

Brand Guidelines: Endicia is rebranding!

Your guide to updating references, logos, and messaging—so your brand stays aligned and your customers get the right information.



This guide explains how to update Endicia Label Server (ELS) references to ShipStation API and transition Endicia WebApp UI to stamps.com.

Please complete branding updates by January 31st, 2026

What's changing:

- Endicia Label Server (ELS) is now a part of ShipStation API as of October 1st
- Endicia WebApp UI is becoming Stamps.com as of January 31st, 2026

What's not changing:

- Functionality, integrations, and workflows for Endicia technology. Your solution, as it stands today, remains the same from a technical functionality perspective.

Naming Guidelines

Use going forward:

ShipStation API - for integrations and API references

Stamps.com - or WebApp UI references and customer-facing portals

- ✓ "Built on ShipStation API"
- ✓ "Integrates with ShipStation API for label generation"
- ✓ "Customer access through Stamps.com"
- ✓ "Log in to your Stamps.com account to print stamps and labels"
- ✓ "Mail and ship with Stamps.com"
- ✗ "Powered by ELS"
- ✗ "Endicia Label Server API"
- ✗ "Log in to Endicia"
- ✗ "Log in to Stamps" (always include the [dot] com in Stamps.com)





ShipStation® API



Stamps.com®

Logo Usage

- Replace any Endicia or ELS logos with the ShipStation API logo (for integrations)
 - download the ShipStation [logo pack here](#).
- Replace Endicia WebApp with the Stamps.com logo (for UI).
 - download the Stamps.com [logo pack here](#).
- Do not alter, stretch, or recolor the logo.

Reference Updates (Action Required):

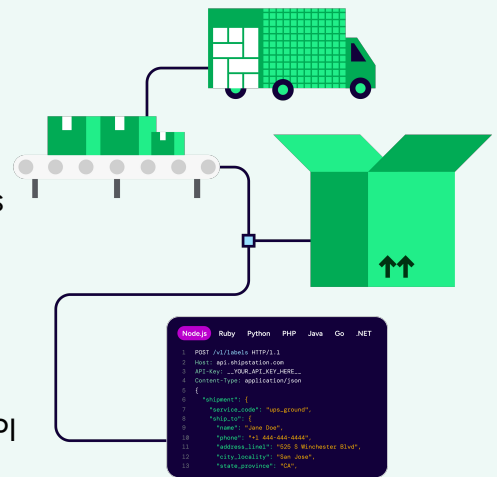
Please update by February 28, 2026:

- Website pages
- Partner portals or dashboards
- Customer help docs, FAQs, and onboarding materials
- Training documents
- Sales decks or collateral
- Marketing campaigns

Where appropriate:

Replace Endicia Label Server (ELS) with ShipStation API

Replace Endicia WebApp references with Stamps.com



Resources

- ShipStation API: download the ShipStation logo pack [here](#). Please refer to the logo guidelines page to ensure you are using logos correctly.
- Stamps.com: download the Stamps.com logo pack [here](#). Please refer to the logo guidelines page to ensure you are using logos correctly.

Need help with ShipStation API or Stamps.com?

We're here to help you every step of the way. Need something? Don't hesitate to reach out.

Contact Support