

WORLD DYSLEXIA AWARENESS DAY-2025

Yo umay find this hard to read. Imagine life very thin you are a dlooked. I like this.  Rs. 30

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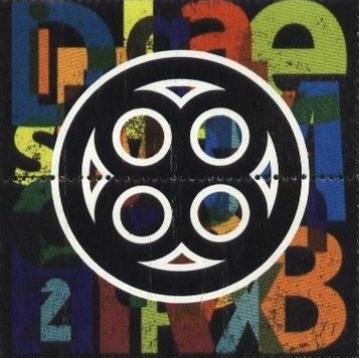


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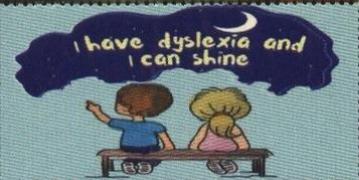


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PAKISTAN SECURITY PRINTING CORPORATION

2025



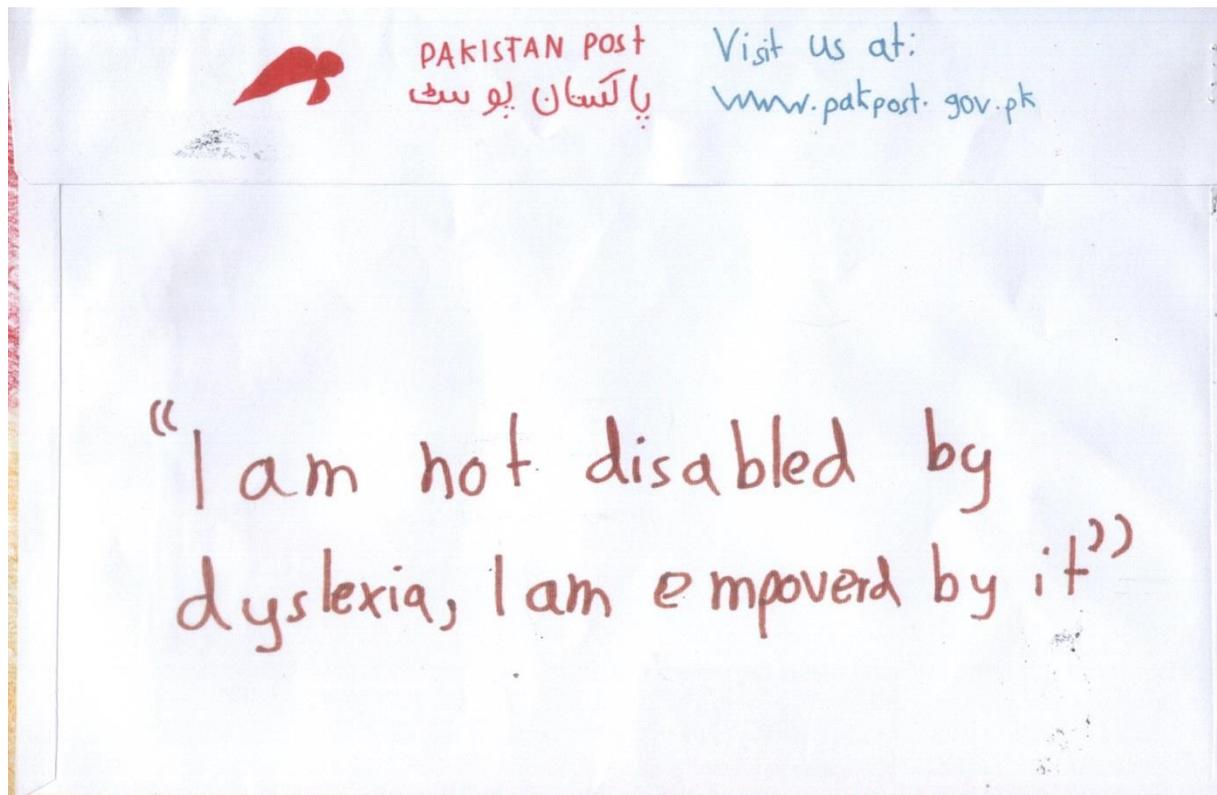
2025

Yo u m a y
f i n d t h i s
h a r d t o r e a d.
I m a g i n e
i f e v e r y t h i n
y o u r e a d l o o k e d
l i k e t h i s.

پارسی

Rs. 30

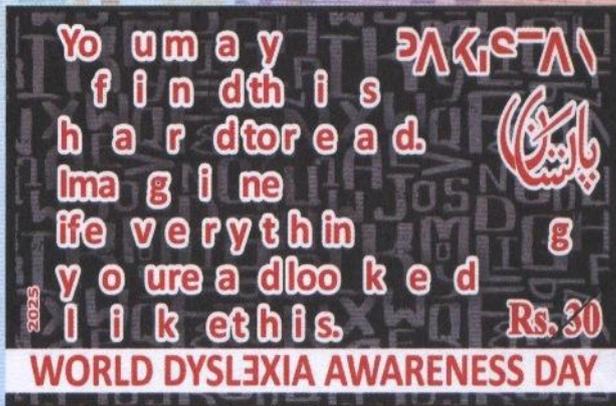
WORLD DYSLEXIA AWARENESS DAY



2025-20



**WORLD DYSLEXIA AWARENESS DAY
COMMEMORATIVE POSTAGE STAMP
& SOUVENIR SHEET
OCTOBER 8th, 2025**



**WORLD DYSLEXIA AWARENESS DAY
COMMEMORATIVE POSTAGE STAMP
AND SOUVENIR SHEET
OCTOBER 8th, 2025**

Size of Stamp : 60 x 30.5 mm

Size of Print : 60 x 30.5 mm

Size of Sheet : 203 x 224 mm

Number of Stamps

in a Sheet : 6 x 2 = 12 Stamps+ 6 Labels

Perforation : 13 C

Denomination : Rs.30/-

Size of Souvenir Sheet : 114 x 76 mm

Denomination of Souvenir

Sheet : Rs. 30/-

Colours : CMYK

Printing Technology : Lithography Offset

Paper : 100 GSM Water Mark

Gummed Paper

Gum : PVA

Quantity of Stamps : 0.03 Million (30,000)

Quantity of Souvenir Sheet : 10,000

Designer : Abu Obaidah Ayyaz &
Hasnain Mahmud

Printer : Pakistan Security Printing
Corporation, Karachi

**WORLD DYSLEXIA AWARENESS DAY
COMMEMORATIVE POSTAGE STAMP
AND SOUVENIR SHEET
OCTOBER 8th, 2025**

Dyslexia is a **learning disability** in reading affecting **kids and adults alike**. People with Dyslexia have trouble reading at a good pace and without mistakes. They may also have a hard time with reading comprehension, spelling, writing and at times sequential memory. It is estimated that Dyslexia is estimated to have a **prevalence of 5% to 17%** among school-age children. Children with Dyslexia have difficulty in learning to read as they mix letters and remember spellings. Dyslexia is caused by differences in the way the brain processes language, making it harder to connect letters with sounds and recognize words automatically. It does not result from vision or hearing problems. Also, it is **not due to mental retardation, brain damage, or a lack of intelligence**. It has to be understood that Dyslexia is not a mental disorder and has nothing to do with the IQ of the individual.

In 1877, German neurologist Adolf Kussmaul was the first to identify a phenomenon which he named Wortblindheit (word-blindness). 10 years later, Rudolf Berlin, a German ophthalmologist coined the term "**Dyslexia**" which has Greek roots for "**difficulty with words**". Over the years, countless studies have researched Dyslexia, concluding it is **not a disability at all, but those with it think differently**. In 2002, MRIs done by professionals at Yale University found that the brains of people with Dyslexia worked differently as compared to ordinary people. Many individuals with Dyslexia are also **highly creative and great at thinking outside the box**.

It is important to remember that **diagnosis of Dyslexia is just not the end of the academic road** of an individual. Every Dyslexic individual sees and learns about the world from a different perspective. Historians feel it's possible that many major figures from the past had learning and thinking differences. However, it's hard to know for sure about people who lived 100 years ago or more as there aren't enough records. But here are some accomplished individuals who made a big impact on history, from centuries past to more recent times. They overcame challenges and may inspire our children to do the same.

- **Leonardo da Vinci (1452–1519)**. As an artist, inventor, scientist, engineer, and writer, Leonardo da Vinci had many talents. He also had interesting habits, like writing backward, spelling strangely,

and not following through on projects. Today, we understand that these traits can all be characteristics of Dyslexia and other learning and thinking differences. Whether or not he had Dyslexia, Leonardo used his strengths to earn a place as one of history's greatest geniuses.

- **Alexander Graham Bell (1847–1922).** Bell reinvented the field of communications by creating the first telephone. But years earlier, he struggled in school. Even though he was gifted at problem solving, it's thought that he had trouble reading and writing, possibly as a result of Dyslexia. He was eventually homeschooled by his mother. With her help, Bell learned to manage his challenges and he went on to change the world.
- **Thomas Edison (1847–1931).** School didn't come easily for Edison, either. He was considered "difficult". Historians believe he may have had Dyslexia. But his appetite for knowledge was huge. He developed effective ways to study and learn on his own. As a result, Edison's unique way of tackling problems helped him make history. He shaped modern life by inventing the phonograph, the motion picture camera, and the light bulb.
- **Albert Einstein (1879-1955).** Einstein was well known for his brilliance in math and physics but he also struggled with language difficulties, leading some people to suggest he may have had Dyslexia. He had extremely delayed speech and didn't speak fluently until he was 6 years old. Einstein also had problems getting his thoughts down, retrieving language and reading out loud, all characteristic signs of Dyslexia. Nobel laureate of 1921 in physics, his contributions in theoretical Physics demonstrated a unique and novel approach to problem solving which is one of the strengths associated with Dyslexia.
- **Pablo Picasso (1881–1973).** According to many accounts, the world-famous artist may have had Dyslexia. He expressed feelings that many kids who learn and think differently have. "Don't think I didn't try (to learn at school)," he said. "I tried hard. I would start but immediately be lost." Fortunately, his father, an art teacher, encouraged him to develop his artistic talents. His unique vision of the world came through in his powerful works of art. The rest is art history.
- **Muhammad Ali (1942–2016).** One of the greatest boxers of all time, Muhammad Ali struggled with Dyslexia. He has said he could barely read his high school textbooks. Nonetheless, he managed to graduate. He became an Olympic gold medallist at the age of 18 and he was world heavyweight boxing champion at 22. He is also remembered today for having strong principles. He refused to fight in the Vietnam War, even though this damaged his sports career.

Design Elements

- All the main inscriptions on the stamp have been done using **red** colour as red is accepted as the **colour associated to Dyslexia awareness**. The dreaded red, a colour many kids have seen throughout their education has been re-appropriated. The red pen used to highlight mistakes is all too familiar for Dyslexics around the world. Dyslexia Associations have chosen this colour to take back its meaning and globally promote Dyslexia awareness.
- Scrambled text reading **“You may find this hard to read. Imagine if everything you read looked like this”** and **mirror imaged E in Dyslexia** on the stamp stimulates the experience of reading with Dyslexia.
- **PAKISTAN (in English) has been inscribed in the font created by Daniel Britton, a graphic designer who himself is a Dyslexic**. His created typeface removes parts of the alphabets to illustrate the difficulties faced in reading by Dyslexics by breaking down the reading time of a non-dyslexic down to the speed of a Dyslexic by removing around 40% of each letter. This slows down the user’s reading experience to the speed of a Dyslexic, thus recreating the frustration and embarrassment of everyday reading of a Dyslexic.
- **Dyslexia symbol has been used on the labels and on the postmark** for this issue. Formed with the letters **p q b d**, the **symbol is inspired by Dyslexics** and how they process information differently in ways that provide advantages in reasoning and understanding relationships.
- The unorthodox **First Day Cover is crafted by Youshay, a diagnosed 12-year-old Dyslexic** to raise awareness about the topic.

On the occasion of World Dyslexia Awareness Day on 8th October 2025, Pakistan Post is issuing a Commemorative Postage Stamp and a Souvenir Sheet valued at Rs. 30/- denomination each. It is pertinent to mention here that **Pakistan Post is the first postal organization in the World to issue a stamp on Dyslexia Awareness Day.**

TERMS OF SALE

The stamp and souvenir sheet will be available for sale from October 8th, 2025 at all important Post Offices in the country.

Overseas orders for Stamps, First Day of Issue Covers and Leaflets should be addressed to the Manager, Philatelic Bureau, Karachi GPO or Manager, National Philatelic Bureau, Islamabad GPO, accompanied by a Bank Draft or Crossed Cheque encashable in Pakistan.



Issued by
THE DIRECTOR GENERAL, PAKISTAN POST, ISLAMABAD
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