



MaltaPost Debuts its new image

MaltaPost has unveiled its new branding with a new logo and returned to its former colours of red and black.

“Maltapost has adopted a new red and black logo to represent traditional values with a fresh outlook in both appearance and spirit,” said Joseph Gafà, CEO at MaltaPost p.l.c. during a Press Conference at the post office in San Gwann. “Other than giving a whole new image to the company throughout the rebranding, we have also refurbished nearly all the post offices in Malta and Gozo and we are today inaugurating the San Gwann post office. We are also aware of the need for continuous review, not only of our processes and operations but also in our appearance and image,” he continued.

The adoption of MaltaPost’s new logo is the result of an extensive internal exercise following a study of processes, vision and strategy for future growth. As the national postal operator, MaltaPost remain sensitive to our role in the community and are constantly committed to fulfill our duties throughout Malta and Gozo. The logo will be introduced gradually over a period of time.

The return to our former corporate colours are intended to match with the iconic red and black pillar boxes present throughout the island and are a reflection of the importance MaltaPost gives to its legacy. The new emblem captures MaltaPost’s core values and reflects the intention of entering and developing new markets and services by taking advantage of opportunities as they arise. MaltaPost is also rebranding its various products and services; ‘post it’, ‘pay it’, ‘buy it’, ‘collect it’, ‘organize it’, ‘courier it’, ‘deliver it’, ‘manage it’ and ‘market it’.

The emblem is also easily identifiable amongst the international market place and is in compliance with the logos of many other postal operators.

MaltaPost tiddebutta b' dehra ġdida

MaltaPost nediet il-branding il-ġdid tagħha, b' logo ġdid fejn qed tmur lura għall-kuluri li kienet tħaddan fil-passat; l-aħmar u l-iswed.

“MaltaPost adottat logo aħmar u iswed ġdid li jirrappreżenta l-valuri tradizzjonali bi prospetti ġodda, kemm fid-dehra kif ukoll fl-ispirtu,” qal Joseph Gafà, is-CEO tal-MaltaPost p.l.c. waqt konferenza stampa fl-uffiċju postali ta' San Ġwann. “Barra li qed nagħtu dehra ġdida lill-kumpanija kollha permezz tar-rebranding, qed nagħmlu wkoll tiġdid fl-uffiċji postali kollha ta' Malta u Għawdex u llum qed ninawguraw l-uffiċju postali ta' San Ġwann. Aħna wkoll konxji mill-bzonn ta' revizioni kontinwa, mhux biss fil-proċessi u fl-operat imma wkoll fl-immagħni tagħna.” komplà Gafà.

L-addozzjoni ta' logo ġdid mhix sempliciment bidla kosmetika – hija riżultat ta' eżercizzju intern estensiv li nkluda studju ta' proċessi, vizjoni u strategija għall- tkabbir futur. Bħala l-operatur postali nazzjonali, aħna nibqgħu sensitivi għar-rwol li għandna fil-komunita` u aħna mpenjati sabiex nwettqu d-dmir tagħna madwar Malta u Għawdex. Il-logo se jkun introdott ftit ftit tul perjodu ta' żmien.

Ir-ritorn għall-kuluri preċedenti hu maħsub sabiex jikkumplimenta l-aħmar u l-iswed tal-kaxxi ta' l-ittri emblematici li għandna madwar il-gzejjer tagħna. Dan ukoll huwa riflessjoni ta' l-importanza li MaltaPost tagħti lill-wirt tagħha. L-emblema l-ġdida tinkorpora l-valuri principali tagħna, u tirrifletti l-intenzjoni li niżviluppaw u nidhlu fi swieq u servizzi ġodda billi tiegħu vantaġġ minn opportunitajiet li jinholqu. MaltaPost qed tniedi wkoll rebranding fuq il-prodotti u servizzi varji tagħha; 'post it', 'pay it', 'buy it', 'collect it', 'organize it', 'courier it', 'deliver it', 'manage it' and 'market it'.

L-emblema l-ġdida hija wkoll faċilment identifikabbli fis-suq internazzjonali u konformi mal-logos ta' ħafna operatori postali internazzjonali oħra