

**Indicia**

# TYPE, POSITIONING & PLACEMENT

Version: 1.0



**CITIPOST MAIL**

SMART MAIL MANAGEMENT

## 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:



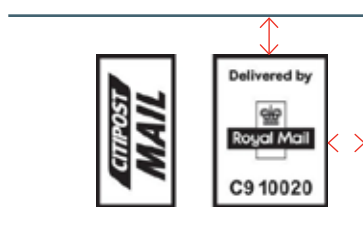
## Step 2: Choose a colour

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

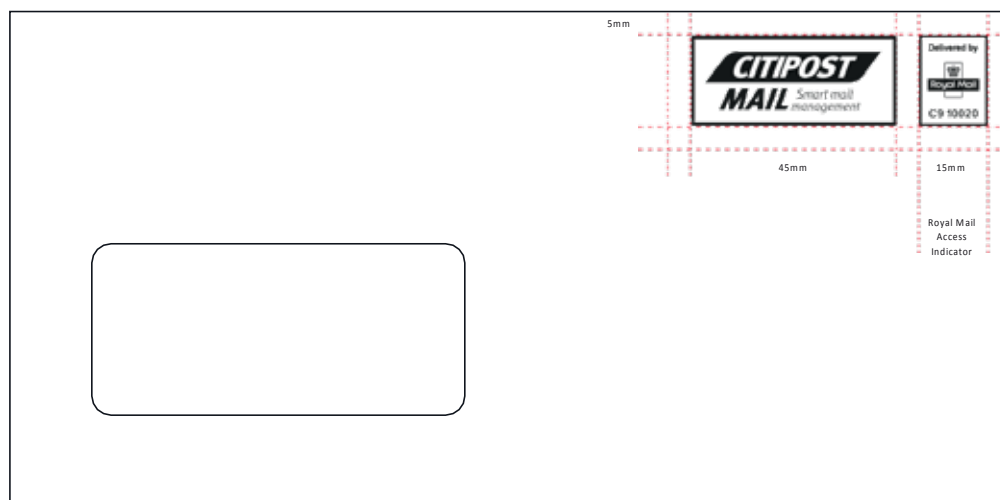
The top right hand edge of the indicia should be aligned exactly to the top and right hand edges of the envelope. 5mm down and 5mm in from the right hand edge. See overleaf for more details.



## 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](http://www.citipostmail.co.uk) or by contacting your Citipost Mail Client Relationship Manager

### 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](http://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.

## C9 indicia only

C9 Black

C9 White



## Small indicia

Small Black

Small Colour

Small White



## Large indicia



Large Black



Large Colour



Large White

*Get in touch*

to find out how we can help.

**CITIPOST MAIL**

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