

Specification for Stamp-Like Access Indicia (Version 6)

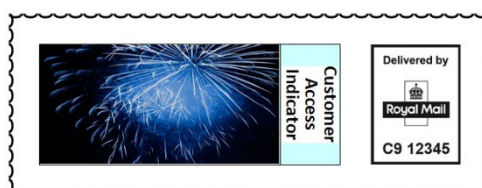
A Stamp-Like Access Indicia is an Access Indicia designed to imitate the appearance of a pictorial stamp and must have printed 'perforated edges' incorporated into the design. The Stamp-like element may either replace the Customer Access indicator or be printed in addition to a Customer Access indicator. There are two design options. These are :-

1. Design 1. A single Stamp-Like image with a printed perforated border design, positioned to the left of the Customer & Royal Mail Access Indicators as illustrated in Figure 1.
or
2. Design 2. All elements of Indicia components, which includes the Royal Mail Access Indicator, the optional Customer Access Indicator and pictorial stamp image are surrounded by a printed perforated border design. The smallest sized Access Indicia can be positioned within a perforated border as illustrated in Figure 2.

Figure 1 – Design 1. Single Stamp-Like Image in Customer Access area



Figure 2 – Design 2. Printed 'Perforated' Stamp-Like border surrounding all Indicia components



The Stamp-Like Access Indicia must be printed as an image onto the Mailing Item prior to handover to Royal Mail ¹. A Stamp-Like Access Indicia will count as one of the 5 Access Indicia designs that each customer may have ².

Full details of the Royal Mail and Customer Access Indicator requirements are provided in the [Access Letters Contract User Guide](#).

CONSTRUCTION

The Royal Mail Access Indicator is mandatory. This includes the 'Delivered by' text, Royal Mail cruciform, the C9 licence number and, if Premium or Priority, this will also include the service speed. The size of the Royal Mail Access Indicator is determined by the design chosen and the required service speed and must include the correct Access Licence Number.

¹ The design must not be printed on a label that is applied to the mailpiece.

² For details on the process for approving Access Indicia, please see Section 3.4 of the Access User Guide

Design 1 – a Single Stamp-Like Image in Customer Access area

This must be made up of two or three elements :-

1. **Royal Mail Access Indicator. Mandatory.**
2. **Customer Access Indicator (optional)** - this must be an approved Indicator that incorporates a registered design, logo, or trademark that clearly and uniquely identifies the contract holder.
3. **‘Perforated’ Stamp-Like image** - this must look like a pictorial stamp and have a design which includes printed ‘perforated edges.’ It must be approved by Royal Mail and the Customer must ensure they have the necessary IP rights for any image(s) that they wish to include within the Access Indicia prior to use (see Figure 1).

Design 2 – a Perforated Stamp-Like border surrounding all Indicia components

This must be made up of three or four elements :-

1. **Royal Mail Access Indicator. Mandatory.** It is also a requirement that the smaller size indicator be used for this design.
2. **Customer Access Indicator (optional)** - this must be an approved Indicator that incorporates a registered design, logo, or trademark that clearly and uniquely identifies the contract holder.
3. **Stamp-Like image** - this must look like a pictorial stamp (but without the printed perforated border). It must be approved by Royal Mail and the Customer must ensure they have the necessary IP rights for any image(s) that they wish to include within the Access Indicia prior to use (see Figure 2).
4. **Perforated Border Surround** - All of the component parts must together be surrounded by a single printed perforated border design.

DESIGN REQUIREMENTS FOR BOTH OPTIONS

The overall dimensions, content and the clear zones for the Royal Mail Access and Customer Access Indicators remain unchanged. The 5mm clear zone between the Royal Mail and Customer Access Indicators must be maintained. The designs and dimensions are illustrated in Figure 3 - Figure 6.

Clear zones

The standard clear zones of 5mm to the left, bottom and right of the Customer Access Indicator; and 5mm plus or minus 2mm above the Customer Access Indicator must be maintained.

Customer Access Indicator Element Dimensions

Class	Size	Customer Access Indicator Dimensions		
		Overall Maximum	Stamp-Like Image	Customer Indicator (where required)
Premium & Priority	Small	50mm x 20mm	40mm x 20mm	10mm x 20mm
	Large	50mm x 30mm	35-40mm x 30mm	10-15mm x 30mm
Standard & Economy	Small	50mm x 20mm	40mm x 20mm	10mm x 20mm
	Large	50mm x 30mm	35-40mm x 30mm	10-15mm x 30mm

Figure 3 – Illustration of a Small Stamp-Like indicia – Priority & Premium (Not to Scale)

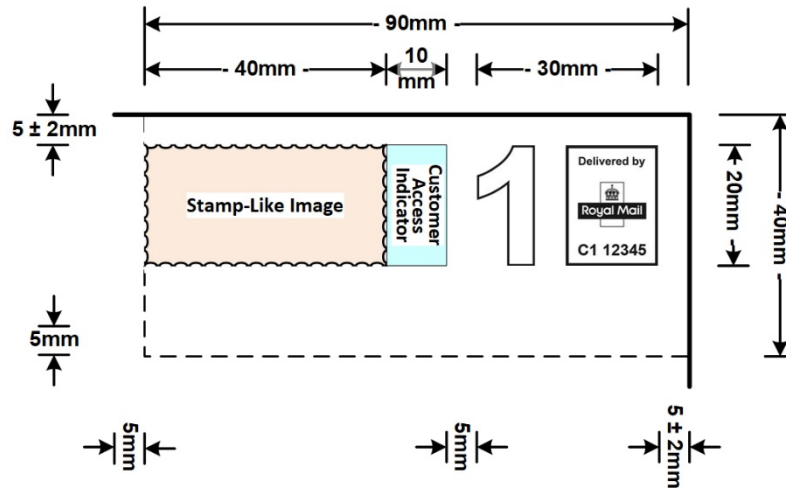


Figure 4 - Illustration of a Large Stamp-Like Indicia - Priority & Premium (Not to Scale)

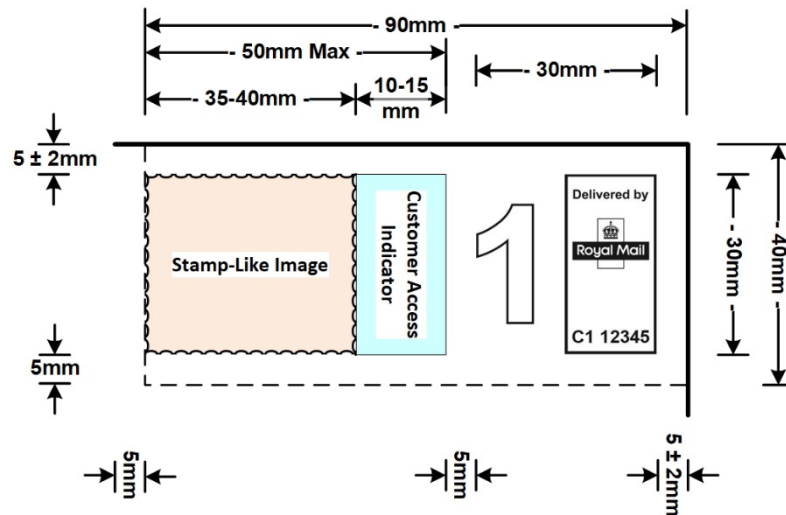


Figure 5 – Illustration of a Small Stamp-Like indicia – Standard & Economy (Not to Scale)

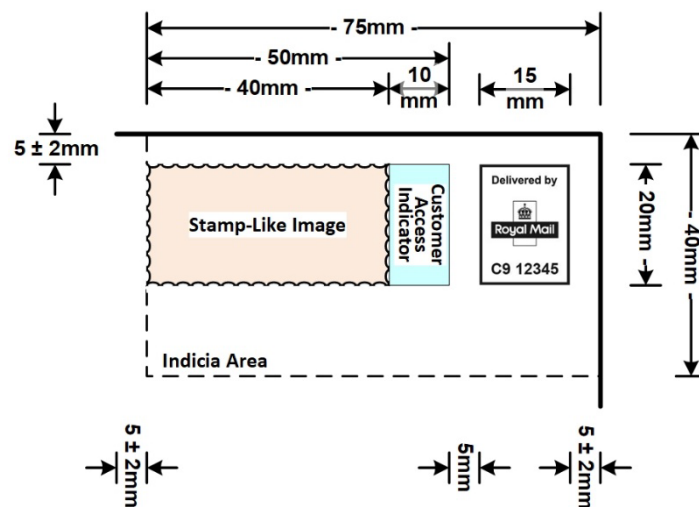
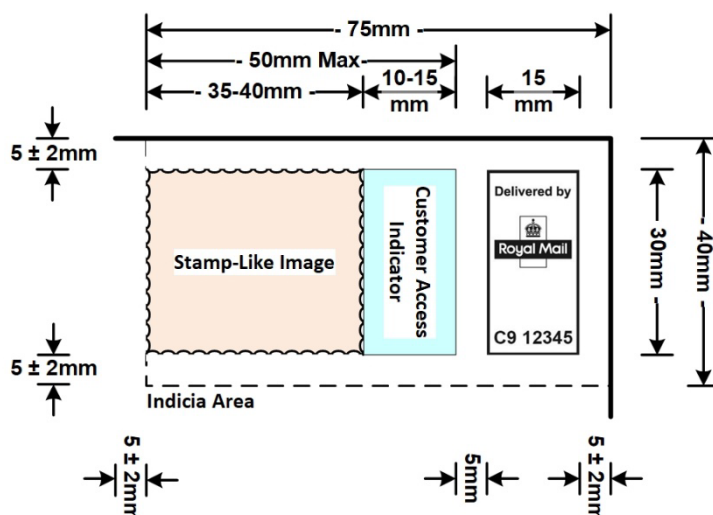


Figure 6 - Illustration of a Large Stamp-Like Indicia - Standard & Economy (Not to Scale)

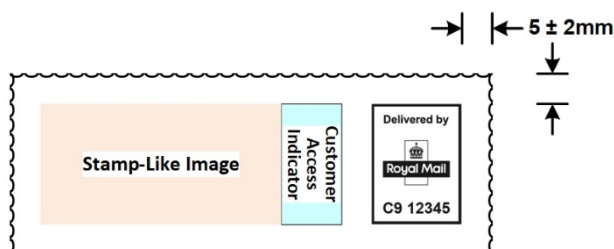


‘Perforated’ Stamp-Like border surrounding all elements of the Indicia components

This option is only available for the small indicia designs.

With this design, the printed perforation is printed around the whole of the combined Image, Customer / RM Access Indicator design. The perforation must be 5mm away from the Customer / RM Access Indicator on all sides.

Figure 7 - Stamp-Like Image for the whole Customer / RM Access Indicator – small only



STAMP-LIKE INDICIA TESTING PROCESS

Proposed designs must be submitted to Royal Mail for approval.

In the first instance, the Account Manager must be provided with clear visuals which include the proposed design and defined measurements, including clear zones, of all elements of the design. In addition, 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.

The designs may require machine testing before formal approval for use can be given.