

Royal Mail Smilers Belgica Expo stamp sheet & hand stamp



We were asked to style a stamp sheet and hand stamp for promotional use for the Royal Mail at the Belgica Stamp Expo. A youthful approach was required along the themes of royalty, birds, sport, animals and transport.

A contemporary, illustrative route was chosen as the themes remained fresh and youthful. The colours of red and yellow are not only representative of Belgium but complemented the existing blue colour and added vibrancy.

The existing identity for the Belgica Expo was incorporated sympathetically into a playful, clear hand stamp.

“For a number of years Frontmedia have provided Royal Mail with high quality design on many stamp related products. They have consistently provided a very professional service for many of our print needs.”

Dean Price
Design Manager
Royal Mail

