

## "Latvijas Pasts" presents a new e-environment and visual identity

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In line with its strategic direction, VAS "Latvijas Pasts" presents a new and modern e-environment - a homepage and self-service website [mans.pasts.lv](https://mans.pasts.lv) for private individuals, and announces a change in its visual identity.

The national postal operator "Latvijas Pasts", which competes with foreign merchants for courier deliveries, parcel machines and postal items, has introduced a new design and improved functionality of its website, as well as a self-service website for residents [mans.pasts.lv](https://mans.pasts.lv). The new self-service website offers a wider range of available services in one place. Processing parcels is faster and more convenient, as a more user-friendly and intuitive website design has been introduced, suitable for use on both computers and mobile devices, using any Internet browser. All parcels can be paid for online, so that they can be delivered to you in the most convenient way possible – at a parcel machine, post office, customer center or courier. It is planned that the process of integrating business customers into the newly launched self-service website will continue until the end of 2026.

In addition to improving the customer experience in the e-environment, the company has also announced a unified brand strategy and visual identity change.

This will link all the services of the national postal operator into a single portfolio, as for several years "Latvijas Pasts" operated in the courier segment under the service brand "Eksprespasts".

"The promise of the new brand is a collaborative future with a high-value customer experience for both e-commerce and postal service recipients," highlights the Chairman of the Board of "Latvijas Pasts" Ārīrs Rudzītis.

In the new visual identity of the national postal operator, the yellow color has been replaced by a palette of pink and earthy accent tones, but the main color - blue - remains unchanged. The company will henceforth be recognizable by a logo, the name of which retains the generic word "Post", taking into account the core values and historical context.

"We are becoming more modern and closer to the population every day. The news is a natural continuation of all the changes that

have been initiated, as well as the company's response to changing customer habits and competition in the market. During this time, the widest network of parcel machines in Latvia has been established, new-concept customer centers have been opened, payment services have been developed, internal processes have been changed, digital solutions have been improved, and shipments have been delivered even to Antarctica,"

The Chairman of the Board of "Latvijas Pastas" Ārīrs Rudzītis explains that the specifics of the company's operations are no longer reflected by the brand developed more than 20 years ago.

Thus, the slogan "We are close, we send far!" permeates the company's philosophy,

affirming that there are no unreachable recipients or destinations anywhere in the world. In turn, the central element of the company's brand has been symbolically chosen as the messenger of good news – a bird.

The brand development process consisted of several stages – an audit of the existing brand, several brand perception studies, the development of a new brand strategy, visual identity and communication materials. After selecting the developer of the new brand, a procurement was organized and the most economically advantageous offer from the creative agency "B40 Magic" was selected. The implementation of the new brand will be gradual, over approximately two years.

Source: [Latvijas Pastas](#)