

Indicia type, positioning & placement guidelines v1.0

Step 1

Choose an indicium

There are two available indicia sizes. There is no difference between the two indicia in terms of the postal service, simply choose a size that will fit the size of your envelope. The relative size of the 'Citipost Mail' element cannot vary from the options shown here:



Step 2

Choose a colour

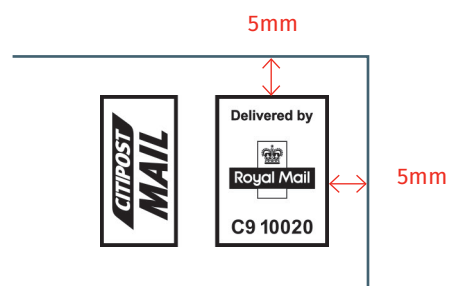


There are three different colour indicia to choose from, black and white, colour and white on black, it is simply a matter of choosing the option that has sufficient contrast between the indicia and the background/outer upon which it sits.

Step 3

Position the indicia on your artwork

The top right hand edge of the indicia should be aligned exactly to the top and right hand edges of the envelope. 5mm down and 5mm in from the right hand edge. See overleaf for more details.



Step 4

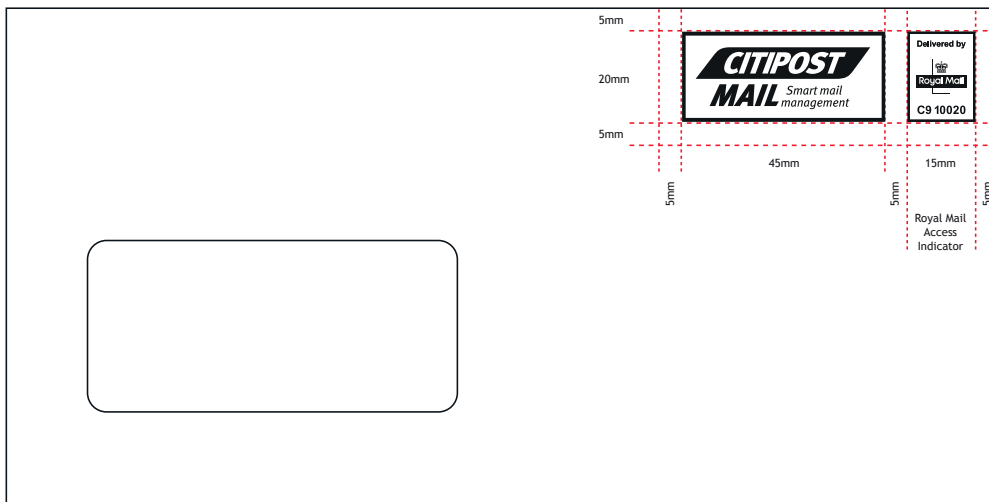
Download your chosen indicium

You can obtain master artwork files of the three types of indicia, each at the two allowable sizes, either by downloading from our website, www.citipostmail.co.uk or by contacting your Citipost Mail account manager.

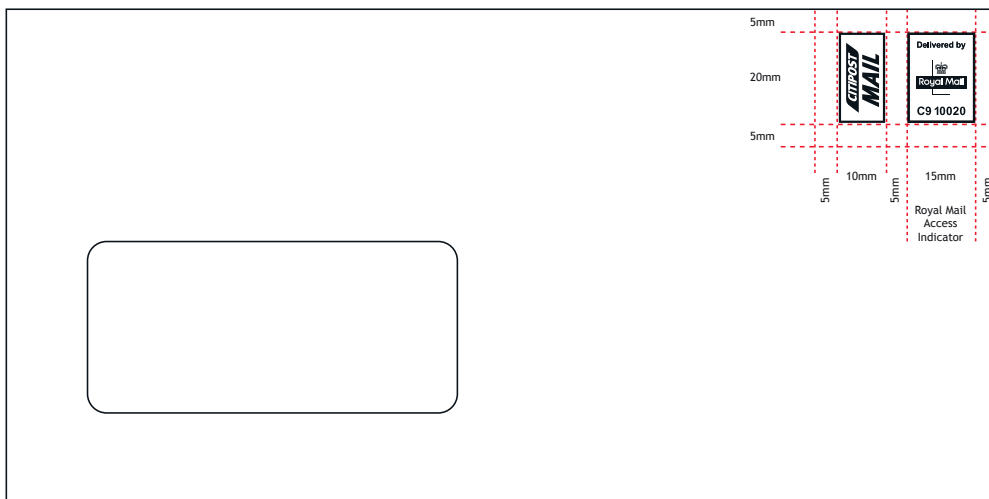


Indicia type, positioning & placement guidelines v1.0

Positioning template for our large indicia design



Positioning template for our small indicia design



The top and right hand edge of the indicia zone (as set out in the above indicia templates) must be aligned exactly to the top and right hand edges of the envelope. The indicia must be printed within the indicia zone (75mm across by 30mm deep). Please see the technical envelope specification in Appendix E and the clear addressing standards within the 'Addressing mail guidelines' section of the Royal Mail website: www.royalmail.com for more information.

Royal Mail's guidelines must be adhered to when preparing your letters. For additional help, please ask your account manager.



Indicia type, positioning & placement guidelines v1.0

C9 indicia only



C9 Black



C9 White

Small indicia



Small Black



Small Colour



Small White



Large indicia



Large Black



Large Colour



Large White

