



VISUAL GUIDE



USE OF THE LOGO ON WHITE
AND VIBRANT BACKGROUNDS





THEME

THEME

**150 years of enabling communication
and empowering peoples across nations**

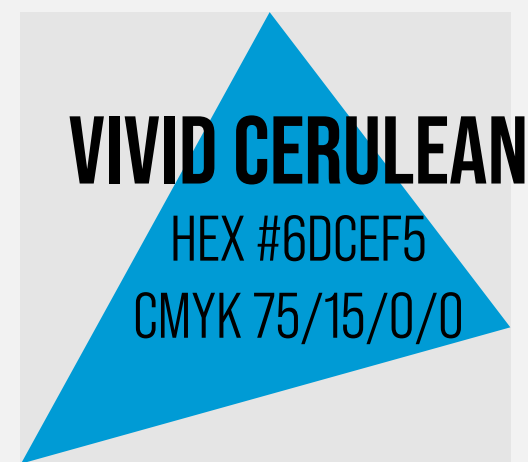
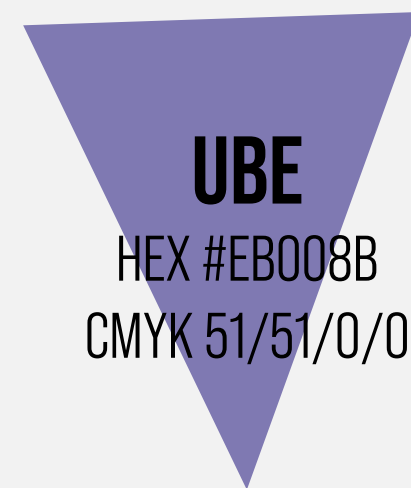
#UPU150



COLOURS

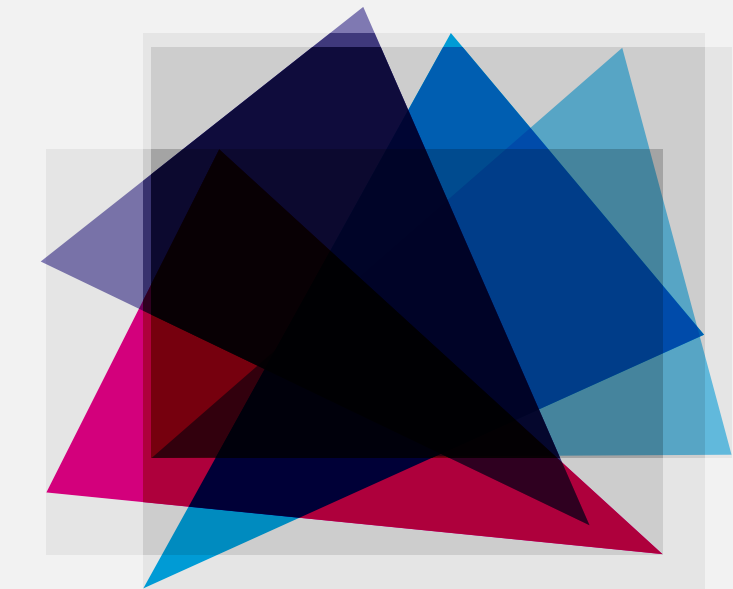
COLOURS

HIGHLIGHT COLORS



LOWLIGHT COLOURS

is achieved by combining highlight colors with a 'multiply' blending mode set at a specific opacity level.





SYMBOLIC INTERPRETATION

Celebrates UPU's
Past, Present,
Future

Symbolizes our
commitment to
diversity and
inclusion

Embodies a
pledge to connect
communities and
promote hope,
progress,
and unity



150 YEARS of UPU
FONTS

FONTS

Primary font

BEBAS NEUE PRO BOLD

All Caps
Horizontal and Vertical scale at 100%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

1234567890

Secondary font

SEGOE UI

Horizontal and Vertical scale at 100%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

абвгдежзийклмнопрстуфхцчшщъыьэюя

1234567890



SOCIAL MEDIA KIT

SOCIAL MEDIA KIT

We warmly invite posts and other partners to share their content and join us in celebrating the 150th anniversary of UPU.

Please use the hashtag

#UPU150

Please tag UPU accounts in your posts:

-  **@UPU_UN**  **@upu_un**
-  **@universalpostalunion**  **@universal-postal-union**
-  **@universal_postal_union**  **@universalpostalunion**

More information, social media cards, and sample messaging can be found on the UPU Trello Board





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You can also follow **#UPU150** activities and events via social media!

 *English channel* @upu_un | *French channel* @upu_onu  @upu_un  @universalpostalunion  @universal-postal-union  @universal_postal_union  @universalpostalunion