

IMPRESSION, STAMP AND IDENTIFIER MARK DESIGN GUIDELINES

Introduction

This set of Guidelines for Prepayment Impression, Stamp Imprints, Postage Stamp, and Identifier Mark Design is issued on 1 April 2007.

The purpose of these Guidelines is to provide guidance to PSOs on the designs it may use for prepayment impression, stamp imprints, Postage Stamps and Identifier Marks used in the course of provision of postal services in Singapore. This is to ensure that the designs used by PSOs do not cause any discomfort or misunderstanding with the general public.

(1) Definitions

In these Guidelines, unless the context otherwise requires, the following definitions shall apply:

- a) "Basic Letter" means a letter of up to 500 grams conveyed pursuant to a Basic Letter Service;
- b) "Basic Letter Service" means a service by which a Licensee provides the conveyance of letters of up to 500 grams (including the incidental services of receiving, collecting, sorting, sending, despatching and delivering such Letters and any other service which relates to any of those services and is provided in conjunction with any of them), but excludes Express Letter Services and Direct Mail Services;
- c) "Direct Mail Service" means a service for the conveyance of direct mail;
- d) "Express Letter Service" means an express letter service as defined in the Postal Services (Class Licence) Regulations 2005 (S 481/2005);
- e) "Licensee" means any person to whom IDA has granted a licence for the provision of Basic Letter Service;
- f) "Identifier Mark" means such mark, number or other identifier unique to each Licensee as may be applied by each Licensee and approved by IDA from time to time;
- g) "Postage Stamp" means any label or stamp for denoting any postage or other sum payable in respect of a postal article, and includes any adhesive postage stamp or stamp printed, impressed or otherwise indicated on a postal article, whether the postage stamp is issued under the Postal Services Act (Cap. 237A) or by the government of any other country;

(2) Prohibited Designs

Licensees shall **not** incorporate any of the following categories of designs in its prepayment impressions, stamp imprints, Postage Stamps or Identifier Marks:

- a) Designs that do not comply with the Undesirable Publications Act (Cap. 388);
- b) Designs that incorporates messages/pictures that may cause misunderstanding or conflict in Singapore's multi-racial and multi-religious nation, or denigrate any race or religion;
- c) Designs that incorporates political symbols, political manifestoes or defamatory messages;
- d) Designs that incorporates animals that are considered unclean or offensive by religions e.g. pigs;
- e) Designs that incorporates messages/pictures that may erode the core moral values of society; or
- f) Designs that incorporates messages/pictures that may undermine Singapore's stability and security.