

Indicia reference guidelines v1.0

Reference guidelines for indicium for access

This reference guide will provide you with an understanding of what key attributes are needed for the 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 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 for more information. Royal Mail's guidelines must be adhered to when preparing your letters. For additional help, please ask your account manager.

Indicium overview

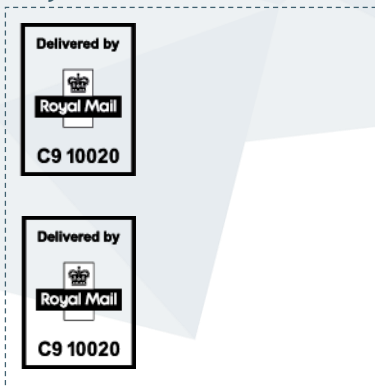
The correct Indicium must be applied in the correct format and position in order for Royal Mail to accept mail at an inward bound mail centre. The indicium comprises two parts:

1. The customer access indicator - this is the element which clearly identifies Citipost Mail as your postal carrier. Of the two indicia's pictured below the 'Customer Access Indicator' element is the box on the left.
2. 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.

Customer access indicator



Royal Mail access indicator



Please note: for irregular shaped mail items please contact your account manager as positioning will need approval from Royal Mail prior to posting. Customers also have the potential to use a stamp like indicia for additional branding or enhanced outer artwork, please see also Citipost Mail 'Stamp-like indicia reference guidelines'.

