



WORLD POST DAY

9 OCTOBER 2021

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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

INNOVATE TO RECOVER

INNOVER POUR LA REPRISE

ВНЕДРЯЙТЕ ИННОВАЦИИ,
ЧТОБЫ ВОССТАНОВИТЬСЯ

INNOVAR PARA LA RECUPERACIÓN

INNOVAR PARA A RETOMA

ابتكروا، تتعافون

POSTER

The image depicts the shapeshifting of a lightbulb to a brain. As we see the light at the end of the tunnel after every challenge, we learn from this experience and gain new knowledge.

The fractals (small triangles embedded in this image and representing a connection, technology, and networking) advance from the light towards us, conveying new ideas to our creative minds. These graphic elements, constantly in motion, represent transformation and adaptation. When many fractals come together, they represent how precise and concrete our thoughts become as we connect ideas.

The left side of the image represents our visual cortex, the part of the brain in charge of vision and dreams, which works hard to gather inputs from the prefrontal cortex (right side of the image). The prefrontal cortex is the part of the brain that helps us make choices and learn.

This visualization, embraced by two caring hands, carefully holding this sphere of ideas, sends the message that we cannot recover without empathy. And we cannot innovate without imagination.



POSTER



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

Open file available for adaptation in other languages.

COLORS



Prussian Blue
HEX #002346
CMYK 98/0/9/80



Blue Zodiac
HEX #103053
CMYK 100/83/40/36



Steel Blue
HEX #5993BD
CMYK 62/23/4/12



Aqua
HEX #00BDF2
CMYK 75/0/0/0



Bondy Blue
HEX #05A1A7
CMYK 79/16/36/0



Pear
HEX #D7DF28
CMYK 20/0/98/0

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



UPU

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