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# POSTAL INDICIAS

## WHAT ARE POSTAL INDICIAS?

All access mail items need to carry a pre-printed indicia – the bulk mail/wholesale equivalent of a stamp.

The indicia comprises of the approved customer access indicator and the Royal Mail access indicator.

The Royal Mail Access indicator can be either 15mm wide x 20mm tall or 15mm wide x 30mm tall.

*Please note: inclusion of a return address is a mandatory requirement for downstream access mail.*

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## CREATIVE RESTRICTIONS

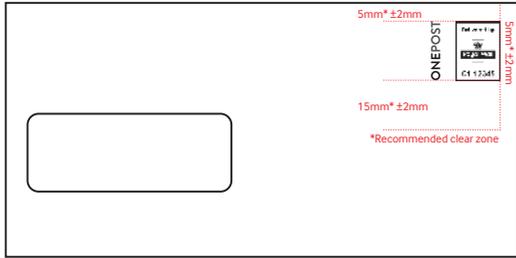
There must be a strong contrast between the access indicia and the background of the mailing item to ensure that sorting machines can clearly detect the details on the envelope.

Please ensure a proof is emailed to [proofs@onepost.co.uk](mailto:proofs@onepost.co.uk) for approval prior to printing.

For indicia artwork please visit [www.onepost.co.uk/resources](http://www.onepost.co.uk/resources).

PPI Type	PPI Visual	Comments	Acceptable
Standard black on white		This example is standard black, any colour is acceptable as long as the background colour/ image is dark enough to clearly read carrier logos and licence details.	✓
Black on solid colour with white out boxes		Can be used with all background colours and images.	✓
Reversed white out of solid colour		Acceptable as long as the background colour/ image is dark enough to clearly read carrier logos and licence details.	✓
Black on solid colour with no white out boxes		Not acceptable as unable to clearly read licence details	✗

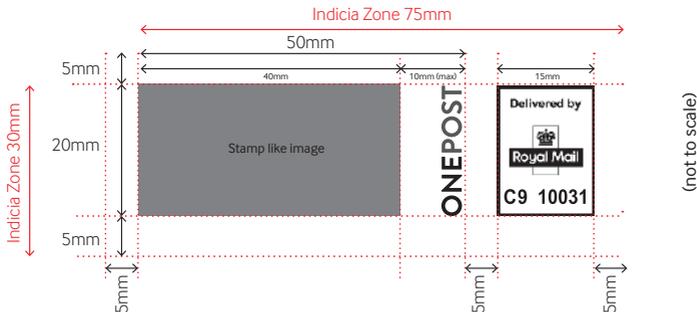
For letters the indicia should be located in the top right hand corner of the envelope and must be positioned within the indicia zone (75 mm across by 40 mm deep). Ensure there is no print or graphics or any other marks within 5mm of the indicia.. It is a mandatory requirement to include a return address. The recommended format is to be left justified and should be preceded with the words 'Return Address'. A stamp like indicia may be printed as an image on to your mail item or it may be applied as an adhesive label (prior to handover to Royal Mail).



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## STAMP LIKE INDICIAS

The stamp like indicia comprises of the approved customer access indicator, Royal Mail access indicator and a stamp like image. All three elements must be positioned within the access indicia zone (75mm across by 40mm deep).



In keeping with the spirit of the stamp like indicia design, the design must look like a stamp and have perforated edges, or appear to have perforated edges to the stamp-like image element as a minimum. Customers must hold the intellectual property rights for any images incorporated within the design prior to use.

## EXAMPLES



ONEPOST can create stamp like indicia artwork on your behalf, please email your request to [marketing@onepost.co.uk](mailto:marketing@onepost.co.uk)

# ONEPOST - THE UK'S LEADING PROVIDER OF INDEPENDENT POSTAL ADVICE AND MANAGEMENT

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