

#TogetherForTrust

Collaborating for a safe
and connected future

WORLD POST DAY



9 OCTOBER 2023

#WORLDPOSTDAY

WORLD POST DAY
JOURNÉE MONDIALE DE LA POSTE
DÍA MUNDIAL DEL CORREO
DIA MUNDIAL DOS CORREIOS
ВСЕМИРНЫЙ ДЕНЬ ПОЧТЫ
اليوم العالمي للبريد

World Post Day is celebrated each year on 9 October. The event was declared by the 1969 Universal Postal Congress in Tokyo as a means to mark the anniversary of the Universal Postal Union's (UPU) creation in 1874.

The purpose of World Post Day is to bring awareness to the Post's role in the everyday lives of people and businesses, as well as its contribution to global social and economic development.

As a result, the UPU's member countries are encouraged to organize their own national activities to celebrate the event, including everything from the introduction or promotion of new postal products and services, to the organization of open days at post offices, mail centres and postal museums.

THEME 2023

#TogetherForTrust

Collaborating for a safe
and connected future

Unis pour la confiance

Collaborer pour un avenir
sûr et connecté

Juntos en confianza

Colaborar para un futuro
seguro y conectado

Juntos em confiança

Colaborar para um futuro
seguro e conectado

معاً من أجل بناء الثقة

لنتعاون من أجل مستقبل آمن ومترابط

Вместе во имя доверия

Сотрудничество ради безопасного,
взаимосвязанного будущего

POSTER

Join us in celebrating World Post Day 2023 on 9 October, as we come together under the theme “Together for Trust: Collaborating for a Safe and Connected Future.” This year, our message resonates with the unity and strength that collaboration brings to our global postal network.

The poster showcases two hands, symbolizing unity and partnership, gracefully clasped and formed entirely by vibrant purple pixels. Each pixel represents countless postal offices worldwide, functioning as the building blocks of a seamless global network.

Purple, a color synonymous with creativity, wisdom, and unity, reinforces the pivotal role of collaboration in achieving a trustworthy and impactful postal system. As you closely observe the poster, you’ll notice that each individual pixel is a testament to the vital contribution of every postal office. Yet, only when stepping back and viewing the image as a whole, do these pixels merge into the larger picture – a picture that beautifully underscores the significance of working together.

In a world where connections are paramount, the image serves as a reminder that by embracing collaboration and unity, we strengthen the bonds of trust that underpin our shared progress.



POSTER



Available as print and web file in English, French, Spanish, Portuguese, Russian and Arabic.

Open file available for adaptation in other languages.

COLORS

Primary
colors



Eerie Black

HEX #0D1528
CMYK 89/80/53/69



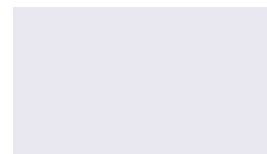
Blue Bell

HEX #A29FCB
CMYK 37/35/2/0



Liberty

HEX #555CA7
CMYK 77/71/1/0



Bright Gray

HEX #E9E8F2
CMYK 7/7/1/0

Highlights



Dandelion

HEX #FFDA6E
CMYK 1/13/68/0



Terra Cotta

HEX #E0765A
CMYK 8/65/67/0

FONTS

Primary font

BEBAS NEUE PRO BOLD

All Caps
Horizontal and Vertical scale at 100%

A B C D E F G H I K L M N O P Q R S T V X Y Z

А Б В Г Д Е Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю Я

1 2 3 4 5 6 7 8 9 0

Secondary font

SEGOE UI

Horizontal and Vertical scale at 100%

A B C D E F G H I K L M N O P Q R S T V X Y Z

a b c d e f g h i k l m n o p q r s t v x y z

А Б В Г Д Е Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю Я

а б в г д е ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ы ь э ю я

1 2 3 4 5 6 7 8 9 0

WORLD POST DAY

SOCIAL MEDIA KIT

Posts and other partners are welcome to share their World Post Day content using hashtags

#WORLDPOSTDAY

and

#TogetherForTrust

Please tag UPU accounts in your posts:



@UPU_UN



@upu_un



@universalpostalunion



@universal-postal-union



@universal_postal_union



@universalpostalunion

More information, social media cards, and sample messaging can be found on the dedicated [Trello board](#).





UPU

UNIVERSAL
POSTAL
UNION

UNIVERSAL POSTAL UNION

International Bureau
Weltpoststrasse 4
3015 BERNE
SWITZERLAND

Tel: +41 31 350 31 11

E-mail: WorldPostDay@upu.int

You can also follow #WorldPostDay activities and events via social media!



English channel [@upu_un](https://twitter.com/upu_un)

French channel [@upu_onu](https://twitter.com/upu_onu)



[@upu_un](https://www.instagram.com/upu_un)



[@universalpostalunion](https://www.facebook.com/universalpostalunion)



[@universal-postal-union](https://www.linkedin.com/company/universal-postal-union)



[@universal_postal_union](https://www.youtube.com/channel/UC...)



[@universalpostalunion](https://www.youtube.com/channel/UC...)