Royal Mail Wholesale

Royal Mail Wholesale Digital Stamp Design Specification

Introduction

This document contains the design and specification requirements for the Royal Mail Wholesale Digital Stamp Indicia.

All design requirements contained in this specification must be met for all Mailing Items using a Digital Stamp Indicium.

Customers who have an Access Contract with Royal Mail and would like to use the Wholesale Digital Stamp Indicia on their Mailing Items must first enter into a Digital Stamp agreement with Royal Mail in the form of a new schedule to the Customer's Access Contract. Customers who post with an Access postal provider and would like to use Digital Stamp Indicia on their Mailing Items must check with their Access postal provider to confirm that they have a Wholesale Digital Stamp agreement in place with Royal Mail.

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 design specification for a particular Digital Stamp Indicium. A list of approved suppliers is published at https://www.royalmailwholesale.com/digital-stamp/.

The Digital Stamp Designs

You have a choice of Digital Stamp Indicia to use. For each Digital Stamp Indicium, we provide artwork comprising the Stamp image, the cancellation marks and the Royal Mail cruciform and 'Delivered By' text. You will need to add the Access Licence Number for the relevant Access Contract. Please see Appendix A for a list of available Digital Stamp Indicia and stamp artwork dimensions.

New Digital Stamp Indicia will be made available from time to time and we will notify you as and when these new Indicia are issued. Your print supplier will need to gain approval in order to be authorised to print a new Digital Stamp Indicium.

To request "Digital Stamp Artwork" please contact accessdigitalstamp@royalmail.com

Mandatory Design Requirements

- **Artwork**

Only Digital Stamp artwork issued by us can be used. You must ensure that the correct Access Licence Number (C9 number) relevant to the Access Contract you use for the mailing is added to the artwork in the position detailed in Appendix A to this document.

Artwork must be produced 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 Appendix A – Stamp Artwork.
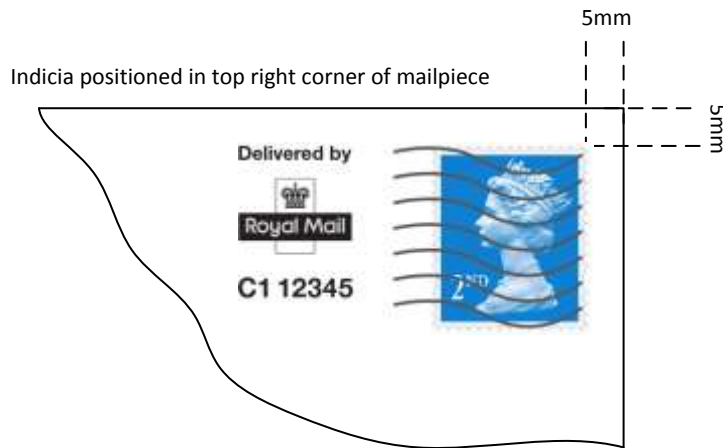
- **Envelope Material Properties**

To ensure accurate colour reproduction of the Digital Stamp Artwork, the envelope must be manufactured from a white, coated material. If you intend to print an overall colour to the envelope, the Digital Stamp Indicium must be printed onto a white background and contain a white border which provides a 5mm clear zone free from print. The envelope material must have the following properties:

a. The white substrate must have a brightness value of a minimum of 75% when measured using BS EN ISO 2470 Measurement of Diffuse Blue Reflectance Factor (ISO Brightness) of Paper and Board.

b. 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.

- **Layout and Positioning**

The Digital Stamp Indicium must be printed 5mm from the top and right hand edge of the envelope.

5mm

Indicia positioned in top right corner of mailpiece

5mm

Delivered by

Royal Mail

C1 12345

Note: A printing tolerance of +/- 2mm is permitted

- **Dimensions and layout specification**

The following requirements must be met:

	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	300 x 300
The maximum skew for the whole Digital Stamp Indicium from the horizontal axis	± 3°

For customers who want to add the Customer Access Indicator design that relates to the Access Contract used for the mailing, please position it to the left of the Digital Stamp Indicium and ensure the 5mm white border clear zone is maintained.

Digital Stamp Indicia specified for:

a. Letters must only be used for Mailing Items to be posted as Letters; and

b. Large Letters must only be used for Mailing Items to be posted as Large Letters.

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. We will allow the use of the Digital Stamp with Access 70 OCR and CBC mailings for a transitional period ending on 31 October 2016 to allow customers sufficient time to migrate to Mailmark. Customers who want to use Digital Stamp Indicia must provide Royal Mail with an undertaking that you will start using Royal Mail Mailmark® approved Letter services from no later than 1 November 2016. Your undertaking to use Royal Mail Mailmark® approved Letter services will be evidenced by you providing us with your Royal Mail Mailmark® participant's ID number on your seed/sample acknowledgment form.

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 us for Digital Stamp printing of that Digital Stamp Indicia. You can check at https://www.royalmailwholesale.com/digital-stamp/

If your print 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.

   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 us at the following address for approval:

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

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

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

5. Once the print supplier's production site has been approved we 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 us 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.

Providing Seeds

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

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

Assistance and contacts

For any assistance with the Digital Stamp design specification, please contact accessdigitalstamp@royalmail.com

APPENDIX A – Digital Stamp Artwork

- For each Digital Stamp design, we provide artwork comprising the Stamp image, the cancellation marks, the Royal Mail cruciform and 'Delivered By' text.

- Only Digital Stamp artwork issued by us can be used.

- You must ensure that the correct Access Licence Number (C9 Number) relevant to the Access Contract you use for the mailing is added to the artwork in the position detailed below.

- Font and size for the Access Licence Number is 'Helvetica Neue Regular 10p't which must be printed in black.

- Artwork must be produced 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.

- All aspects of the Digital Stamp Design Specification must be met in full for all mailings.

Available Digital Stamp Designs and associated dimensions