill in motorsports. At DHL, we love it most because of the pure excitement of back-to-back race weekends and the challenge of moving every piece of equipment from one race circuit to the next within just 36 hours. From temperature-controlled transport to the handling of fragile parts our expertise streamlines the complex process.





**DHL**



**DHL Express – Excellence.  
Simply delivered.**