



UNIVERSAL
POSTAL UNION

Berne, 28 April 2008

International Bureau Circular

132

Reminder of the rules concerning the use of
the UPU emblem

Dear Sir/Madam

The International Bureau has received a number of requests to use the UPU logo to promote various activities connected with the 24th UPU Congress, and wishes to remind you of the relevant rules applying to postal administrations.

In accordance with the Universal Postal Union's Code of the Emblem:

- 1 The emblem, name and initials of the Universal Postal Union shall be reserved for the exclusive use of the UPU and its bodies. They shall be mainly reproduced on the official publications, documents and correspondence of the Union.
- 2 The emblem, name and initials may also be reproduced on the occasion of commemorative events or meetings of Union bodies, on postage stamps issued by postal administrations, or on articles manufactured for presentation to participants.
- 3 The Director General may authorize the use of the emblem, name or initials by third parties when the interest of the Universal Postal Union so justifies.
- 4 Use of the emblem, name and initials of the UPU for commercial purposes or in direct association with an article of merchandise shall be prohibited.

Member countries wishing to use the UPU logo to promote activities connected with Congress are therefore asked to apply in advance to the International Bureau for authorization. This procedure applies to the use of the UPU logo on postage stamps or other philatelic material, souvenirs for participants and all other promotional material.

Requests for authorization to use the emblem, name and initials of the UPU must be made using the form provided on the UPU website:

http://www.upu.int/photo_library_press/en/index.shtml.

The use of the UPU logo by candidates for election to a permanent body of the UPU for the direct promotion of their candidacy among postal administrations is not authorized by the Code of the Emblem. For reasons of neutrality, the Director General therefore refrains from granting exceptions to the rule mentioned in point 1 above. The International Bureau therefore invites candidates for election to a UPU body to use their own administration's letterhead paper to promote their candidacy.

Yours faithfully,

Juliana NEL
Director, Executive Office and
Communication