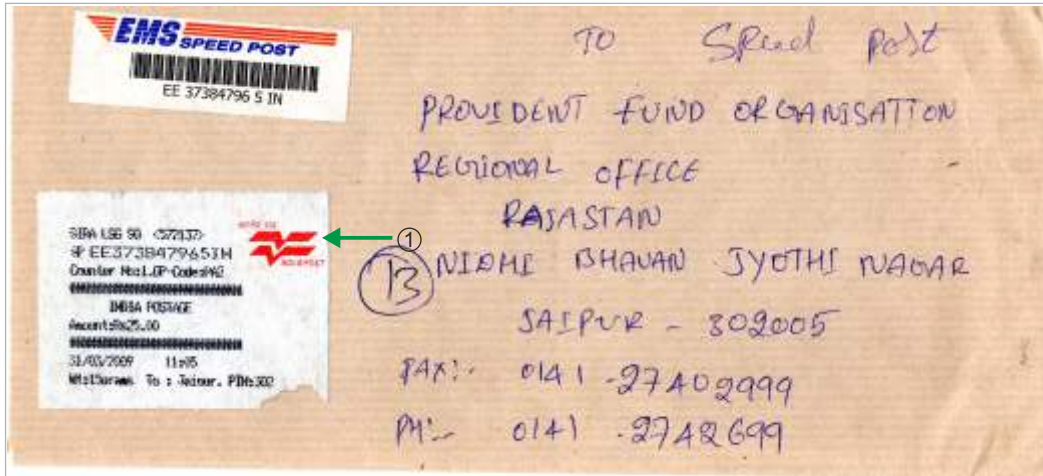


5.1 - EMS Logo & Its Development.

Story of India Post Logo (On Meter mark's)

India Post Logo (1993)

Indian Post Logo Designed by R. K. Joshi. The logo was launched on India Post Day, October 9, 1993.



SIRA (31-03-2009)



① Type IA - Small size Logo



② Type IB - Large size Logo



Bilara (14/11/2009)

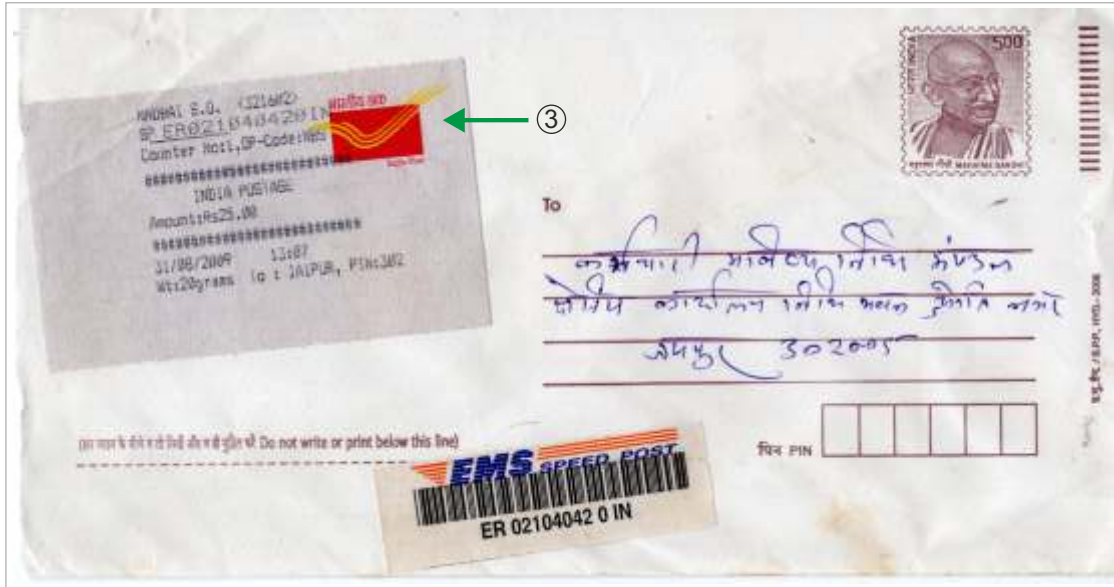
This continued till 2008 when a new logo was introduced. However the old logo has been noticed to be used much later till existing stocks were exhausted.

India Post New Bi-Colour Logo (24th September 2008)

Oglivy and Mather designed. The new Bi-Colour Indian Post Logo is inspired by the fact that Indian Post carries emotion across physical distance.



Nabai, 2009



New Bi-Colour Logo Introduction in 2009



③ Type 2 Bi-Colour Logo



④ Type 2 Bi-Colour Logo



④



## 150 YEARS OF INDIA POST

150 years of India Post celebrations were launched on October 4, 2004 by the President of India at a special function at New Delhi by the release 4 commemorative stamps and a miniature sheet. The Prime Minister of India released a set of 2 commemorative coins at the same function. Fifty years ago this occasion was celebrated more befittingly as the India Postage Stamp Centenary. Apart from commemorative stamps and postal stationery a number of other philatelic products and publications were brought out on the occasion by India Post then. While we have no word yet on the postal stationery on the 150 years of India Post, its logo has appeared on the front and back of a number of special covers, in the special postmarks, as well as on stamp booklets since October 1, 2004.



2004

