



**Launch of COP28 Stamp design
in collaboration with the
Ministry of Culture and Youth**

AGENDA



- **Initiative Brief**
- **Objectives**
- **Terms and Conditions**
- **Stamp Details and Guidelines**
- **How to Register and Submit Designs**
- **Awards**

- **Stamps have great importance in the UAE in many aspects, such as documenting and expressing the country's culture, as well as promoting tourism and trade.**
- **Stamps can feature images of tourist landmarks and business activities to attract visitors.**
- **Emirates Post Group Company (EPG) has partnered with the Ministry of Culture and Youth to launch an exciting initiative aimed at empowering and engaging young talents. The initiative invites youth to design a commemorative stamp in celebration of the UAE's hosting of the 28th annual Conference of the Parties to the UN Framework Convention on Climate Change 2023 (COP 28).**

OBJECTIVES



- **Provide a platform and encourage youth to actively contribute to meaningful community engagement.**
- **Empower youth, support their talents, and foster their participation in significant national events such as COP28.**
- **Promote youth participation and creativity in shaping the narrative of our nation through the launch of a stamp that is done by youth.**

TERMS AND CONDITIONS



- **Age should be between 15 and 35 years.**
- **Narrate the story behind the design.**
- **Ability to submit two design options with an explanation of the difference between them.**
- **Adherence to the specific principles of the UAE brand identity, encompassing protocols and values.**
- **The winning design will become the exclusive intellectual property of Emirates Post Group and cannot be used by any other entity.**
- **Refrain from publishing any design related to the competition on social media or otherwise before announcing the winner.**

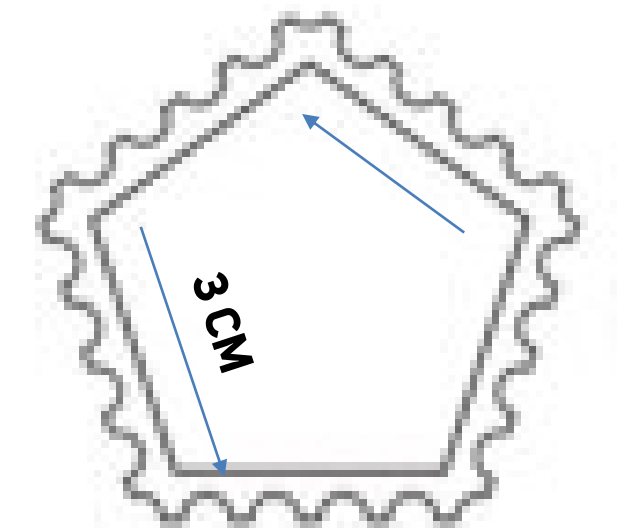
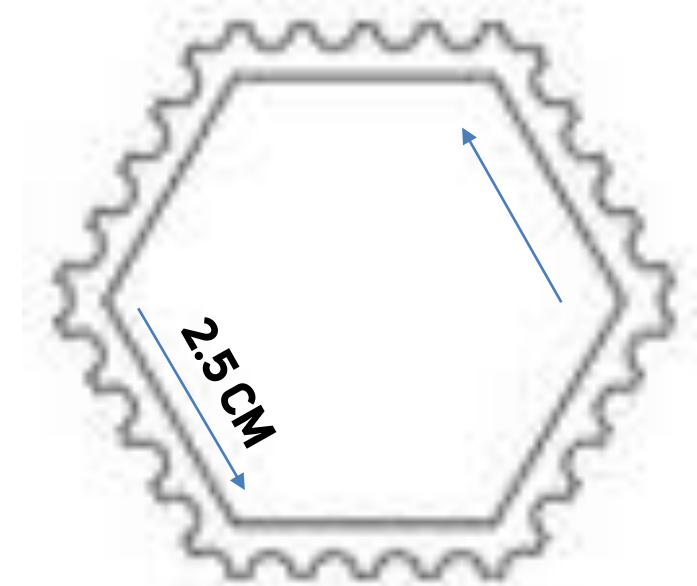
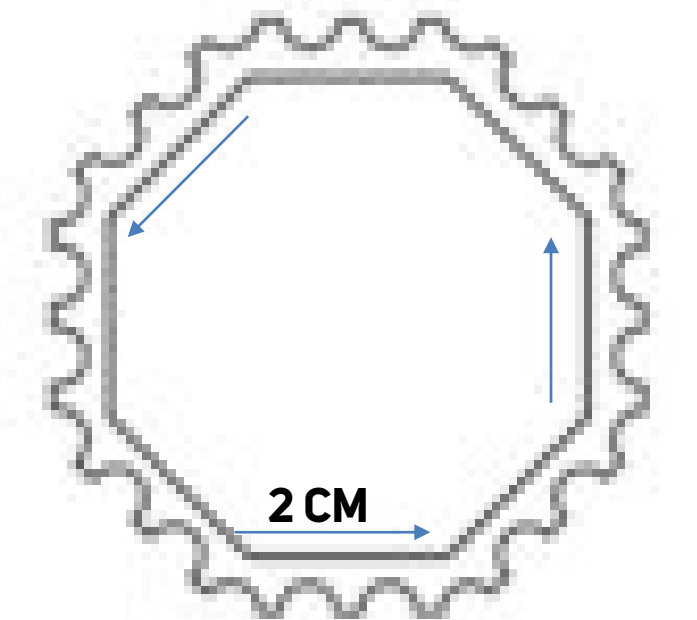
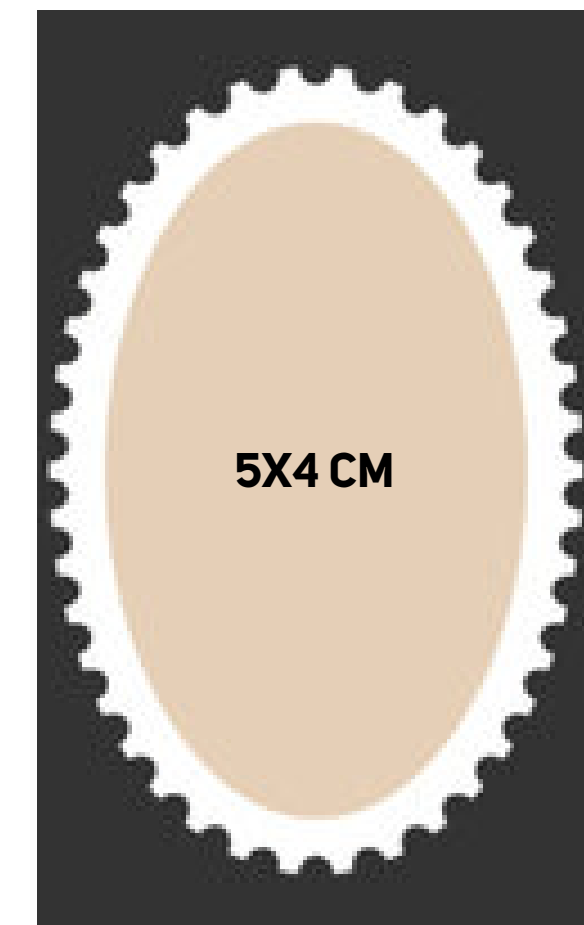
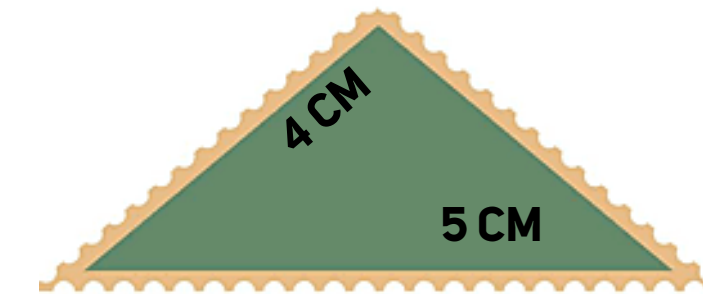
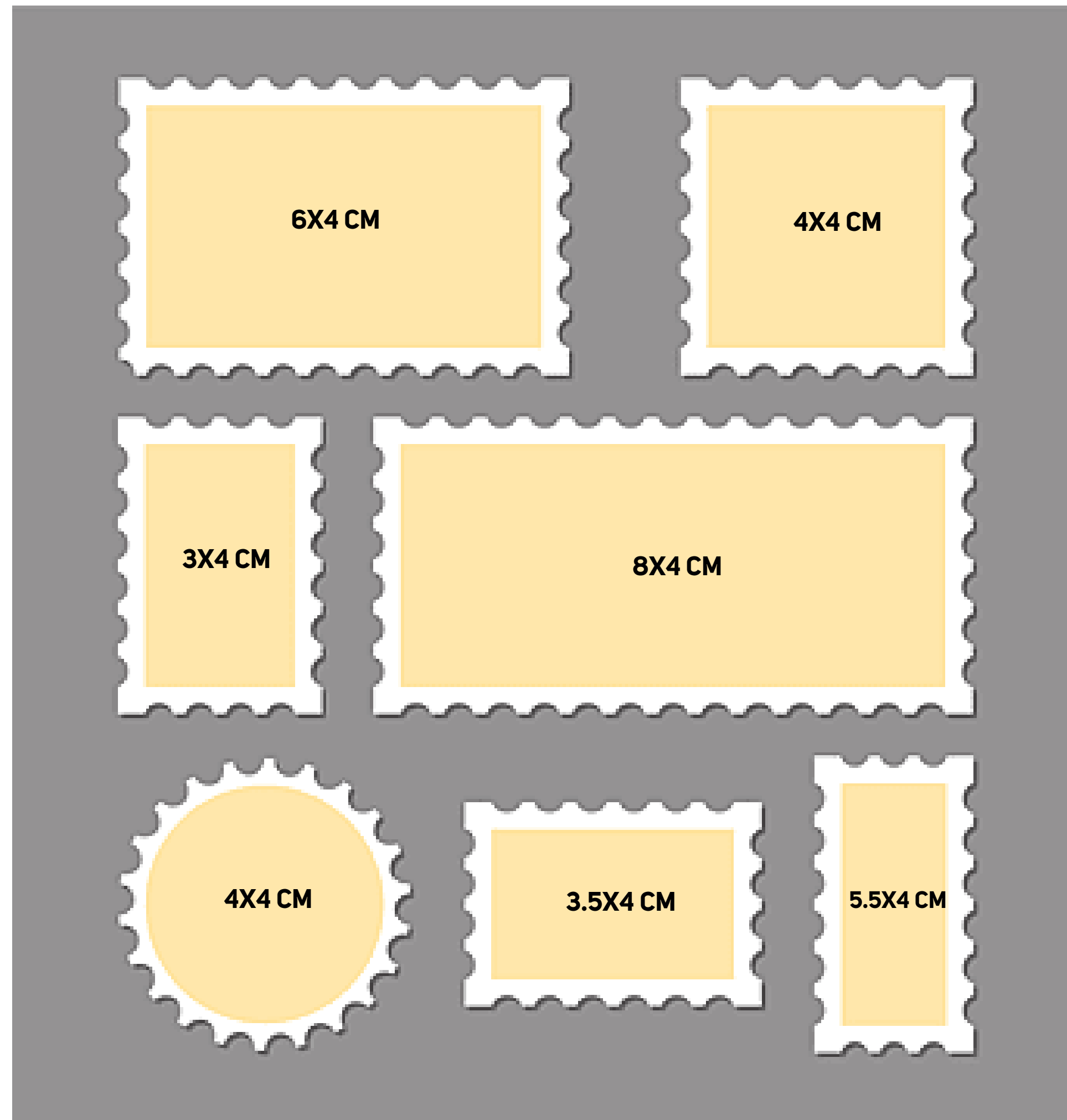
STAMP DETAILS AND GUIDELINES



What you need to know about stamp issuance:

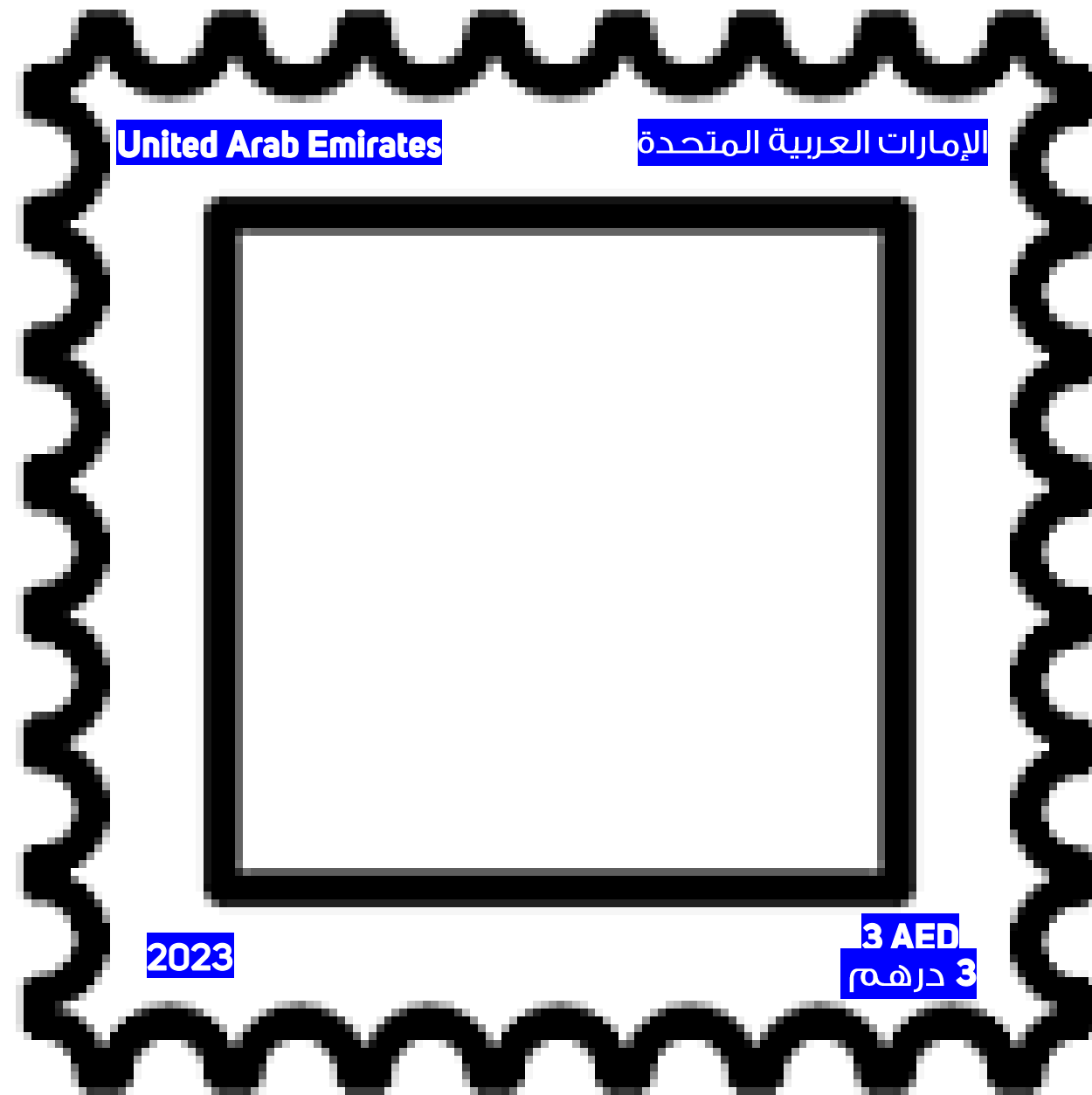
- **Dimensions and specifications of the stamp design.**
- **Postal Stamp Guidelines.**
- **Stamp Sheet Design Guidelines.**
- **First Day Cover Design Guidelines.**
- **Postcard Design Guidelines.**
- **Stamp Issuance Brochure Requirements.**
- **Dedicated Gifted Frame & Signatory Frame Design.**

DIMENSIONS & SPECIFICATIONS OF A STAMP



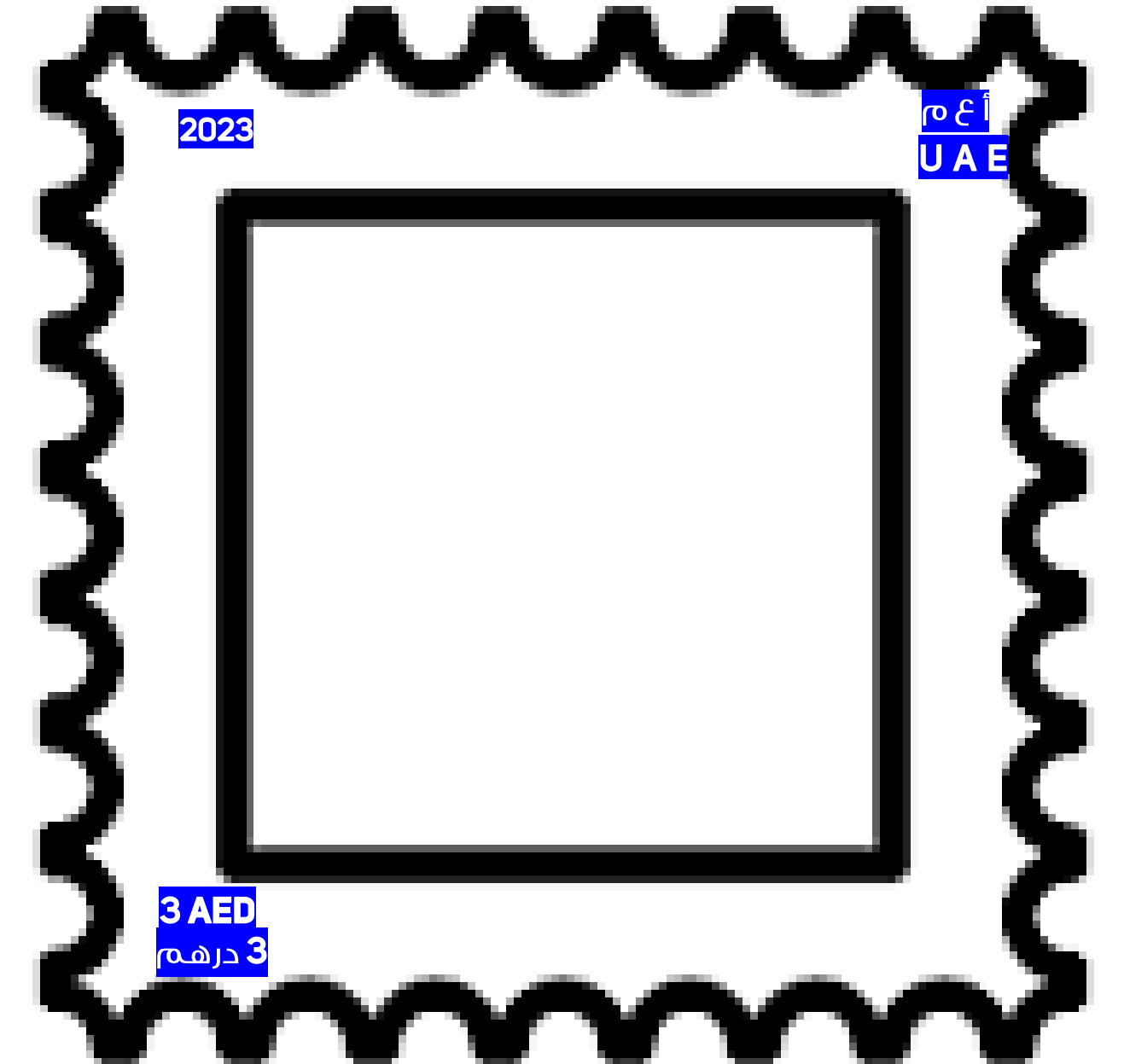
These are some of the officially approved and circulating design stamp sizes. It is possible to design other shapes according to the theme of the stamp and the capabilities of printing companies.

POSTAL STAMP GUIDELINES

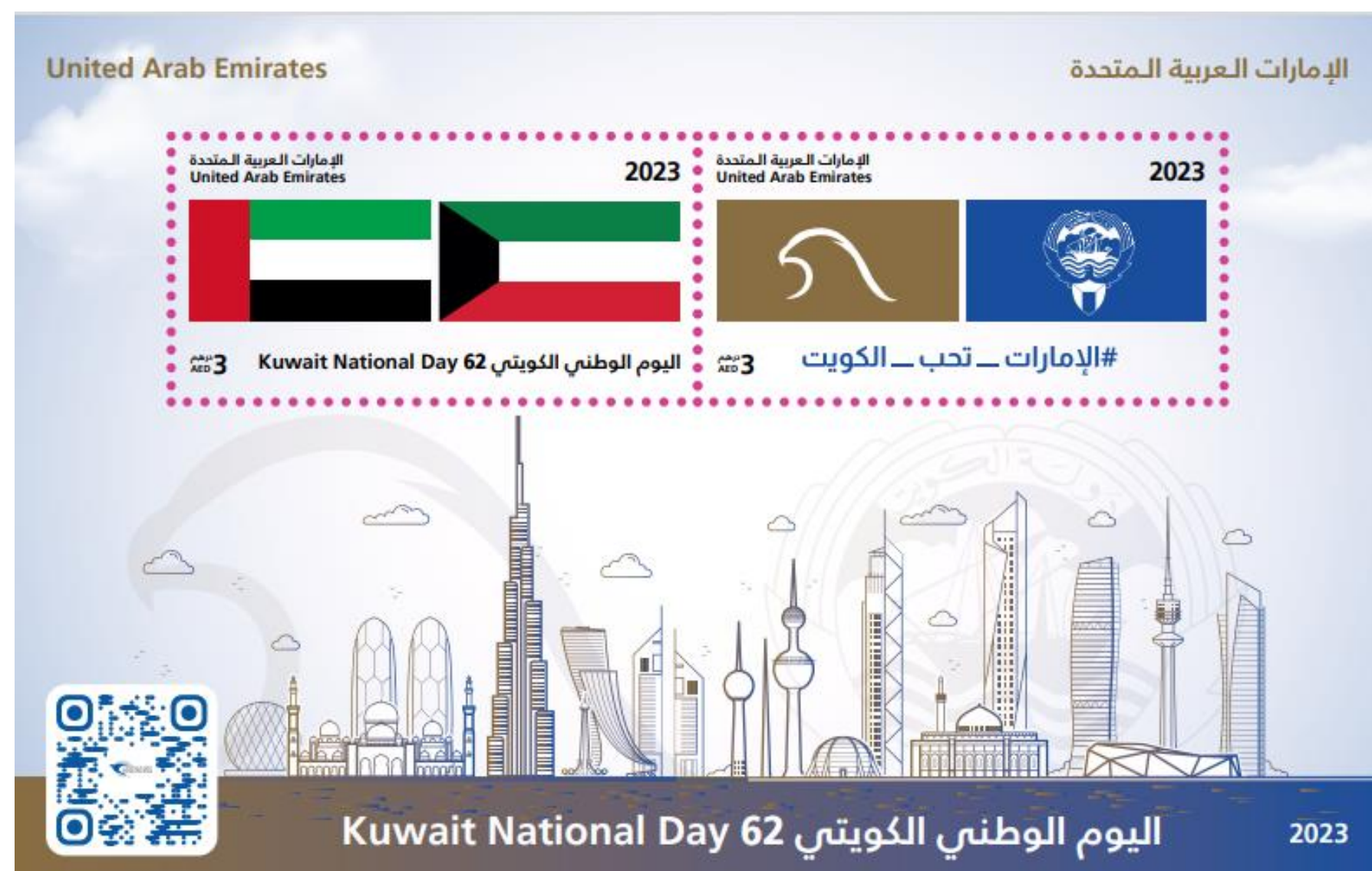


The following guidelines apply to all stamps regardless of proposed shapes and sizes:

- The full name or abbreviation of the United Arab Emirates (UAE) must be included, and it should be placed only at the top, as indicated.
- The price of the stamp will be specified by Emirates Post Group.
- The year of issuance should be included on the stamp, and other corner placements can be suggested.

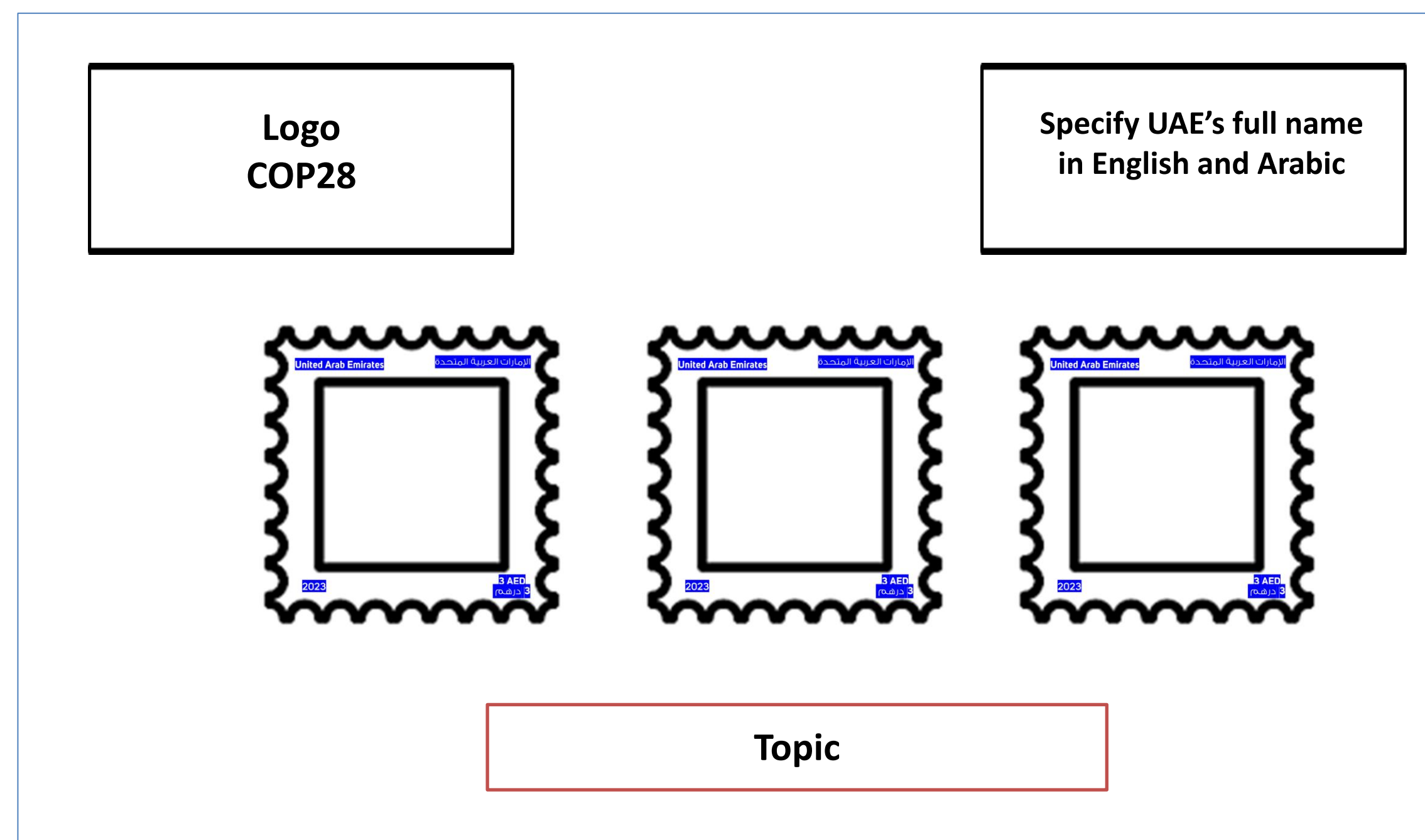


STAMP SHEET DESIGN GUIDELINES

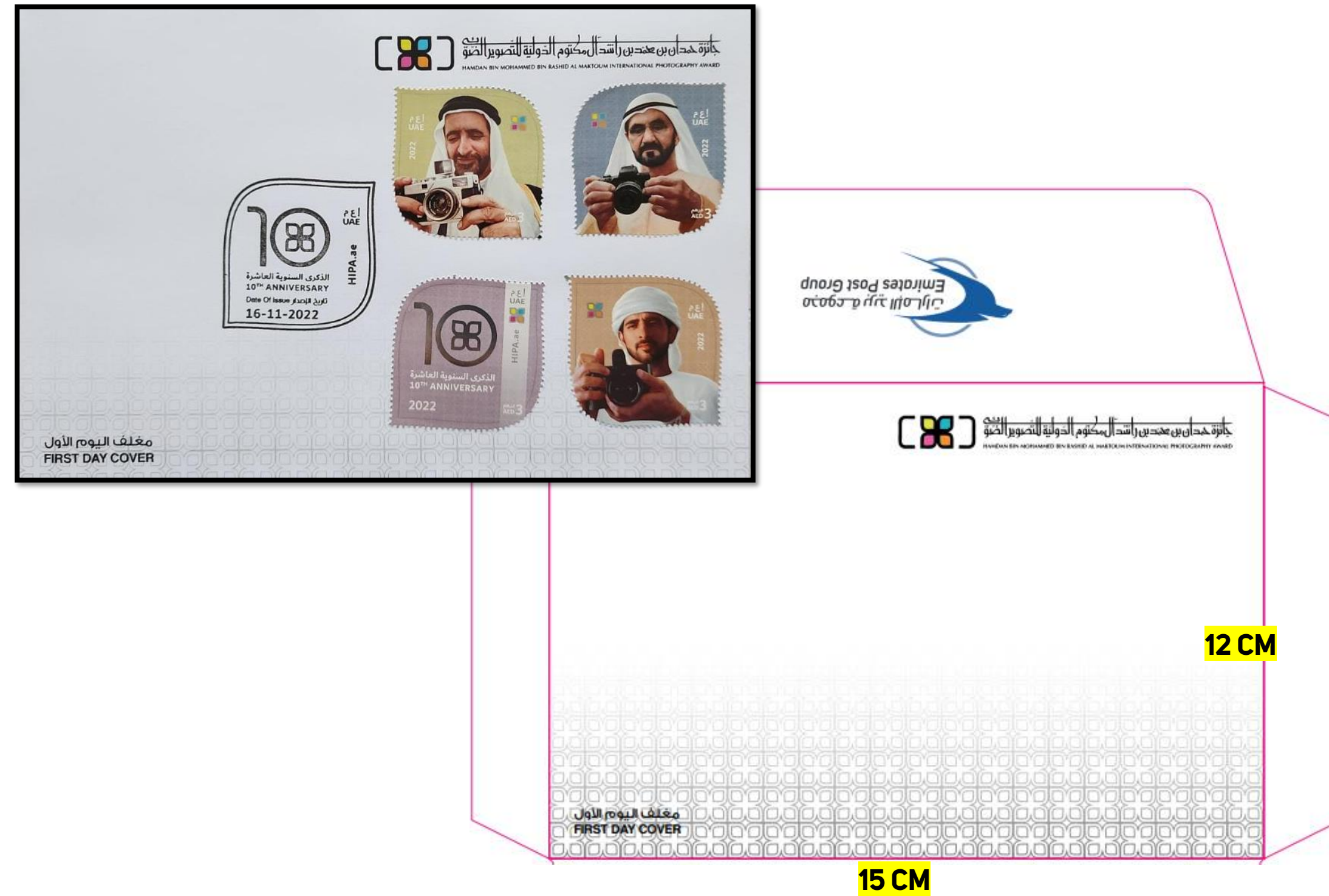


- The full name of the United Arab Emirates should be written in Arabic and English.
- Include the approved logo for COP28 in the stamp sheet.
- The theme of the issuance can be summarized or mentioned as the title.
- The page can be designed according to the size of the stamp and the proposed and approved number of stamps.
- The year of issuance should be placed at the bottom of the page.

(Examples of some pages on the left side)



FIRST DAY COVER DESIGN GUIDELINES



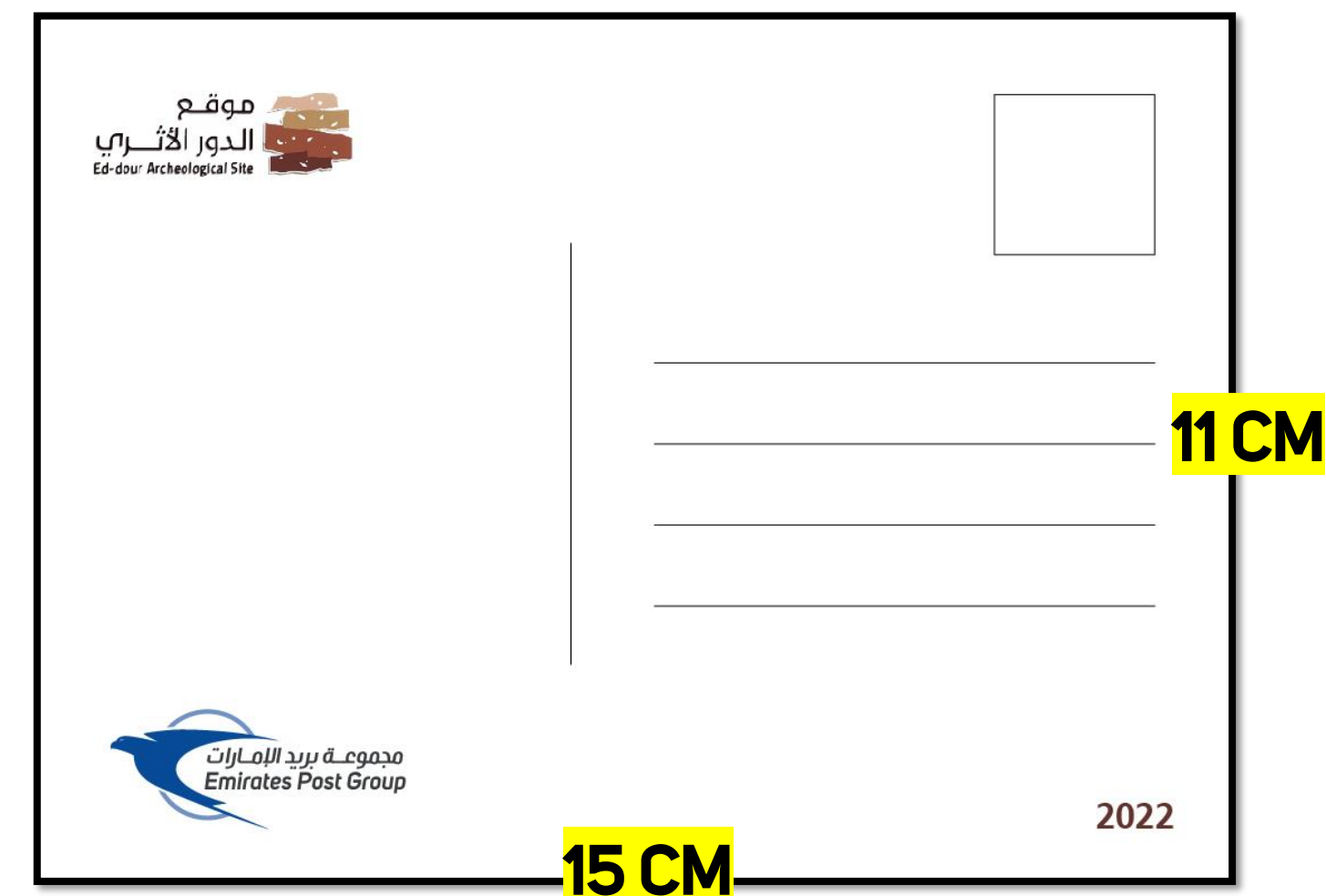
Examples of Cancellation Stamps issued according to various occasions and postal stamp issuances

المناسبات Occasions

- A first-day cover includes the postal stamp that has been issued and is considered essential for any postal stamp issuance.
- The mentioned dimensions of the first day cover (envelope) are subject to change based on the stamp design.
- A first-day 'cancellation stamp' is prepared as an essential attachment, using the official issuance date of the stamp.

POSTCARD DESIGN GUIDELINES

- The dimensions mentioned above are subject to change depending on the stamp design.
- The postcard is printed according to the nature of the subject issuance and with the approval of Emirates Post Group.
- It is mandatory to include the Emirates Post Group logo on the postcard.
- 500 to 1000 postcards are printed by Emirates Post Group.
- Emirates Post Group will print the postcard for the COP28 event.



STAMP ISSUANCE BROCHURE REQUIREMENTS



51st National Day
United Arab Emirates

In celebration of the United Arab Emirates' 51st National Day of the UAE's formation, Emirates Post Group issued a set of distinguished commemorative stamps.

Through this special issuance, Emirates Post Group aims to highlight the 51st National Day through its historical and cultural heritage. It also seeks to record this important era in the country's history and to honor its wise leaders for their guidance towards growth and progress. In addition, the collection is seen to contribute to strengthen unity and solidarity between the country's leadership and its people.

The 51st UAE National Day aims to:

- Celebrate the UAE's identity of rich culture, deeply rooted values, and unbound ambition,
- Showcase the everyday heroes of today to inspire future generations,
- Connect with and include everyone who calls the UAE home from different backgrounds and across the seven emirates.

The UAE has recorded many important and inspiring milestones and achievements in the fields of medicine and science, innovation and technology, governance and finance, tourism, education and social development, and art and culture. It also witnessed impressive economic and infrastructural revolutions, crowning the UAE as one of the leading investment hubs and tourist destinations in the world.

عيد الاتحاد
دولة الإمارات العربية المتحدة

احتفالاً بعيد الاتحاد الواحد والخمسين لتأسيس دولة الإمارات العربية المتحدة، أصدرت مجموعة بريد الإمارات مجموعة من الطوابع التذكارية المميزة.

وتهدف هذه المجموعة البريدية إلى تخليد ذكرى مرور 51 عاماً على تأسيس الدولة من خلال ترسيخ الإرث الحضاري والتاريخي وأرث هذه الحقبة المهمة من تاريخ الإمارات العربية المتحدة بقيادة حكامها وتوجيهاتهم السديدة في دفع مسيرة النمو والتقدم وتعزيز أواصر التلاحم والأخوة بين قيادة الوطن وشعبه.

ويهدف الاحتفال بعيد الاتحاد الواحد والخمسين لدولة الإمارات العربية المتحدة إلى:

- الاحتفال بهوية الإمارات العربية المتحدة المتمثلة في الثقافة الثرية والقيم الراسخة والطموح غير المفيد.
- عرض منجزى اليوم لإلهام الأجيال القادمة.
- شمل كل من يعتبر دولة الإمارات وطنه من شتى الخلفيات وعبر الإمارات السبع.

وقد سجلت دولة الإمارات العديد من الإنجازات والمخططات الملهمة في مختلف المجالات منها الطبية والعلمية والابتكار والتكنولوجيا والحكومة والمالية والسياحية والتعليمية، والتنمية الاجتماعية، والفنية، والثقافية. كما شهدت الدولة ازدهاراً اقتصادياً وعمارياً، حيث تم توجيهها كواحدة من أفضل الوجهات الاستثمارية والسياحية على الصعيد العالمي على حد سواء.

30 CM

21 CM

TECHNICAL DETAILS

Release Date:	02/12/2022	2022/12/02	تاريخ الإصدار:
Kind:	Commemorative	تذكاري	نوع الإصدار:
Subject:	UAE 51 st National Day	عيد الاتحاد 51	موضوع الإصدار:
Denominations:	AED 3 (Five different designs)	3 درهم (خمسة تصاميم مختلفة)	فئات الإصدار:
Size:	45x105 mm in sheets of 5 stamps	105x45 مم في صفحة من 5 طوابع	أبعاد الإصدار:
Designer:	Emirates Post Group in cooperation with The UAE 51 st National Day Working Team	مجموعة بريد الإمارات بالتعاون مع فريق عمل عيد الاتحاد الواحد والخمسين	مصمم الطابع:
Printing Method:	Offset Lithography	أوقست ليثوغراف	طريقة الطباعة:
Printer:	Oriental Printing Press - Bahrain	المطبعة الشرقية - البحرين	دار الطباعة:
Quantities:	AED 3 12,500	12,500 فئة 3 درهم	الكمية:
F.D.C.:	AED 17 1,000	1,000 فئة 17 درهم	مغلف اليوم الأول للإصدار:

التفاصيل الفنية

تاريخ الإصدار: 2022/12/02

نوع الإصدار: تذكاري

موضوع الإصدار: عيد الاتحاد 51

فئات الإصدار: 3 درهم (خمسة تصاميم مختلفة)

أبعاد الإصدار: 105x45 مم في صفحة من 5 طوابع

مصمم الطابع: مجموعة بريد الإمارات بالتعاون مع فريق عمل عيد الاتحاد الواحد والخمسين

طريقة الطباعة: أوقست ليثوغراف

دار الطباعة: المطبعة الشرقية - البحرين

الكمية: 12,500 فئة 3 درهم

مغلف اليوم الأول للإصدار: 1,000 فئة 17 درهم

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2022

- The stamp brochure should maintain the above mentioned dimensions.
- Emirates Post Group's logo must be included as well as the provision of a brief description of the stamp issuance itself (*purpose, idea behind the design, etc.*) in Arabic and English.

DEDICATED GIFTED FRAME & SIGNATORY FRAME



- Framed stamp design and signatory frame for gifting to be used by Emirates Post Group for the stamp launch event.
- Frame design must adopt the official dimensions of 70cm by 90cm.
- The frame designs must include a brief description of the issuance's subject in Arabic and English (*same as in the brochure*).
- The signature space placement can be before the description or after.
- In this instance, logos of Emirates Post Group and COP28 must be included.



90 CM

70 CM

CHECK LIST

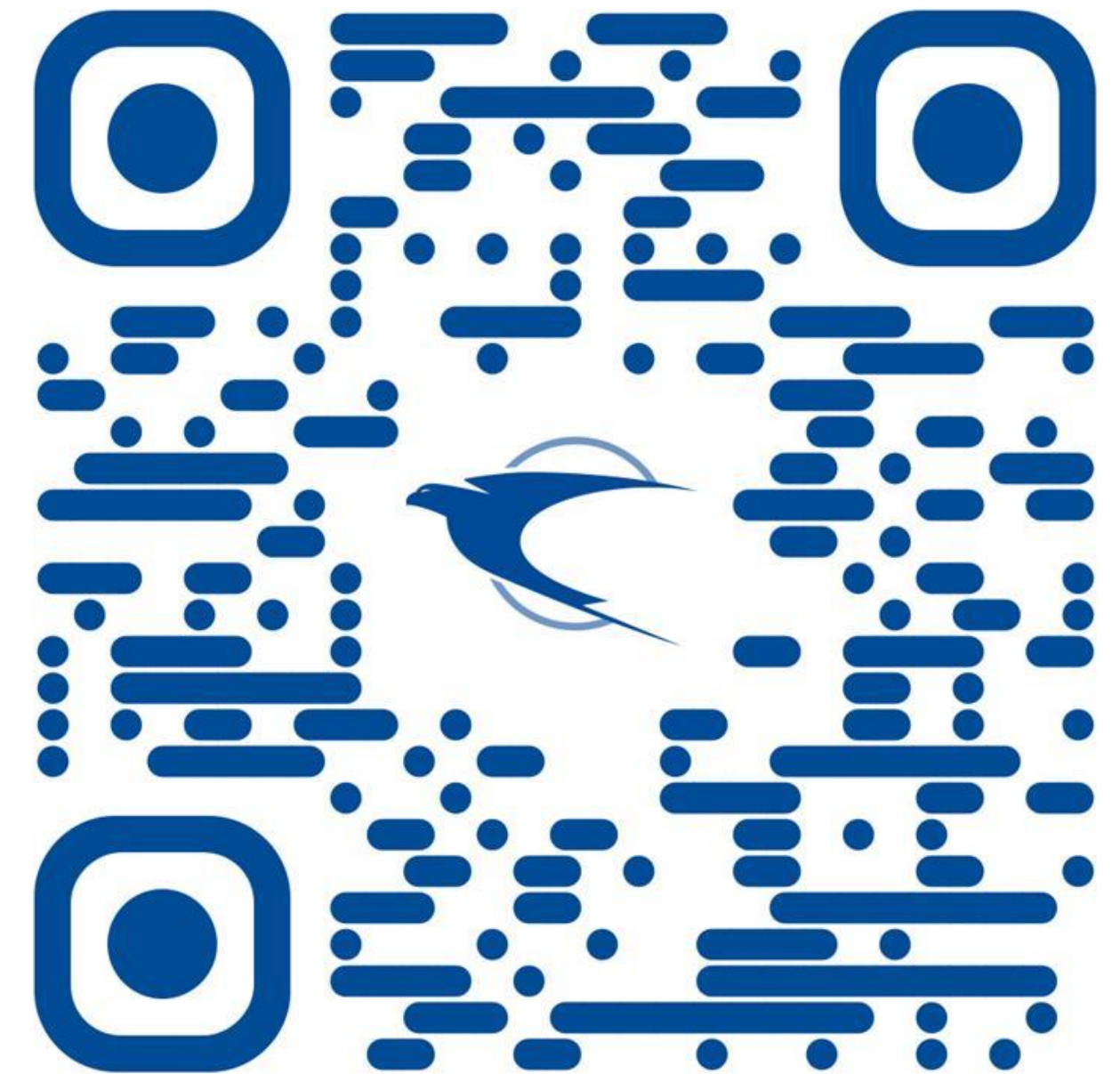


+	-
Age between 15-35 years.	To be younger than 15 and older than 35 years.
Design follows the stamp guidelines and inclusive of a description of the ideation process.	Non-conformity with the stamp guidelines with random design selection.
Participants can submit up to 2 designs.	Submission of more than 2 designs per participant.
Compliance with the UAE brand principles and values.	The use of unauthorized and unofficial logos.
The winning design will belong to Emirates Post Group and cannot be used by any other entity.	Participants shall not publish their designs on any social media or external platform until the winners are announced.

PROCESS OF SUBMITTING THE STAMP DESIGNS



- Visit the official website of the stamp design initiative <https://www.emiratespost.ae/postage-stamp>
- Read the guidelines, terms, and conditions carefully to understand the requirements and the stamp design criteria.
- Prepare your stamp designs according to the specified dimensions, format, and any other specific guidelines.
- Save your design in a suitable file format.
- Upload your stamp design file as per the instructions provided on the submission form. Make sure the file meets the specified size and format requirements.
- Submit your application by clicking the designated submission button or following the provided instructions.
- Await the evaluation and selection process that will be conducted by a panel of experts.
- Stay updated with any notifications or announcements regarding the results of the stamp design competition by following our social media channels.



AWARDS



DETAILS	CASH PRIZE
1st Winner	5000 AED
2nd Winner	3000 AED
3rd Winner	2000 AED

Winners will be announced on all social media platforms, in addition to awarding them with certificates of appreciation and trophies.

Thank You



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