

PosTransfer Promotional Materials Specifications Guide

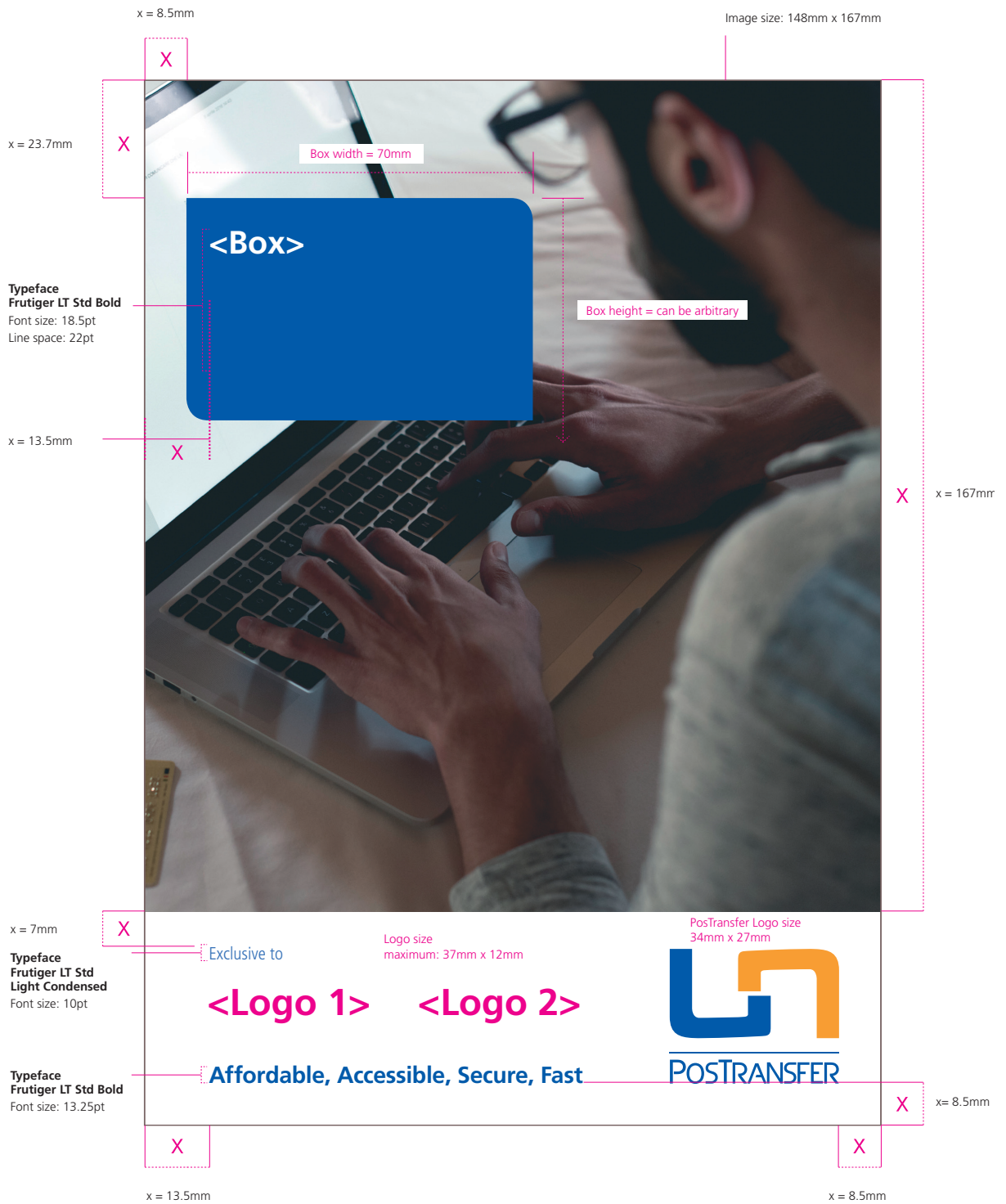


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Version: March 2020

PosTransfer flyer A5 details



PosTransfer flyer A5 details

The flyer layout includes the following elements and annotations:

- Dimensions:**
 - Top margin: x = 8.5mm
 - Right margin: x = 6mm
 - Left margin: x = 6mm
 - Bottom margin: x = 7mm
 - Text box width: 70mm
 - Text box height: 44.5mm
 - Country grid spacing: x = 1.8mm
 - Circle size: 10mm x 10mm
 - Bottom margin: x = 13mm
- Text and Content:**
 - Header: **PosTransfer, exclusive to <DO> – consistently good service**
 - Text: **PosTransfer is an international postal money transfer service available only at <DO> branches. It allows you to send and receive money internationally.**
 - Text: **The PosTransfer service is available through the postal networks of the following countries:**
 - Grid of 30 country placeholders (3 rows by 10 columns).
 - Section: **Why choose PosTransfer?**
 - Four icons: Calculator (Affordable), Door (Accessible), Key (Secure), Rocket (Fast).
 - Section: **Competitive rates when sending money from <DO>**
 - Table with 3 columns: Amount transferred in <CURRENCY>, Commission in <CURRENCY>, and a blank header for a third column.
- Font Specifications:**
 - Frutiger LT Std Bold:** 16pt, 19.5pt line space (for header).
 - Frutiger LT Std Bold:** 10pt, 12pt line space (for main text).
 - Frutiger LT Std Light:** 8.5pt (for country list).
 - Frutiger LT Std Light:** 5pt (for country list).
 - Frutiger LT Std Bold:** 16pt (for 'Why choose').
 - Frutiger LT Std Bold:** 13pt (for 'Affordable').
 - Frutiger LT Std Light or Bold:** 8.5pt, 10.2pt line space (for 'Affordable' details).
 - Frutiger LT Std Bol:** 13pt (for 'Competitive rates').
 - Frutiger LT Std Bol:** 8.5pt (for table headers).
 - Frutiger LT Std Light:** 6.5pt (for table content).
 - Frutiger LT Std Light:** 6.5pt, 7.8pt line space (for exchange rates note).

Explanation of placeholders:
 <Logo 1>: Logo and name of Designated Operator offering PosTransfer
 <Logo 2>: 2nd Logo of Designated operator's PosTransfer provider if different Logo and/or name from <Logo 1>
 <DO>: Designated operator name offering PosTransfer
 <Flag>: The flag icons are provided by the UPU

PosTransfer flyer A5 details

If your organization is not using its own pictures, the UPU can provide you with a set of preselected photos.

PosTransfer promotional materials are updated and revised periodically by the PosTransfer Group.

Each DO signatory to the PosTransfer licence agreement is entitled to use the PosTransfer trademark promotional materials for the promotion of the trademark in its country, but must:

- strictly adhere to the above specifications and measurements when creating flyers;

- translate the content of the flyers into the language of the intended customer base (usually the national language);
- complete the flyer by substituting the placeholders with the relevant information as described in the table below; and
- submit pre-production materials to the PosTransfer secretariat prior to production for final review.

N.B. – PosTransfer promotional materials are available in the following UPU languages: Arabic, English, French, Russian and Spanish.

Placeholder (by order of use in flyer)	Description
<Box>	Insert in <Box> the PosTransfer slogan (see official PosTransfer slogan under <Slogan> below) in your national language, or for specific campaigns in the language of the people/community you wish to address.
<Logo 1>	The designated operator's logo.
<Logo 2>	Optional logo for cases where postal financial services are provided by a sub-entity with a different logo to that of the designated operator. For example, Poste Maroc and Al Barid Bank have separate logos, with Al Barid Bank providing postal payment services for Groupe Poste Maroc.
<DO>	Name of the designated operator/sub-entity providing the PosTransfer service (your organization's name as used in its domestic communications).
<Flag>	Insert in <Flag> the national flag corresponding to the destination/corridor offered by your organization under the PosTransfer brand. One <Flag> for each existing corridor. The flag icons are provided by the UPU.
<ACurrency>	Name and ISO code in brackets of the currency corresponding to the amount to be transferred. Usually in your national currency. Example for France: euro (EUR)
<TCurrency>	Name and ISO code in brackets of the currency for your tariffs (commission paid by the customer for the service). Official tariff as published on your website, at post offices, etc. Usually in your national currency. Example for France: euro (EUR)
<x.xx>	Value in aforementioned currency. The table details the tariffs applied based on the amounts transferred. Other types of value can be listed, e.g. percentages. Note: <i>Where different tariffs are applied for different corridors, several tables can be included, on extra pages if required.</i>

PosTransfer flyer A5 details

Placeholder (by order of use in flyer)	Description
<Slogan>	English: "PosTransfer – Your trust counts" French: «PosTransfer – Votre confiance avant tout» Arabic: «PosTransfer – Votre confiance avant tout» Spanish: «Su confianza ante todo» Portuguese: «A sua confiança acima de tudo» Russian: «PosTransfer – нам важно ваше доверие»
<Exchange rates consultation>	Insert here the website of your organization where the daily exchange rate can be found, if applicable.

Example

Transfer fee in Country Beta Money (CBM)		Commission in Country Beta Money (CBM)
0.01	100.00	1.00
100.01	200.00	2.00
200.01	500.00	4.00
500.01	1000.00	8.00
1000.00	5000.00	10.00

PosTransfer exchange rates are set daily and can be consulted at: www.countrybetapost.com

PosTransfer poster A2 details



PosTransfer poster A2 details

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Placeholder (by order of use in poster)	Description
<Box>	Insert in <Box> the PosTransfer slogan (see official PosTransfer slogan under <Slogan> below) in your national language, or for specific campaigns in the language of the people/community you wish to address. Alternatively, this could be a quote attributed to a person featuring in your campaign.
<Logo 1>	The designated operator’s logo.
<Logo 2>	Optional logo for cases where postal financial services are provided by a sub-entity with a different logo to that of the designated operator. For example, Poste Maroc and Al Barid Bank have separate logos, with Al Barid Bank providing postal payment services for Groupe Poste Maroc.
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PosTransfer Roll-up details



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Placeholder (by order of use in Roll-up)	Description
<Box>	Insert in <Box> the PosTransfer slogan (see official PosTransfer slogan under <Slogan> below) in your national language, or for specific campaigns in the language of the people/community you wish to address. Alternatively, this could be a quote attributed to a person featuring in your campaign.
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