

MaltaPost Press Pack



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This document is a guide to the brand communication style of MaltaPost.

It explains all the MaltaPost stands for and how this is to be expressed through its communication. This guide should be followed when commissioning, designing or delivering any kind of communication.



1. MaltaPost's Network



1.1 Post Offices

1.1 Post Offices

HEAD OFFICE - MARSA

305, Qormi Road,
Marsa, MTP 1001

HEAD OFFICE BULK - MARSA

305, Qormi Road,
Marsa, MTP 1001

BIRKIRKARA

58, Valley Road,
Birkirkara, BKR 9013

BIRŻEBBUĠA

48, Żarenu Dalli Street,
Birżebbuġa, BBG 1522

BORMLA

Block 14, Fuq San Pawl,
Bormla, BML 1910

FLORIANA

4, San Kalcidonju Street,
Floriana, FRN 1520

GĦAJNSIELEM

Post Office, J. F. De Chambrai Street,
Għajnsielem, GSM 1051

GĦARB

Post Office, Visitation Street,
Għarb, GRB 1044

GŻIRA

21, Meme' Scicluna Square,
Gżira, GZR 1120

ĦAMRUN

18, Old Railway Street,
Ħamrun, ĦMR 1900

KALKARA

Post Office, SmartCity Malta,
Building SCM 01 Level G,
Ricasoli, Kalkara, SCM 1001

LIJA

2, Mikielang Borg Street,
Lija, LJA 1440

LUQA

11, Dun Ġulju Muscat Street,
Luqa, LQA 1450

Malta International Airport,
M.I.A. Hall,
Luqa, LQA 5001

MELLIEĦA

100, New Mill Street,
Mellieħa, MLĦ 1107

MOSTA

Civic Centre, Constitution Street,
Mosta, MST 9059

MSIDA

University Campus,
Msida, MSD 2080

NADUR

13, North Street,
Nadur, NDR 1220

NAXXAR

Civic Centre, 21st September Avenue,
Naxxar, NXR 1018

PAOLA

Civic Centre,
Antoine de Paule Square,
Paola, PLA 1266

PIETA'

Post Office, Gwardamanga Hill,
Pieta', PTA 1310

QORMI

207, Victory Street,
Qormi, QRM 2504

RABAT

Civic Centre, St. Rita Street,
Rabat, RBT 1001

SAN ĠWANN

95, Naxxar Road,
San Ġwann, SGN 9031

ST. PAUL'S BAY

6, Dolmen Street,
Buġibba, St. Paul's Bay SPB 2400

511, St. Paul Street,
St. Paul's Bay, SPB 3417

ST. JULIANS

Lombard Bank, Paceville Avenue,
Paceville, St. Julians, STJ 3155

SLIEMA

118, Manwel Dimech Street,
Sliema, SLM 1055

39, Sir Adrian Dingli Street,
Sliema, SLM 1055

SWIEQI

Civic Centre, G. Bessiera Street,
Swieqi, SWQ 2261

VALLETTA

Dar l-Annona, Castille Square,
Valletta, VLT 1060

75, Old Bakery Street,
Valletta, VLT 1458

Malta Postal Museum,
135, Archbishop Street,
Valletta, VLT 1444

25, South Street,
Valletta, VLT 1102

VICTORIA

3, Republic Street,
Victoria, VCT 1010

XAGHRA

132, Race Course Street,
Xaghra, XRA 2013

ŻABBAR

Civic Centre, Convent Street,
Żabbar, ZBR 1351

ŻEBBUĠ

Post Office, Sciortino Street,
Żebbug, ZBG 1962

ŻEJTUN

37, St. Lucian Street,
Żejtun, ZTN 1834

ŻURRIEQ

8, St. Catherine Street,
Żurrieq, ZRQ 1088



1.2 Sub-Post Offices

1.2 Sub-Post Offices

ATTARD

76, Higher Grades Stationery,
Kananea Street,
Attard, ATD 2703

BIRGU

Step In,
Victory Square,
Birgu, BRG 1300

BIRKIRKARA

84, Landau Stationery,
Dun Gejtanu Mannarinu Street,
Birkirkara, BKR 9085

94, Oreana Stationery,
L. Casolani Street,
Birkirkara, BKR 4532

D Spiral Stationery,
Victory Street,
Birkirkara, BKR 2691

DINGLI

6, Welcome Bazaar,
Frenč Abela Square,
Dingli, DGL 1081

FGURA

Happy Kids Stationery,
St. Thomas Street,
Fgura, FGR 1608

FLORIANA

Future Focus,
9, L-Imħażen Street,
Floriana, FRN 1118

GHARGHUR

Aquavel,
St. Bartholomew Street,
Għargħur, GHR 1014

GĦASRI

Kunsill Lokali Għasri,
6, Dun Karm Caruana Street,
Għasri, GSR 1021

GĦAXAQ

4, Marchams,
Wesgħa Bir id-Deheb,
Għaxaq, GXQ 1651

GUDJA

CND Stationery
144, Tower Avenue,
Gudja, GDJ 1704

GŻIRA

85/87, Squire Bookshop,
Manwel De Vilhena Street,
Gżira, GZR 1016

IKLIN

Iklin Stationery,
89, Ċensu Busuttill Street,
Iklin, IKL 1201

KALKARA

68, Troy DVD Rentals,
Archbishop Gonzi Square,
Kalkara, KKR 1510

KERĊEM

Kerċem Local Council,
Orvieto Square,
Kerċem, KCM 1360

MARSASCALA

Needz Stationery,
Vajrita Street,
Marsascala, MSK 3325

MELLIEĦA

Tunny Net Souvenir Shop,
Marfa Road,
Mellieħa, MLH 9063

51, G. Borg Olivier Street,
Mellieħa, MLH 1024

MQABBA

12, Alessio's Old Cottage,
Parish Street,
Mqabba, MQB 1511

QRENDI

Papel Stationery,
Triq is-Salvatur,
Qrendi, QRD 1701

SAN ĠWANN

6, S.G.S.,
Feliċ Borg Street,
San Ġwann, SGN 2040

SAN LAWRENZ

22A, San Lawrenz Local Council,
Our lady of Sorrows Street,
San Lawrenz, SLZ 1261

SANTA LUĊIJA

Willand Bargain Store,
Dun M. Mifsud Street,
Santa Luċija, SLC 1441

SANTA VENERA

C@C,
Fleur-De-Lys Junction,
Santa Venera, SVR 1580

SIGĠIEWI

Many Things,
Triq il-Knisja l-Qadima,
Sigġiewi, SGW 1704

SLIEMA

7, Malton,
Ċensu Scerri Street, Tigne,
Sliema, SLM 3062

ST. PAUL'S BAY

Paul's Arcade,
Kaħli Street,
St. Paul's Bay, SPB 3015

TARXIEN

16/17, Forex,
Market Square,
Tarxien, TXN 1951

TA' XBIEX

Fleet Stationery,
Testaferrata Street,
Ta' Xbiex, XBX 1402

2. Identity Basics



2.1 Brand Assets



2.1.1 Primary Logo

As much as possible this logo must be used on a white background and should appear like so.



2.1.2 Logo on Coloured Background

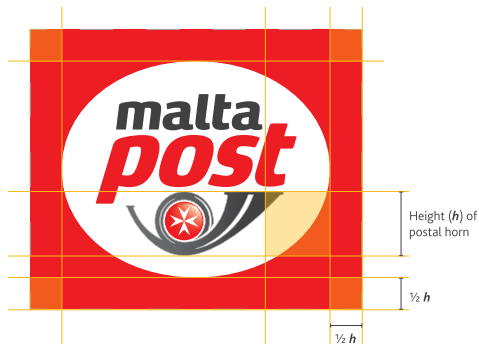
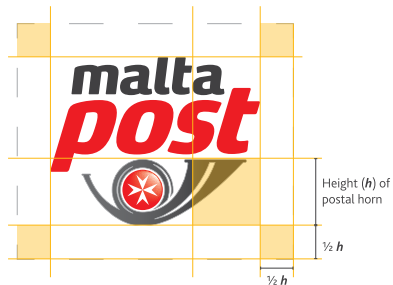
When featured on a coloured background, the logo must be surrounded with white space and enclosed in an ellipse.



2.1.3 Logo Clear Space

When featuring the MaltaPost logo on any material, it is important that a clear space area is established around the logo in order to avoid other elements encroaching on the logo.

This area is calculated by taking the 'h' height of icon and using the measurement to create a perfect square. Half of that 'h' height is then used as a clear area around the entire logo (marked here as $\frac{1}{2} h$ of icon)



2.1.4 Logo Variations

The MaltaPost logos can be used in full colour, grayscale or monotone (positive or negative).

This is the correct representation of both logos, and are only to be used as such.

To download click on the logo you require.

4-colour (CMYK) Most printed applications	Digital (RGB) Online & digital applications	2-colour (Solid) When printing and use pantone	Grey scale When printing in one colour	Monotone On industrial design such as embroidery
 MP_PRIM_4Col_KR.eps	 MP_PRIM_RGB_KR.eps	 MP_PRIM_2Col_K+485_KR.eps	 MP_PRIM_1Col_K.eps	 MP_PRIM_Flat_K.eps
 MP_OVAL_4Col_KRW.eps	 MP_OVAL_RGB_KRW.eps	 MP_OVAL_2Col_K+485_KRW.eps	 MP_OVAL_1Col_KW.eps	 MP_OVAL_Flat_KW.eps
				 MP_OVAL_Flat_Reversed_K.eps

2.1.5 Primary Logo - What to Avoid



Do not stretch or skew the company name and icon.



Do not crop the logo and always remember to retain the clear space area.



Do not add a shadow to the company name and icon.



Do not change the colour of the company name and do not place this logo on a coloured background.



Do not move the alignment of the icon or company name.



Do not lighten the colours of the logo. The grey should be in 90% black and the red should be kept at Pantone 485



Do not place the logo on a fancy background.



Do not add an outline to the logo's text and icon.



Always remember to maintain the logo's clear space as indicated on page 13.



Do not change elements in the logo.

2.1.6 Logo on Coloured Background – What to Avoid



Do not stretch or skew the ellipse surrounding the logo.



Do not encase the logo in any other border other than the ellipse.



Do not give the ellipse a shadow.



Do not fill the ellipse in any other colour but white.



Do not move the alignment of the logo and ellipse.



Do not change colours of the logo. The grey should be in 90% black and the red should be kept at Pantone 485. The empty space inside the ellipse should be kept white.



Do not re-size elements in the ellipse. The icon must keep its proportions and should be in proportion with the company name.



Do not place a border around the ellipse.



Always remember to maintain the logo's clear space as indicated on page 13.



Do not change elements in the logo.

3. Official Imagery



3.1 Official Imagery - MaltaPost Vehicles



[Download Image](#)



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3.2 Official Imagery - MaltaPost Vehicles - Vintage



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3.3 Official Imagery - MaltaPost Uniform



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3.4 Official Imagery - MaltaPost Premises



[Download Image](#)



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3.5 Official Imagery - MaltaPost Letterbox



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3.6 Official Imagery - Letters



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4. Contacts

4.1 **Contacts**

Customer Experience Department

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Customer Experience Department,
305, Qormi Road,
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