

## Quick Guide to Mailmark v1.0

### Quick Guide to Mailmark

This quick guide will provide you with an understanding of what key attributes are needed for the Mailmark specification so you can create and design letters which can then be posted meeting the Mailmark requirements.

The details in this quick guide are taken from the Royal Mail's main Mailmark specification which can be found in the relevant up to date Royal Mail User Guide<sup>1</sup>. The full Royal Mail User Guide must be referred to when preparing your letters, to ensure compliance to all Royal Mail tariff and presentation guidelines as well as the Mailmark guidelines specifically. For additional help, please ask your account manager.

This quick guide is split in to three sections.

- Section 1 - Product Options
- Section 2 - Compliance Criteria
- Section 3 - Additional Considerations

### Section 1 - Product Options

#### Product Options:

- Royal Mail Advertising Mail
- Sustainable Advertising Mail
- Royal Mail Business Mail
- Royal Mail Publishing Mail
- Access 70 including Business Mail, Advertising Mail and Responsible Mail

#### Format:

- Letter
- Large Letter



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### Sortation:

- Low Sort
- Unsorted
- Access 70

### Address and Postcode Accuracy:

- There is no minimum, but the items which don't meet PAF standards may attract a surcharge or pricing adjustment.

### Options: 2D data matrix



**Type 9**  
(32 x 32 modules)  
45 characters not used  
by Royal Mail

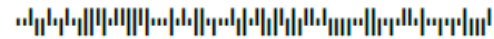


**Type 7**  
(24 x 24 modules)  
6 characters not used  
by Royal Mail

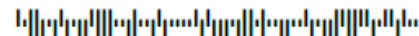


**Type 29**  
(16 x 48 modules)  
25 characters not used  
by Royal Mail

### Options: 4 - state barcode



**Barcode L** (78 bars)



**Barcode C** (66 bars)



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### Section 2: Compliance Criteria

Category	Requirement	Mandatory	Recommended	Notes
Address	<ul style="list-style-type: none"> <li>Full and accurate address and postcode</li> <li>On the same side as the payment indicia</li> <li>One Delivery Address Block on the item</li> </ul>	YES		
Address Elements	<ul style="list-style-type: none"> <li>Recipient Name (may be 'The Occupier')</li> <li>Premise elements (one is required, second or more are optional - organisation, sub-building, building name, building number)</li> <li>Thoroughfare element (i.e. street name)</li> <li>Locality element (e.g. area name, village name, Post Town)</li> <li>Postcode</li> </ul>	YES		It's not a requirement to include every address element in PAF
Address Printing	<ul style="list-style-type: none"> <li>Where two elements are on the same line they are only separated by one space (e.g. 1 High Street)</li> <li>No address element wrapped over two or more lines</li> <li>No two elements separated by punctuation</li> <li>No two words more than 5mm apart</li> <li>No blank lines</li> <li>Uniform spacing between lines of the address block between 1mm and 4mm</li> <li>Delivery Address Block justified left</li> <li>Post Town on its own line</li> <li>Postcode last element of the Delivery Address Block, on its own line, in full capitals and one or two spaces between inward and outward codes</li> </ul>		YES	



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	<ul style="list-style-type: none"> <li>Remainder of address is in title case</li> <li>County not included</li> <li>Country not included</li> <li>Punctuation only included when in PAF or removed totally</li> </ul>			
Address Layout	<ul style="list-style-type: none"> <li>Post Town + Postcode</li> </ul>		YES	Preferred (for alternatives please see User Guide).
Addressing	<ul style="list-style-type: none"> <li>At least 90%/95% address (and postcode) match to latest used version of PAF</li> </ul>		YES	Adjustment surcharges may apply for poor address quality
Clear Zone - Delivery Address Block (DAB)	<ul style="list-style-type: none"> <li>With exception of the Mailmark, 5mm clear all around the DAB (this can be on the envelope itself when the edge of the window falls into the 5mm zone).</li> <li>If the Mailmark is directly below the DAB there is no requirement for a clear zone in the window above the DAB. Some or all of the MDI and recipients name, title, and organisation name can tap out of the window as long as it is capable of being tapped back in.</li> </ul>		YES	No print, patterns, graphics, text, including when a window item is tapped on all 4 sides.
Clear Zone - Mailmark	<ul style="list-style-type: none"> <li>At least 4x the module size around a 2D (if module is 0.5mm then minimum of 2mm; if module is 0.7mm then minimum of at least 2.88mm)</li> <li>At least 2mm around a 4-state barcode</li> <li>The Mailmark can fall into the 5mm clear zone around the DAB (see clear zone - DAB requirements) as long as the Mailmark clear zone is maintained.</li> </ul>	YES		No marketing, print or other patterning to appear in the clear zone. Mailmark and clear zone must be visible behind a window (the window edge cannot fall into the Mailmark clear zone).
Clear Zone - Route & Tag	<ul style="list-style-type: none"> <li>60mm up and extending 10mm high stretching from the right hand edge 100mm</li> <li>18mm from the bottom edge and 130mm from the right hand edge</li> </ul>		YES	Description relates to landscape items; if portrait rotate item so indicia is in



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				top left hand corner.
Delivery Address Block (DAB) Location	<ul style="list-style-type: none"> <li>Beneath and to the left of the indicia</li> <li>At least 15mm from the short edges of the mail piece</li> <li>At least 18mm from the long edge furthest from the indicia (bottom)</li> <li>At least 40mm from the long edge closest to the indicia (top)</li> <li>When near the top (i.e. Within 40mm), the postcode to be at least 50mm from the top</li> <li>Edges to be parallel with one of the four mail piece edges.</li> </ul>		YES	
Mailmark Location	<ul style="list-style-type: none"> <li>Same side as the Delivery Address Block. Can be above or below or to the left or right of the Delivery Address Block</li> <li>Must be beneath and to the left of the indicia</li> <li>At least 15mm from the short edge</li> <li>At least 18mm from the long edge (furthest side from the indicia)</li> <li>At least 40mm from the long edge closest to the indicia</li> <li>Must not be in designated area(s) which are to be kept clear of print or graphics such as Route &amp; Tag Clear Zone</li> </ul>		YES	
Mailmark Content	<ul style="list-style-type: none"> <li>Unique Item Identifier</li> <li>Customer details and details of other participants in supply chain (supply chain ID)</li> <li>Postcode</li> <li>DPS</li> <li>No confidential or classified content in available space which will / could breach data protection obligations</li> </ul>		YES	2D differentiated from other Data Matrices by 6character string in first bit of code. UPU Id x 1 (J) RM UPU Id x 3 (GBA / GB <sp>) Info / product ID x 1 Info type ver x 1.



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<p>Mailmark print (4-state)</p>	<ul style="list-style-type: none"> <li>No missing bars or space characters - continuous</li> <li>Track bars to be symmetrical about the centre line of the code</li> <li>Print contrast ratio (bars and background) minimum 40%</li> <li>Background reflectance min of 35%</li> <li>Reflective difference min of 30%</li> <li>Black bars on a white background</li> <li>20-24 bars per inch (25.4mm) and equally spaced</li> <li>Track element of bars to be symmetrical about the centre line of the code (+/- 10% of the centre line height.)</li> </ul>	<p>YES</p>		<p>Bar symmetry (+/- 10% tolerance of the height of the track bar).</p>
<p>Mailmark print (4-state)</p>	<ul style="list-style-type: none"> <li>Use the 4-state Mailmark font (referred to as 4-state Jack in the encoder) using a font size between 19.5 and 22.5 point</li> <li>Do not use dot-matrix printers</li> </ul>		<p>YES</p>	
<p>Mailmark print (2D)</p>	<ul style="list-style-type: none"> <li>Datamatrix type ECC200 code</li> <li>Defined by ISO / IEC16022.2006</li> <li>Data within the code to comply with the C40 encodation scheme (character set out in ISO 16022 - C40 Basic Character set = Uppercase Alphas, Numerals and &lt;space&gt; only)</li> <li>Data will not comply with optional message structures references from ISO16022. E.g. ISO15434 or 15418. No header, footer or data identifiers included</li> <li>Attributes to start at a defined point in data string, any missing or optional attributes to be filled with a &lt;space&gt; character except for unused customer data space where available</li> <li>Positive contrast</li> <li>Modules ranging from 0.5mm to 0.7mm</li> <li>Four straight edges</li> <li>Four right-angled corners</li> </ul>	<p>YES</p>		<p>Module size 0.6mm is recommended</p>



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	<ul style="list-style-type: none"> <li>• Can be horizontal or vertical but edges to be parallel with mail piece edges</li> <li>• Background reflectance min of 35%</li> <li>• Reflective Difference min 30%</li> </ul>			
Flexibility	<ul style="list-style-type: none"> <li>• Be capable of being transported around a pulley with a radius of 140mm with a max force of 26 newtons</li> </ul>		YES	A single DVD can be machine sorted
Fonts - characters	<ul style="list-style-type: none"> <li>• List of 30 recommended in User Guide</li> <li>• Height: 2mm min, 7mm max</li> <li>• Width: 7mm max</li> <li>• Ratio of lower case height (b) to upper case height (a) of between 2:3 and 3:4; and</li> <li>• Ratio of width (c) to height (a) of approximately 2:3</li> <li>• No serif</li> <li>• No bold</li> <li>• No italic</li> <li>• No script</li> <li>• No underlined</li> <li>• No computer zero</li> <li>• Non proportionally spaced preferred</li> </ul>		YES	
Font - print	<ul style="list-style-type: none"> <li>• Each line is same font. Typeface and size</li> <li>• Material on which DAB printed is at least 35% in the red region (600nm) when measured by a spectral reflectometer and white, cream, buff or other light pastel shade that has a minimum reflectance difference of at least 30%.</li> <li>• Characters are clear, uniform, high resolution, and individual stroke thickness between 8% and 16% of character height</li> <li>• Contrast between characters and background on which they are</li> </ul>		YES	



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	<ul style="list-style-type: none"> <li>printed (50% or 55% if through a window)</li> <li>For proportionally spaced text - spacing at least +0.75 (significantly improves the rate at which addresses can be read)</li> <li>Fixed pitch of between 10-12 characters per inch (10-12pt font size) and clear vertical gaps of at least 0.25mm between extremities of adjacent characters.</li> </ul>			
Indicia	<ul style="list-style-type: none"> <li>Accurate indicia must be present</li> <li>Top right hand corner</li> </ul>	YES		
Inserts (movement of largest paper insert)	<ul style="list-style-type: none"> <li>Up to 2mm thick no more than 30mm</li> <li>Over 2mm and up to 5mm thick no more than 20mm</li> <li>No metal</li> </ul>		YES	
Material for letter format	<ul style="list-style-type: none"> <li>Paper Only</li> </ul>	YES		
Material	<ul style="list-style-type: none"> <li>Opacity (paper insert) - paper on the insert has opacity of at least 85% (BS ISO 2471)</li> <li>Opacity (outer on which the address is printed on) - must be more than 85% opaque to prevent any character on the reverse side showing through (BS ISO 2471 paper and board)</li> <li>Porosity of &lt;700ml/minute</li> <li>Absorbency of 15-35gsm. Postcards no less than 200gsm</li> </ul>		YES	
Mailer Defined Information	<ul style="list-style-type: none"> <li>No Type of barcode other than a mail mark is permitted as a line of Mailer Defined information (MDI) directly above the Delivery Address Block.</li> </ul>			
Mailer	<ul style="list-style-type: none"> <li>In a single line with no more than 64 characters</li> </ul>		YES	2D Mailmark barcodes have





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Defined Information	<ul style="list-style-type: none"> <li>Above recipients name</li> <li>Left justified and aligned with the rest of the DAB elements</li> <li>Maintains the same line spacing as the rest of the DAB</li> <li>Uses typeface rather than pictures or non-typeface graphic</li> <li>Optional to have one</li> </ul>			space which can be used for MDI.
Outers (paper only)	<ul style="list-style-type: none"> <li>&gt;85% opaque (BS ISO 2471)</li> <li>&lt;700ml/minute porosity (BS ISO 6538 - 2)</li> <li>15 - 35 gsm absorbency of water in one minute</li> <li>&gt;70gsm density (&gt;100gsm for one-piece mailers and &gt;200gsm for postcards).</li> </ul>	YES		
Postcode	<ul style="list-style-type: none"> <li>Must be in numerals and uppercase letters on the last line of the Delivery Address Block</li> </ul>	YES		
Perforations	<ul style="list-style-type: none"> <li>Mail piece meets the published specifications</li> </ul>			
Punctuation and non-alpha numeric symbols	<ul style="list-style-type: none"> <li>Only used when in PAF or outside the Delivery Address Block</li> <li>Only in the recipient's name, title, department or above the Delivery Address Block</li> <li>Not used to separate address elements or components</li> </ul>		YES	Punctuation can be removed
Return address	<ul style="list-style-type: none"> <li>Text 'Return Address' to be on its own line above the address and visible on the outside of the item.</li> </ul>	YES		
Return address	<ul style="list-style-type: none"> <li>A valid UK return address is applied</li> <li>Entirely in 40mm from the top</li> <li>Entirely at least 75mm from the right hand edge if on the front</li> <li>Shows all elements of geographic address laid out below 'Return Address' as per same layout as the Delivery Address Block (DAB)</li> <li>If on the front, font to be smaller than that used in DAB</li> </ul>		YES	Preferred on the reverse but acceptable on the front. Recommend the postcode of the return address is encoded in the Mailmark where such a field is



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	<ul style="list-style-type: none"> <li>One of the recommended 7 non-proportional fonts recommended for DAB</li> <li>The postcode of the Return Address is encoded in the Mailmark (where the data field is available)</li> </ul>			available
Sealing (flaps)	<ul style="list-style-type: none"> <li>All edges are firmly sealed including the flap</li> <li>Trayed DL and C5, tolerance of 35mm from the left and right and 35mm from the top which does not have to be gummed or sealed</li> <li>No glue protrudes from the seal</li> <li>Glue is fully cured before mail is handed over</li> </ul>		YES	
Shapes	<ul style="list-style-type: none"> <li>Square or Rectangular</li> <li>Edges must be straight sides</li> </ul>		YES	
Size	<ul style="list-style-type: none"> <li>Max: 165mm x 240mm (C5+) x 5mm</li> <li>Min: 90mm x 140mm x 0.25mm</li> <li>Square: 165mm x 165mm max</li> <li>Square: 140mm x 140mm min</li> </ul>	YES		H x L x D
Tap test	<ul style="list-style-type: none"> <li>Mailer Defined Information, recipients name, title and organisation can tap out to the top or right so long as the organisation name can tap back in.</li> </ul>		YES	
Text	<ul style="list-style-type: none"> <li>No other text that could be construed as a delivery address to appear on the front of the mail piece.</li> </ul>		YES	
Weight	<ul style="list-style-type: none"> <li>Maximum weight - 100 gsm</li> </ul>	YES		
Window	<ul style="list-style-type: none"> <li>Strength - is robust enough not to become deformed;</li> <li>Is evenly fixed to the paper</li> <li>Limited to one window on the front with none on the reverse</li> <li>Have a maximum gloss value of 150 when measured at 60 in accordance with American Standard Test Method (ASTM) 2457</li> </ul>		YES	



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- |  |   |  |  |  |
|--|---|--|--|--|
|  | <ul style="list-style-type: none"><li>• Has a haze that does not exceed 75% in accordance with ASTM D1003</li><li>• Takes up no more than 50% of the front surface area</li><li>• Meets published dimensions</li><li>• Meets published position</li></ul> |  |  |  |
|--|---|--|--|--|



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### Section 3: Additional Considerations

Please read the below additional considerations to bear in mind when preparing items for Royal Mail Mailmark

- 2D Mailmark barcode to be printed on a background of consistent contrast
- Certain recycled paper does give an inconsistent background but this is acceptable so long as the print quality criteria are achieved
- Performance = price
- Performance optimisation = address and postcode match
- eManifest + item + info in the code = design
- Adjustment Surcharge = manual handling or other intervention

For more information regarding Mailmark, please consult your Citipost Mail account manager or call the team on [0203 2600 240](tel:02032600240) or email [Citipostmail@citipost.co.uk](mailto:Citipostmail@citipost.co.uk).



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<sup>1</sup>For Downstream Access Services through Citipost Mail the full Mailmark specification is detailed in its own Appendix of both the 'User Guide for Condition 9 Access Services' and the 'Access Letters User Guide'. Customers must ensure their posting complies with the most up to date Royal Mail User Guides; this 'Citipost Mail Quick Guide to Mailmark' document is a reference guide only.

