



#POSTFORPLANET EL CORREO PARA EL PLANETA البريد في خدمة كوكبنا

WORLD POST DAY

9 OCTOBER 2022

OS CORREIOS PELO PLANETA ПОЧТА ДЛЯ ПЛАНЕТЫ LA POSTE POUR LA PLANÈTE

9 OCTOBER 2022

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



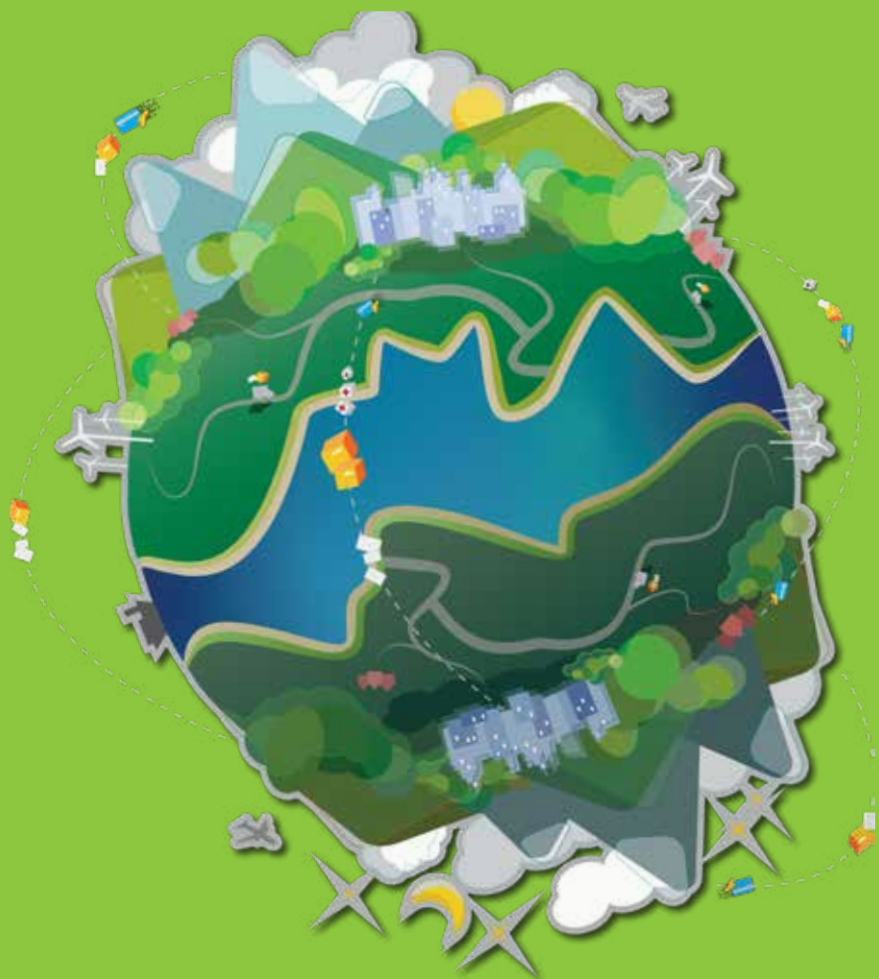
World Post Day is celebrated each year on 9 October. The event was declared by the 1969 Universal Postal Congress in Tokyo as a means to mark the anniversary of the Universal Postal Union's (UPU) creation in 1874.

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

#POSTFORPLANET



POST FOR PLANET
LA POSTE POUR LA PLANÈTE
EL CORREO PARA EL PLANETA
OS CORREIOS PELO PLANETA
ПОЧТА ДЛЯ ПЛАНЕТЫ
البريد في خدمة كوكبنا

POSTER

The theme for 2022 World Post Day is “Post for Planet.”

There are so many elements of daily business that Posts are already making more sustainable to ensure a greener planet for future generations.

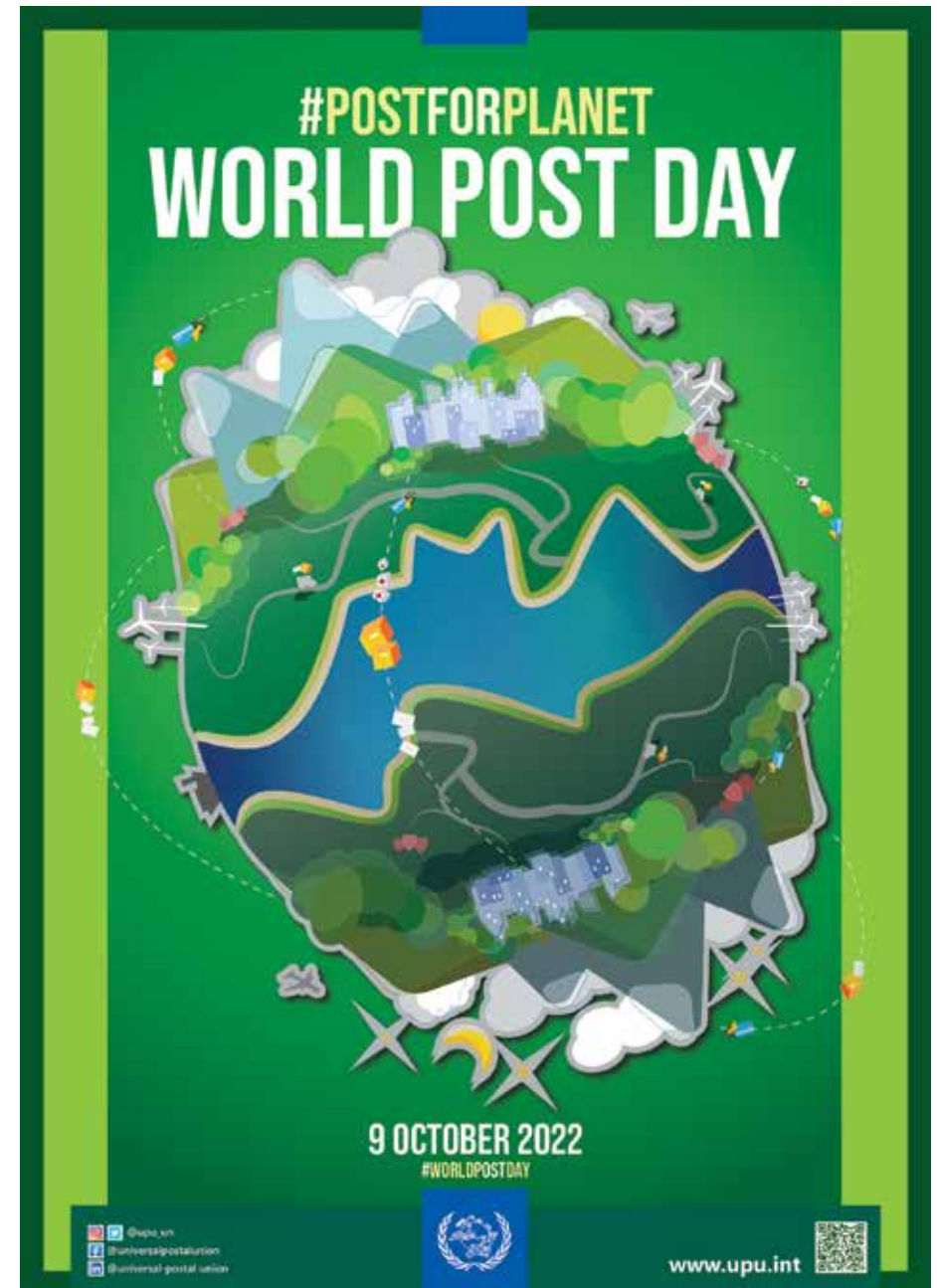
It would be impossible to portray them all these initiatives in one poster, so this year’s artwork represents a simplified visual message on the Post’s contribution to an environmentally sustainable future.

As the central image, the planet Earth features a clear distinction between night and day. Aside from representing contrast, night and day also represent continuity and evolution. On our spinning Earth, things are never idle; they are constantly moving and changing.

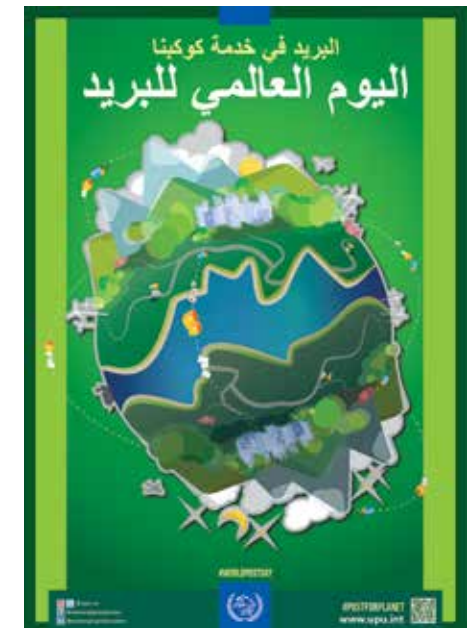
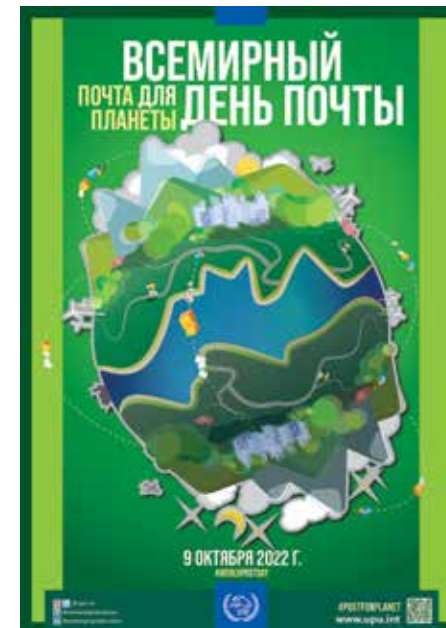
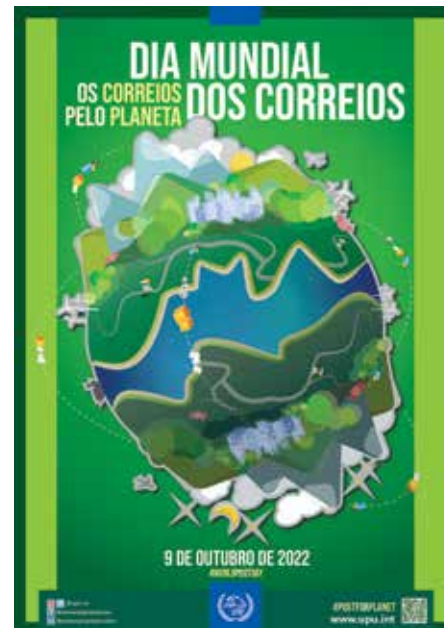
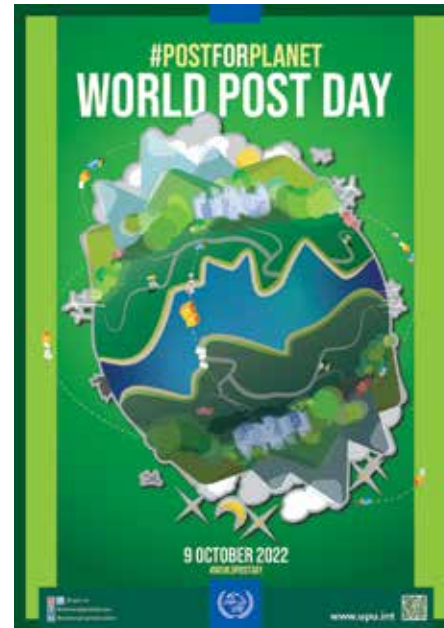
The Post has a presence everywhere on our planet. In this sense, dashed lines illustrate the connection between distant regions, where the Post can reach those in even the most remote places on our planet to offer a wide range of services to everyone.

The dominant colour featured in the design is green, which is often first associated with ecology or nature. But green also represents growth and renewal. In psychology, green is often interpreted as a colour associated with optimism, and in this case, it alludes to new beginnings.

Whether while delivering parcels and letters, or financial services, social and health services, or humanitarian aid, Posts are working to deliver more sustainably. The 2022 World Post Day design encourages Posts to continue leading by example in this pursuit.



POSTER



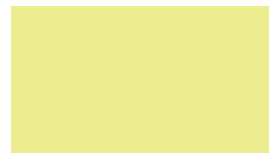
Available as print and web file in English, French, Spanish, Portuguese, Russian and Arabic.

Open file available for adaptation in other languages.

COLORS



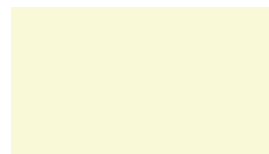
Kaitoke Green
HEX #01542B
CMYK 90/39/99/40



Wild Rice
HEX #ECED8E
CMYK 9/0/56/0



Sushi
HEX #8BC53F
CMYK 51/0/100/0



Citrine White
HEX #FAF8D5
CMYK 2/0/19/0

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

SOCIAL MEDIA KIT

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

#WORLDPOSTDAY

and

#POSTFORPLANET

Please tag UPU accounts in your posts:

 Twitter **@UPU_UN**

 Facebook **@universalpostalunion**

 LinkedIn **@universal-postal-union**

 Instagram **@upu_un**

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





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POSTAL
UNION

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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)