



POSTCOMM 

How should Postcomm consult?  
A consultation document

THE POSTAL SERVICES COMMISSION

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### The ask

Delivering the goods. The Postal Services Commission operates in the interests of both service suppliers and users, providing an important regulatory service. As such, they needed an authoritative corporate identity that conveyed their balanced and fair role in the market.

### The task

We created the name Postcomm and the striking envelope icon to position the company as a regulator and advisor at the heart of the industry. We also produced a style guide, which set out clear rules and examples to ensure that the new identity was used consistently. As well as getting across all the crucial information in a straightforward fashion, it showed how the new design could be used flexibly, yet still support their consistent brand values.

### The proof

This brand identity has helped increase awareness of the organisation. And having worked with Postcomm since they started, we have played a crucial role in developing the brand across all types of material, from annual reports to signage, consumer leaflets to newsletters. So what's next? We'll keep you posted...

**bentley  
holland**