

Specification for Stamp-Like Access Indicia (Version 5)

Definition

A Stamp-like Access Indicia is defined as an Access Indicia designed to imitate the appearance of a stamp and must have perforated edges incorporated into the design.

1. The Specification

The Stamp-like Access Indicia may be printed as an image on to the Mailing Item or it may be applied as an adhesive label to the Mailing Item prior to handover to Royal Mail. Your use of the Stamp-like Access Indicia will count as one of your 5 allowed Access Indicia designs.¹

- The Stamp-like Access Indicia is made up of two elements:
 - a. A Stamp-like image.²
 - b. The Royal Mail Access Indicator.

Both elements must be positioned within the Access Indicia Zone³ (75mm across by 40mm deep). See Figures, 1, 2 and 3 below. The Customer must use either the large or small version of the 'Royal Mail Access Indicator' with the correct Access Licence Number clearly and visibly displayed⁴. The Stamp-like image must be positioned within the Customer Access Indicator area of the Indicia Zone.

- Stamp-like image: Royal Mail can check this prior to use. In addition the Customer must ensure they have the necessary IP rights for any images the Customer wishes to be incorporated within the Access Indicia prior to use. The Stamp-like image must not exceed the allocated areas which are:
 - 35mm wide by 30mm tall – for use with the large Royal Mail access indicator only – see Figure 1; or
 - 40mm wide by 20mm tall – for use with the small Royal Mail access indicator only – see Figure 2; or
 - 40mm wide by 30mm tall – for use with the hybrid option only – see Figure 3.

You may also include within the Customer Access Indicator area of the Indicia Zone an Approved Customer Access Indicator that incorporates a registered design, logo, or trademark that clearly and uniquely identifies the contract holder. As is the case for other Customer Access Indicators, if you chose to include this element as part of your design the design must go through the Access Indicia testing process.. If used the Approved Customer Access Indicator must be:

- A maximum of 15 mm wide by 30mm tall – for use with the large Royal Mail Access Indicator only – see Figure 1; or
- A maximum of 10 mm wide by 20mm tall – for use with the small Royal Mail Access Indicator or the hybrid option only – see Figure 2 and Figure 3.
- If used the Approved Customer Access Indicator may be smaller than but must not exceed the dimensions of the Royal Mail Access Indicator. The minimum font size to be used is 10 points.⁶

A 5mm clear zone between the Royal Mail Access Indicator and the Customer Access Indicator must be maintained⁷. See Figures 1, 2 and 3 below.

¹ For details on the process for approving Access Indicia please see Section 3.1 of the Access User Guide

² It is the requirement of the Contract holder to ensure all relevant intellectual property rights are in place for each and every Stamp-like images submitted

³ For the complete indicia specification please see Section 3 of the Access User Guide

⁴ For the indicia size specification please see Section 3.2 of the Access User Guide

⁶ For the indicia size specification please see Section 3.2 of the Access User Guide

⁷ For the complete indicia positioning template please see Section 3.1 of the Access User Guide, 'Indicia Positioning Template'

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Figure 1: Illustration of a Large Stamp-like Indicia (not to scale)

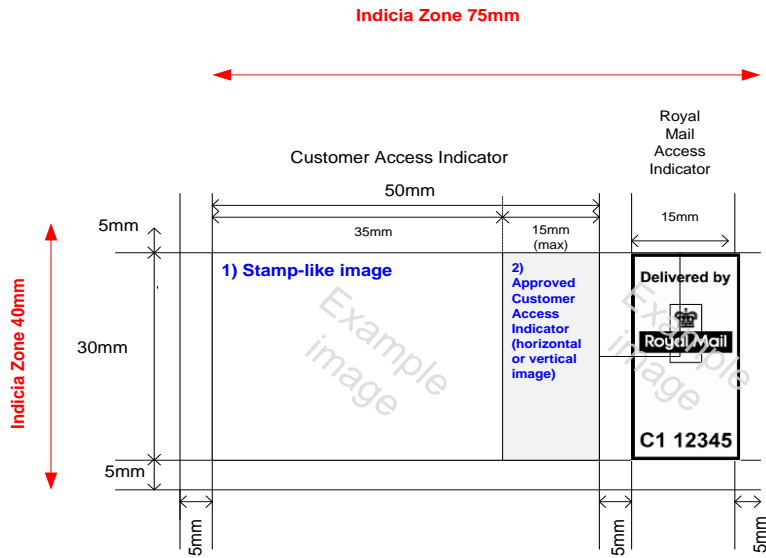


Figure 2 – Illustration of a Small Stamp-like indicia (not to scale)

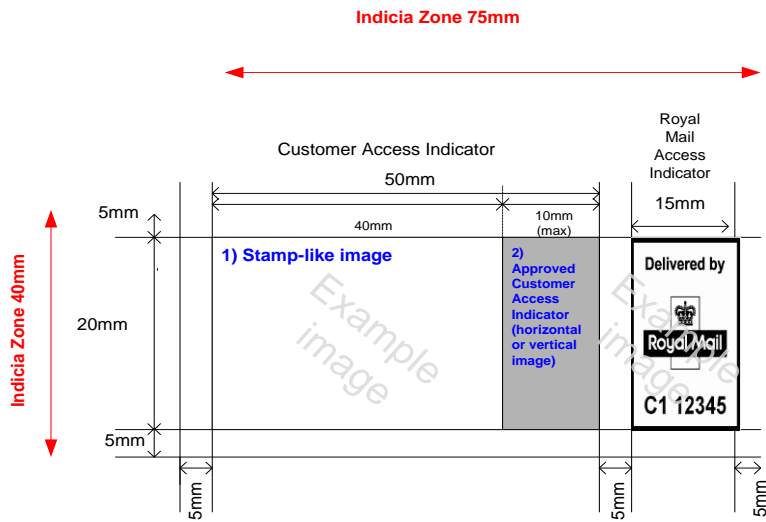
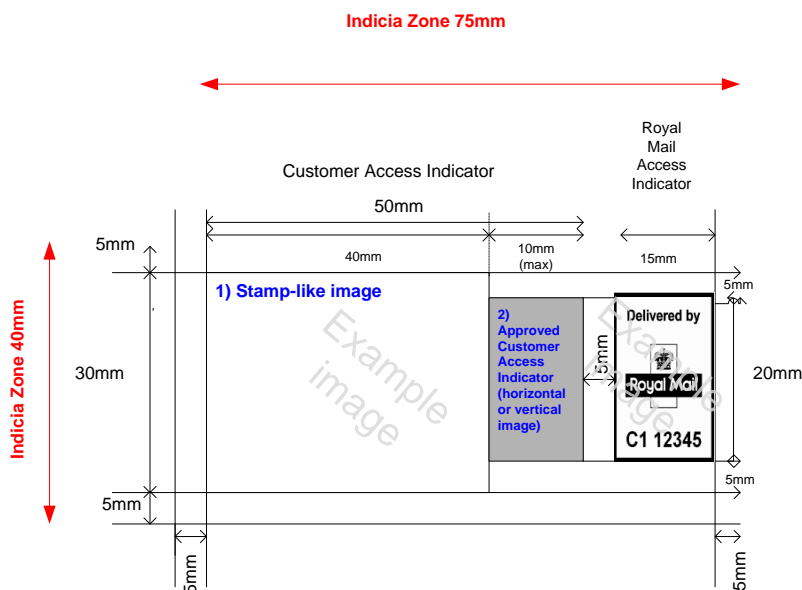


Figure 3 – Illustration of a hybrid Stamp-like indicia (not to scale)



2. Stamp-like characteristics

In keeping with the spirit of the Stamp-like indicia design, the Stamp-like Indicia must look like a stamp and have perforated edges, or appear to have perforated edges, to the Stamp-like image element as a minimum (see Figure 4). Where using a label applied to the Mailing Item as a Stamp-like indicia it is preferred for the label background to provide:

- A print contrast ratio of 20% between the print of the Royal Mail Access Indicia and the background where the background is homogenous, or;
- A print contrast ratio of 40% between the print of the Royal Mail Access Indicia and the background where the background is not homogenous

All pre-printed Stamp-like indicia images (as opposed to Stamp-like indicia's that have been created and applied as a label) may extend the printed perforated edging around element 1 as shown in Figure 4; pre-printed images with perforations as illustrated in Figure 5, must position the perforated edge design at least 5mm from the Royal Mail Access Indicator

Figure 4

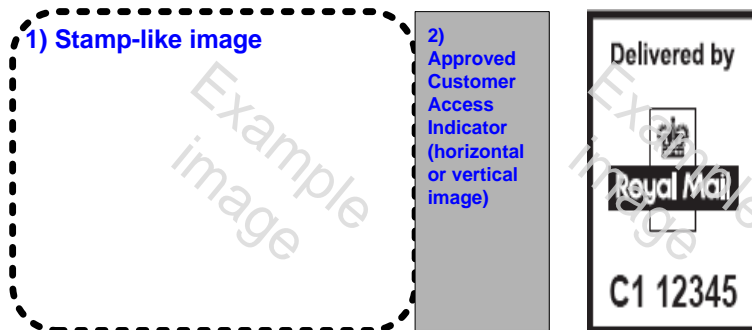
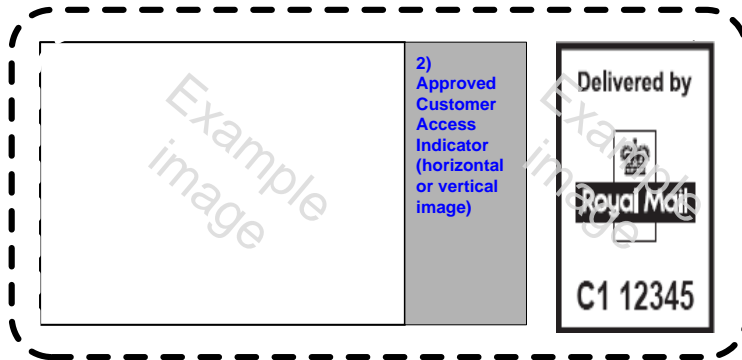


Figure 5



3. Attaching the Stamp-like Indicia

To prevent damage and delay when being processed by Royal Mail, the Customer must ensure that:

- the Stamp-like Access Indicia is securely and accurately applied to the Mailing Item;
- the clear zones around and within the Access Indicia zone must be adhered to⁸; and
- the Stamp-like Access Indicia must be positioned correctly – aligned and to the top right hand edge of the envelope.

4. Stamp-like Indicia testing process

It is a requirement that if the Approved Customer Access Indicator, (as denoted in point 2 of Figures 1, 2, & 3) is included it must be machine tested in accordance with the Access Indicia testing process and approved by RMW prior to handover. The complete approval process is in 2 stages:

⁸ See Section 3.1 of the Access User Guide for more information.

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1. Test Mailing with the Royal Mail and the Approved Customer Access Indicator must be submitted for machine testing and formal approval prior to hand over in accordance with the current Access Indicia testing process;
2. The Customer must ensure they have confirmation from the owner of the IP rights to use the image/trademark that will appear as part of the Stamp-like image;

Once stage 1 has been completed for the first Stamp-like Indicia design, there is no requirement to have each, subsequent Stamp-like image machine tested. However, each subsequent Stamp-like image must adhere to stage 2 of the above.

Royal Mail Wholesale reserves the right to require machine testing of the Stamp-like Indicia prior to hand over.