Digital Stamp Indicia

SPECIFICATION GUIDELINES

Version: 2.0

CITIPOST MAIL

SMART MAIL MANAGEMENT

Reference Guidelines for Digital Stamp Indicia

This reference guide will provide you with an understanding of what key attributes are needed to use the new Royal Mail Wholesale digital stamp designs. The details in this reference guide are taken from the Royal Mail's Digital Stamp Design Specification which must be referred to when preparing your letters.

For additional help, please ask your Citipost Mail Client Relationship Manager. The Royal Mail's Digital Stamp Design Specification and this reference guideline are in addition to the full Royal Mail User Guide which should be used to ensure your mail complies with all guidelines, tariffs and presentation requirements.

Introduction

This document contains full indicia design and specification requirements for customers using Digital Stamp Designs.

The digital stamp indicia must only be used for Royal Mail Wholesale mail items covered by a testing agreement with Royal Mail. All design requirements contained in this specification must be met and artwork must be approved in writing by Royal Mail Wholesale in advance of commencing mailing. Customers must ensure that the supplier that will be printing their mailing items with a digital stamp Indicium has been approved by Royal Mail Wholesale as being capable of achieving the required design specification. Approval will be supplier site specific and specific to the deisgn specification for a particular Digital Stamp Indicium. A list of approved suppliers is published at: https://www.royalmailwholesale.com/digital-stamp/

Please note the artwork specification has changed since the first trial period so please ensure you use the correct artwork and have gained renewed approval since the artwork change. Please liaise with your Citipost Mail account manager to do this.

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The digital stamp designs

You have a choice of digital stamp designs as shown below with the Citipost Mail C9 number as detailed.

New digital stamp indicia indicium will be made available from time to time and we will notify you as and when these new indicia's are released. The print supplier used will need to gain approval for each stamp like indicia design in order to be authorised to print a new Digital Stamp Indicium.

Example Standard Digital Stamp
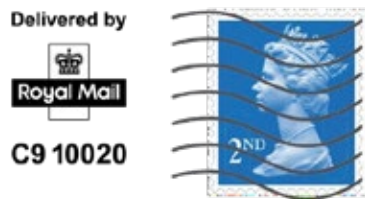
Example Large Letter Standard Digital Stamp


Mandatory design requirements

Artwork

Please use either the 'Citipost Mail - Standard Digital Stamp Indicia' artwork or the 'Citipost Mail - Special Digital Stamp Indicia' artwork, or the 'Citipost Mail – Large Letter Standard Digital Stamp Indicia' accordingly. Artwork must be used in full colour to 300dpi for printing, with the colour remaining consistent with the artwork issued.Artwork must meet the exact dimensions of the Digital Stamp artwork. Please see overleaf.
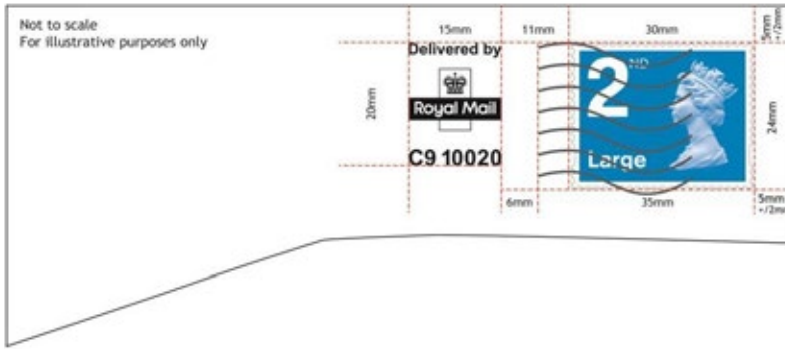
Font and size for 'Unique Access License Number' is Helvetica Neue Regular 10pt which must be printed in black.

Layout and positioning

Layout for the standard version is set out below:
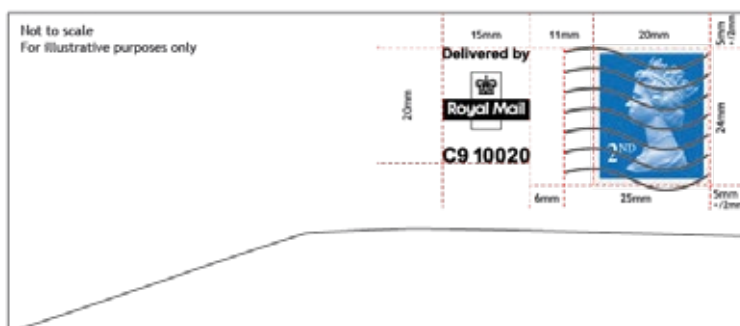
Layout for the large letter standard version is set out below:

Envelope Material Properties

If you intend to use coloured envelopes rather than plain white or envelopes which contain additional graphics you will need to maintain a 5mm white clear zone around the extremities of the digital stamp design as illustrated below.
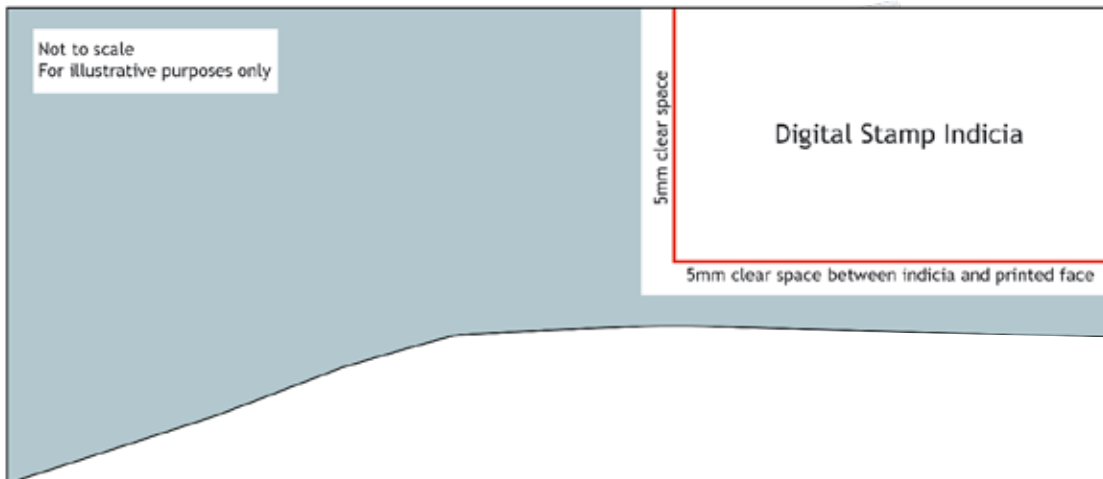
The envelope material must have the following properties:

- The white substrate must have a brightness value of a minimum of a75% when measured using BS EN ISO 2470 Measurement of Diffuse Blue Reflectance Factor (ISO Brightness) of paper and board.

- The white substrate must have an opacity value of a minimum of 75% when measured using BS EN 2471 Opacity (Paper Backing) of paper and board by the Defuse Reflectance Method.

Dimensions and layout specification

The following requirements must be met:

Requirement	Digital Stamp
Stamp position from Right Hand Edge of envelope (mm)	5 (+/-2mm)
Stamp position from TOP of envelope (mm)	5 (+/-2mm)
Font for Access Licence Number (printed in black)	Helvetica Neue Regular
Font size for Access Licence Number (mm)	10pt
White border clear zone around the extremities of the Digital Stamp Indicia	5mm
Print DPI	600 x 600
The maximum skew for the whole Indicia from the horizontal axis	± 3°

Please Note: Mail items must meet the relevant machinable service specification they are being mailed on and must conform to all other Royal Mail presentation guidelines.

Mailmark Barcode

The digital stamp indicia must only be used on Mailing Items posted under Royal Mail Mailmark and as such, your items need to meet the Royal Mail Mailmark specification.

Customer and print supplier approval process

If you are using a print supplier, prior to using a Digital stamp for the first time you should check that your print supplier's production site has been approved by Royal Mail for Digital Stamp printing of that Digital Stamp Indicia.
You can check at **https://www.royalmailwholesale.com/digital- stamp/**

If your supplier has not yet been approved for producing the Digital Stamp they need to follow the process below:

1. Contact accessdigitalstamp@royalmail.com who will outline all steps of the process and work with you and/or your print supplier to obtain approval;

2. The Digital Stamp Indicia artwork designs and the Digital Stamp approval application form is available on request from accessdigitalstamp@royalmail.com;

3. From the artwork and specification, your print supplier will need to produce a copy of each of the Digital Stamp Indicia intended to be used:
   a. the classic second class letter stamp design;
   b. the classic second class large letter stamp design; and
   c. each Special Stamp image.

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Epson prints are acceptable; however, the envelope material properties of this specification must be met to obtain reproduction of the image to the satisfactory standard.

The physical copies of the Digital Stamp designs need to be sent, along with the Digital Stamp approval application form, to Royal Mail at the following address for approval:

> RM Digital Stamp Approval Team Royal Mail Wholesale
> 4th Floor
> 185 Farringdon Road LONDON
> EC1A 1AA

Royal Mail will notify customers if new stamp designs are made available. The approval process must be followed for all suppliers and customers wishing to use new designs.

4. Royal Mail shall notify our approval to you and the print supplier. If approval is not given, Royal Mail will advise you and the print supplier about the issues they identified. Revised copies will have to be submitted to Royal Mail if you would like them to consider your application for approval again.

5. Once the print supplier's production site has been approved Royal Mail will add their details to https://www.royalmailwholesale.com/digital-stamp. The published details are: supplier name; approval site; contact details; and approved Digital Stamp Indicia. Print suppliers must specify to Royal Mail on the Digital Stamp approval application form if they do not want their details published on the website.

Following approval, the print supplier is permitted to use the approved Digital Stamp Indicia on all Royal Mail Mailmark® Mailing Items printed at the approved print production site provided that the terms set out in the approval application form and the Digital Stamp Design Specification continue to be met. Royal Mail may issue additional Digital Stamp Indicia or amend existing Digital Stamp Indicia from time to time. For the avoidance of doubt, there is no requirement for an approved print Supplier's site to gain further approvals unless the print supplier wants to use a new Digital Stamp Indicia.

Print suppliers are able to seek approval independent of a posting customer.

Provision of sample printing

Prior to mailing you'll need to provide a print sample pdf proof to allow Royal Mail to check that the images produced are in line with these requirements. These samples can be emailed to Citipostmail@citipost.co.uk and the client services team will gain approval from Royal Mail on your behalf.

Additionally please also add both Royal Mail and Citipost Mail as a seed in your first mailing to provide us with a print sample bearing the digital stamp, to allow Royal Mail to check that the images produced are in line with these requirements.

Providing seeds

The customer will need to ensure that Royal Mail and Citipost Mail are provided with a seed of each Digital Stamp Mailing that they post, so that Royal Mail can verify the Digital Stamp Design Specification is being met on an ongoing basis. If the customer is unable to provide Royal Mail with a seed mailing, Royal Mail will accept a sample item from each mailing using the Digital Stamp Indicia (to be sent to Royal Mail on the first day of posting). Customer UCIDs must be included within the seed address.

The address for seeds is:
RM Digital Stamp Sample/[Insert Customer UCID]
RM Digital Stamp Team
PO Box 73733
LONDON
EC1P 1JX

CPM Digital Stamp Sample/[Insert Customer UCID]
Unit 3 Swanwick Court
Swanwick
Alfreton
Derbyshire
DE55 7AS

If you have any queries please do not hesitate to contact your Client Relationship Manager directly.

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Get in touch
to find out how we can help.

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