

# PosTransfer Corporate Design Manual



UPU

UNIVERSAL  
POSTAL  
UNION



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## Introduction

The Universal Postal Union (UPU) has launched a new collective trademark called PosTransfer to boost the profile of designated postal operators in the electronic postal payment market. The trademark is intended to be recognizable to customers worldwide and is solely owned by the UPU. This manual specifies how the trademark can be used in practice for marketing and communication purposes.

Members of the UPU's Postransfer Group are entitled to use the collective mark, subject to compliance with the relevant regulatory and contractual requirements set by the UPU. For more information, please contact the UPU's Postal Financial Services Programme at [pfs@upu.int](mailto:pfs@upu.int).

### About the Universal Postal Union

The UPU is an intergovernmental organization with 192 member countries and is mandated to ensure universal access to affordable public postal services of the highest standard. Established in 1874, it is the world's second oldest international organization and is a member of the United Nations family.

The global postal network is a formidable infrastructure through which essential public services are provided to millions of citizens and businesses. It enables the postal sector to play a critical role in fuelling countries' social and economic development.

Postal operators also provide financial, logistics and e-commerce services to countless customers to meet their evolving needs.

Today, the world's postal services process and deliver some 327.4 billion letters and 7.4 billion parcels annually using a worldwide network linked through state-of-the art technology and processes, maintained by 5.4 million staff. With some 680,000 establishments, this infrastructure constitutes the world's largest physical network.

# 1. Basic elements

## Logo

The logo must always consist of the PosTransfer emblem and its full name, in compliance with the trademark registration.

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### Colour version

If possible, the colour version of the logo should be used, as illustrated.

#### 4 Colours CMYK



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#### 2 Colours Pantone



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### Spelling convention

When mentioning the collective mark in a body of text by name, it should be written **PosTransfer**. If the product name is written in small caps, it should be written **PosTRANSFER**

When using upper- and lower-case letters, the T is capitalized. All fonts may be used.

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### Black use

Linear logo, black use.

For use only on bright backgrounds.

#### 1 Colour Line Art



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### Negative use

Linear logo, negative use.

Only use on dark backgrounds.

If possible, the white logo should only be used on a blue or black background.

#### 1 Colour Line Art white





**Width**

The minimum logo width (e.g. for A6 or business cards) is 9.5 mm.



**Minimum clearance**

The minimum clearance (safety area) has been defined for the logo and must be adhered to (X = ½ height of the emblem).



Example:



**Colours**

The main basic colours are blue and orange. Wherever possible, these colours should be used as a design element to reinforce the uniform visual appearance of the logo.



**PosTransfer Blue**

**CMYK**  
100|70|0|0  
**RGB**  
0|80|160  
**HEX**  
#0050a0



**PosTransfer Blue**

**Pantone**  
647C



**PosTransfer Orange**

**CMYK**  
0|45|90|0  
**RGB**  
245|157|36  
**HEX**  
#f59d24



**PosTransfer Orange**

**Pantone**  
1235C



Valais/Wallis Promotion  
Herr Bruno Huggler  
Rue Pré Fleuri 6  
Postfach 1469  
1951 Sion

**Subject**

Dear Mr. Miller

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete analysis of the system, and expound the actual teachings of the great explorers, the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?

Best regards  
Universal Postal Union  
Ms. Fella Rabbahi



## 2. Stationery

### Letterhead



Postal Service A  
Example Byline

Washington street 4  
PO Box 312  
9402 Phnom Penh  
CAMBODIA

Valais/Wallis Promotion  
Mr. Tom Miller  
Rue Pré Fleuri 6  
Postfach 1469  
1951 Sion

**Subject**


Dear Mr. Miller

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?

Best regards  
Universal Postal Union

Ms. Hanna Example

### Envelope C6/5



Postal Service A  
Example Byline

Washington street 4  
PO Box 312  
9402 Phnom Penh  
CAMBODIA

### Business cards



Postal Service A  
Washington street 4  
9402 Phnom Penh  
CAMBODIA

**Henry Example**

T +41 44 853 40 57  
M +41 78 897 80 33  
henry.example@upu.int





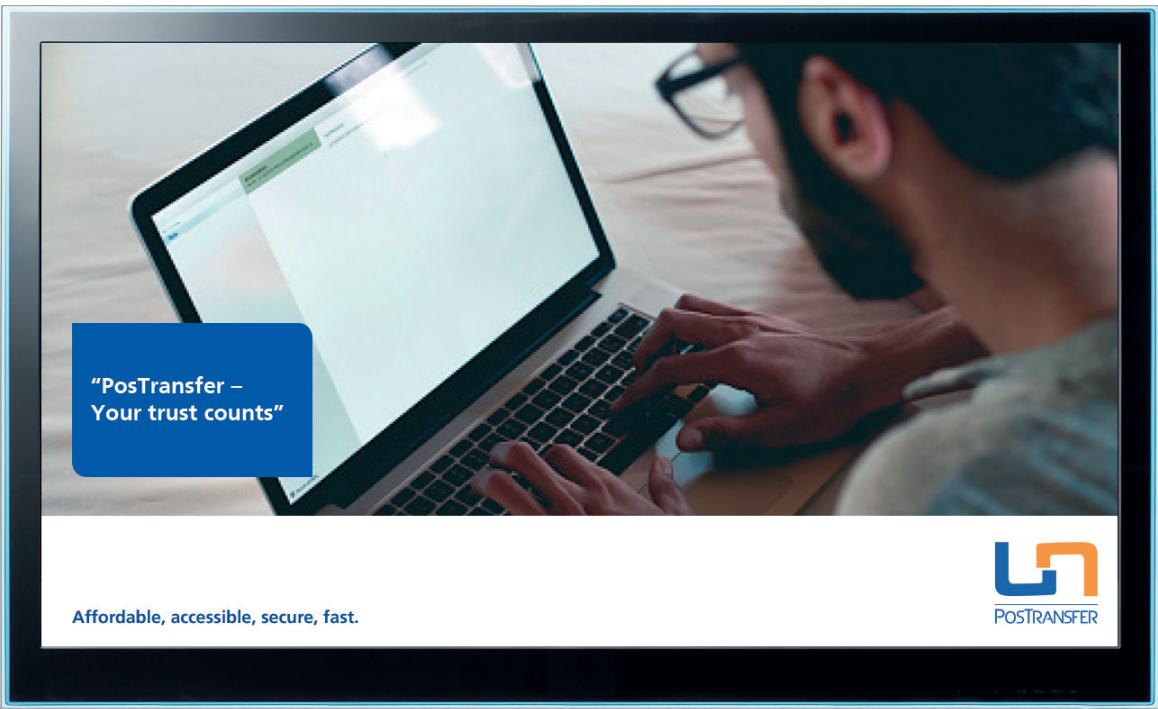


### 3. Digital media

App and splash screen samples

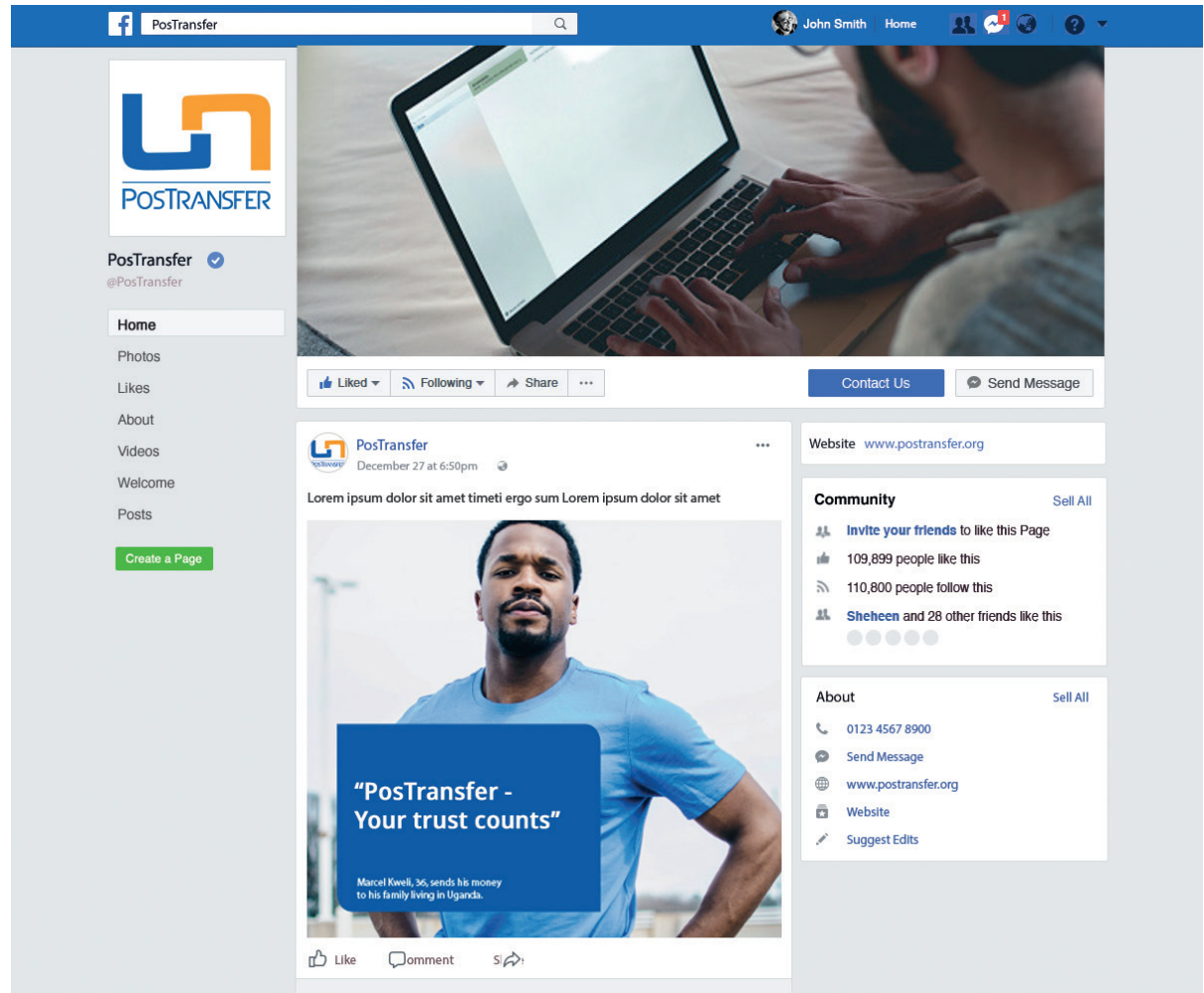


Digital screen display





Social media samples



## 4. Signage

### Sign samples





## “PosTransfer – Your trust counts”

Quoc Pham, 22, sends his money  
to his family living in Vietnam.

PosTrasfer aqui doluptaquam isque ides mo que eiciisi tatempor recus consectetur  
aniteni ducllatur sunturibus et harum ut quia natecatur, ut acimolendias sinveniet  
veliciam eaturita quit.

<Logo 1> <Logo 2>

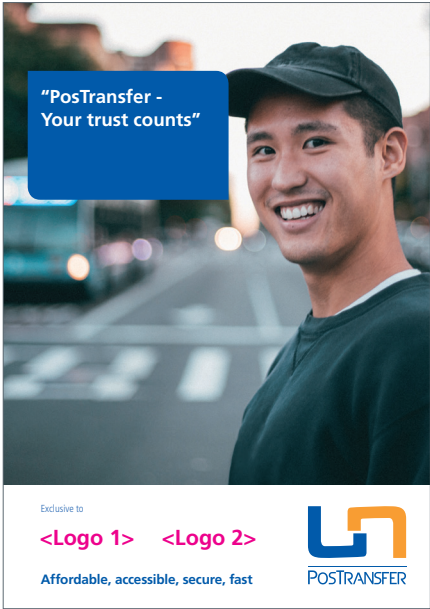
Affordable, accessible, secure, fast





# 5. Flyer, posters and roll-ups

## Sample flyer

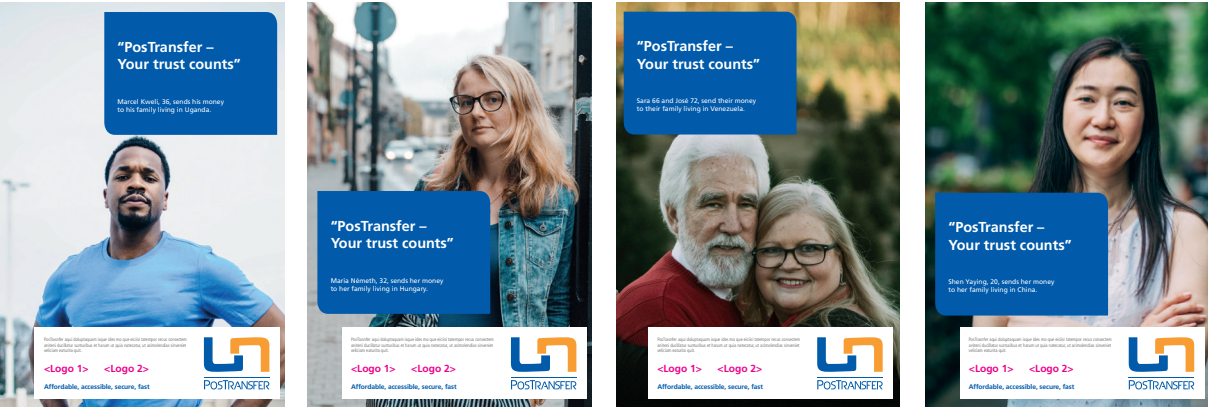


PosTransfer flyer front



PosTransfer flyer back

## Sample poster



Sample roll-up display



## 6. Promotional products

### Merchandising material

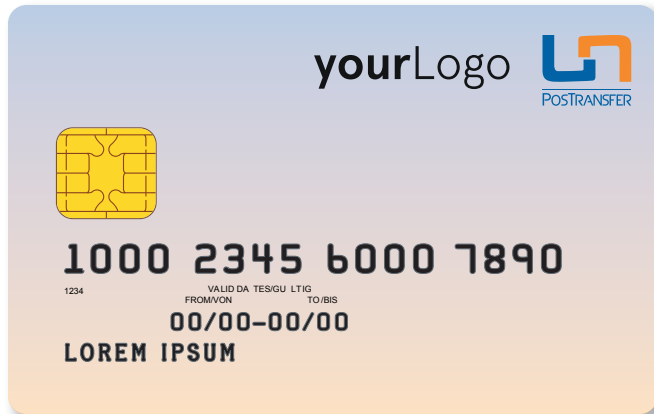


### Postcard A6



## 7. Special applications

### Creditcard sample



**Minimum logo size**  
11.5 mm x 9.5 mm

**Background (suggested)**  
Pattern (lines) in the PosTransfer colours  
blue and orange.

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### Contact

Postal Financial Services Programme  
Universal Postal Union  
International Bureau  
Weltpoststrasse 4  
PO Box 312  
3000 BERNE 15  
SWITZERLAND

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