

# Stamp-like indicia reference guidelines v1.1

## Reference guidelines for stamp-like indicia

This reference guide will provide you with an understanding of what key attributes are needed to use a stamp-like indicia for access, please use alongside our indicia placement and positioning guidelines, which can be used to place and position the indicia correctly on your mail piece.

The details in this reference guide are taken from the Royal Mail's specification for 'Stamp-Like Access Indicia', the Royal Mail's User Guide and technical envelope specification in Appendix E of their document; and the clear addressing standards within the 'addressing mail guidelines' section of the Royal Mail website. Please view [www.royalmail.com](http://www.royalmail.com) for more information. Royal Mail's guidelines must be adhered to when preparing your letters. This guide is purely for reference only and should not be used for full compliance. For additional help, please ask your account manager.

## Stamp-like indicium overview

A stamp-like access indicia is an access indicia designed to imitate the appearance of a stamp and must have perforated edges incorporated into the design. A stamp-like access indicia may be printed as an image on to the mailing item or it may be applied as an adhesive label to the mailing item. The stamp-like access indicia is made up of 3 component parts:

1. A stamp-like image, which can be checked with Royal Mail by your Citipost Mail account manager prior to use. For which the customer must ensure they have the necessary IP rights for any images the customer wishes to be incorporated within the access indicia prior to use. The stamp like image must be:
  - 40mm wide x 20mm tall for use with our Citipost Mail small indicia design, see figure 1
  - 50mm wide x 30mm tall for use with our Citipost Mail small design, see figure 2. For use with hybrid only indicia placement
2. The customer access indicator - this is the element which clearly identifies Citipost Mail as your postal carrier. With reference to the indicia illustrated in figure 1 the 'Customer Access Indicator' element is the box on the left.
3. The Royal Mail access indicator - this element identifies Citipost Mail as your postal carrier as our Royal Mail contract number is depicted in this box 'C9 10020'. It is very important that both elements are placed correctly on your mail piece when using the Citipost Mail indicia on your mail piece. With reference to the indicia illustrated in figure 1 the 'Royal Mail access indicator' element is in the box on the right.

Please note a 5mm clear zone between the customer access indicator and Royal Mail access indicator must be maintained. The customer must use either the small version of the Citipost Mail customer and Royal Mail access indicators with the correct C9 10020 number. Please see also

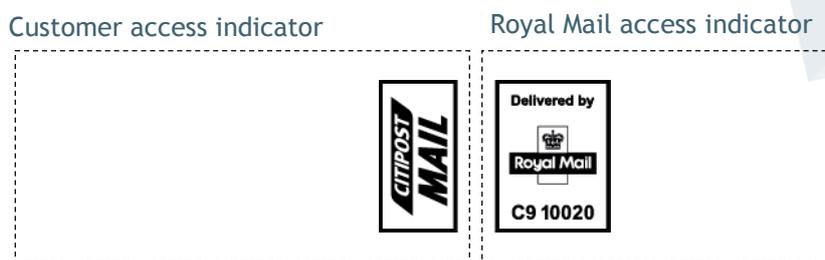


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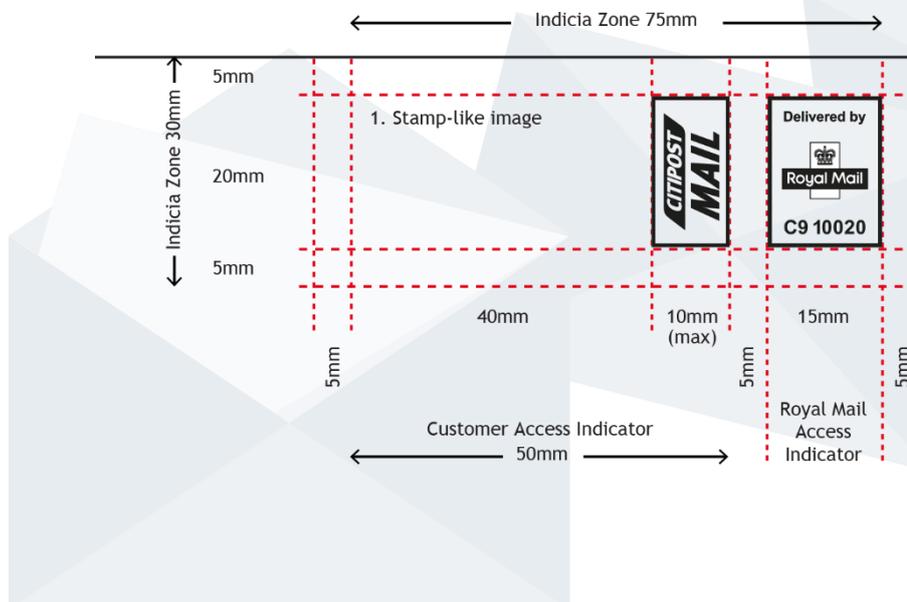
Citipost Mail indicia reference guidelines and Citipost Mail indicia positioning and placement guidelines.

All three elements must be positioned in the 'Access Indicia Zone' (75mm across by 40mm deep). See figures 2 & 3 below:

**Figure 1: Illustration to define the separate elements of the Citipost Mail indicia**

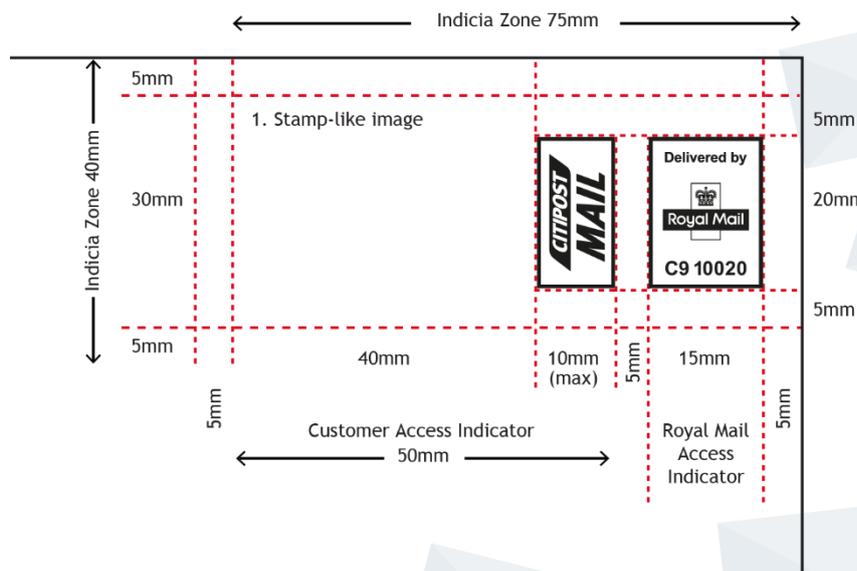


**Figure 2: Illustration of a small stamp-like indicia (not to scale)**



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**Figure 3: Illustration of a hybrid stamp-like indicia (not to scale)**



## Stamp-like indicia characteristics

In keeping with the spirit of the stamp-like indicia design, the stamp-like indicia must look like a stamp and have perforated edges, or appear to have perforated edges, to the stamp-like image element as a minimum (see figure 4). Where using a label applied to the mailpiece as a stamp-like indicia it is preferred for the label background to provide:

- A print contrast ratio of 20% between the print of the Royal Mail access indicium and the background where the background is homogenous

Or

- A print contrast ratio of 40% between the print of the Royal Mail access indicium and the background where the background is not homogenous

All pre-printed stamp like indicia images (as opposed to stamp-like indicia's that have been created and applied as a label) may extend the printed perforated edging around element 1 as shown in figure 4; pre-printed images with perforations as illustrated in figure 5, must position the perforated edge design at last 5mm from the Royal Mail access indicator.

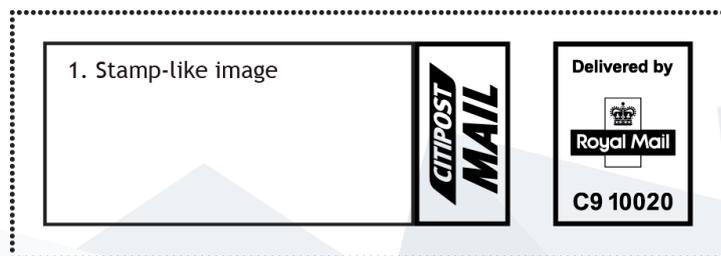


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Figure 4 - Stamp-like indicia with perforations outside the stamp like image only



Figure 5 - Stamp-like indicia with perforations outside the entire indicia image



## Attaching the stamp-like indicia

To prevent damage and delay when being processed by Royal Mail, the customer must ensure that:

- The stamp-like access indicia is securely and accurately applied to the mailing item
- The clear zones around and within the access indicia zone must be adhered to
- The stamp-like access indicia must be positioned correctly - aligned and to the top right hand edge of the envelope

## Stamp-like indicia testing process

The customer must ensure that they have confirmation from the owner of the IP rights to use the image/trademark that will appear in the stamp like image. A final design of the stamp-like indicia containing all 3 elements as stated in this specification must be submitted to Citipost Mail who will



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need to supply this to Royal Mail for approval before use. Also the customers first stamp-like indicia design may require formal approval from Royal Mail and Royal Mail machine testing to ensure compliance, once the first stamp like indicia design is approved by Royal Mail, subsequent designs will not require the formal machine testing.

Please note: for irregular shaped mail items please contact your account manager as positioning will need approval from Royal Mail prior to posting.

