Royal Mail Wholesale Digital Stamp Indicia Technical Specification

Royal Mail Wholesale Digital Stamp Design Specification – 1st October 2024

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 mail items using a Digital Stamp Indicia.

Customers must ensure that the supplier printing their Digital Stamp items has gained approval from Royal Mail Wholesale to confirm that they can achieve the required design specification. The Approval is supplier site specific.

Please note there are separate approvals for Royal Mail Wholesale and Royal Mail Retail mailings. This document refers to Wholesale only.

The Digital Stamp Designs

You have a choice of Digital Stamp designs to use. For each Digital Stamp design, Royal Mail provides artwork comprising the Stamp image, the cancellation marks, the Royal Mail cruciform & 'Delivered By' text and a 2D Code (where appropriate). The C9 Licence Number relevant to your account must be added. Please see Appendix A for a list of available Digital Stamp designs and stamp artwork dimensions.

New Digital Stamp designs will be made available from time-to-time and Royal Mail will notify you as and when these new designs are issued.

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

Mandatory Design Requirements

Artwork

Only Digital Stamp artwork issued by Royal Mail can be used. You must ensure that the correct C9 Licence Number (C9xxxxx) relevant to the account you use for the mailing is added to the artwork in the position detailed in Appendix A of this document.

Artwork must be produced in full colour to 600 dpi for printing with the colour remaining consistent with the artwork issued. The print quality must be consistent throughout the Digital Stamp image, and all edges of the Digital Stamp (including the 2D Code) must be sharp and clearly defined.

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 white. The paper can be either coated or uncoated stock. If you intend to print an overall colour to the envelope, the Digital Stamp Indicia must be printed onto a white background and surrounded by a white border which provides a 5mm clear zone free from print.

Classified: RMG – Public

Royal Mail Wholesale Digital Stamp Indicia Technical Specification

Layout and Positioning

The Digital Stamp indicia must be printed 5mm plus or minus 2mm from the top and right edges of the envelope as illustrated below.



Dimensions and layout specification

The following requirements must be met:

Indicia Design Stamp Attribute	Value
Indicia Design stamp position from right edge of envelope	5mm (plus or minus 2mm)
Indicia Design stamp position from top of envelope	5mm (plus or minus 2mm)
Font for Licence Number (printed in black)	Helvetica Neue Bold
Font size for Licence Number	8pt
White border clear zone surrounding the Indicia Design	5mm
Print Resolution	600 dpi
The maximum skew for the whole indicia from the horizontal axis	3°
C9 licence number location	3.5mm below the Royal Mail Cruciform and centred horizontally

Mailmark

The Digital Stamp Indicia must only be used for Letters & Large Letters posted under Royal Mail Mailmark and as such, your items must meet the Mailmark specification.

Customer and print supplier approval process

Print Suppliers must be accredited to use the Barcoded Digital Stamp. If you are using a print supplier, prior to using the Barcoded Digital Stamp for the first time, you must check that your print supplier's production site has been approved by Royal Mail for Digital Stamp printing.

Separate accreditation is required for each design and for coated and uncoated paper stocks. i.e. customers wishing to use the 2nd Class Letter definitive stamp on both coated and uncoated paper stocks require 2 accreditations.

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

Classified: RMG – Public

Royal Mail Wholesale Digital Stamp Indicia Technical Specification

1. Contact accessdigitalstamp@royalmail.com who will outline all steps of the process and work with you and/or your print supplier to achieve 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 must produce a copy of each of the Digital Stamp designs intended to be used:
    a. the barcoded definitive 2nd Class Letter stamp design.
    b. the barcoded definitive 2nd Class Large Letter stamp design.
    c. any Special Stamp images.

    These designs must be provided for each paper stock option; coated and uncoated.

    The physical samples of the Digital Stamp designs need to be sent to us, along with the Digital Stamp approval application form, to 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 you if new stamp designs are made available. The approval process must be followed again for suppliers and customers wishing to use new designs.
4. Royal Mail shall advise you and the print supplier of the outcome of the approval process. If approval is not given, Royal Mail will advise you and the print supplier of the issues identified. New copies will have to be submitted for approval.
5. Once the print supplier has been approved, Royal Mail may publish:
    - supplier name.
    - approval site.
    - contact details.
    - approved Digital Stamp designs.
    - and approved paper stock.

    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.
6. Following approval, the print supplier is permitted to use the approved Digital Stamp designs on all Mailmark mailing items printed at the approved print production site provided that the Digital Stamp Design Specification continues to be met. There is no requirement for an approved print supplier's site to gain further approvals unless it is for a new Digital Stamp design. Print suppliers can seek approval independent of a posting customer.

Eligible Products

Only Mailmark Letter & Large Letter products are permitted to use the Digital Stamp Indicia.

Assistance and contacts

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

Classified: RMG – Public

Royal Mail Wholesale Digital Stamp Indicia Technical Specification

Appendix 1- Specification

Part- 1- Material & Design Specification

1. You will indicate as part of your Application the Indicia Design you wish to use. Each Indicia Design Royal Mail provide shall include:
    - the Definitive stamp indicia design including a 2D code (which is not a Mailmark barcode) where appropriate.
    - the Royal Mail cancellation marks.
    - the Royal Mail cruciform.
    - the 'Delivered By' text.

Indicia Design Examples

2nd Class Letter Barcoded Definitive



2nd Class Large Letter Barcoded Definitive



2nd Class Letter Special (Alice in Wonderland)



2. New Indicia Designs may be made available from time-to-time and Royal Mail will notify you as and when these new designs are issued. If you wish to use a new Indicia Design, you will need to submit a new Application.
3. You must add the C9 Licence Number of the Customer's account to the Indicia Design. Please see Part 2 for the stamp artwork layout dimensions.

Artwork

4. Only Indicia Designs issued by Royal Mail can be used. You must ensure that the correct C9 Licence Number (C9xxxxx) relevant to the account you use for the mailing is added to the artwork in the position detailed in Part 2 below.
5. Indicia Design copies produced by you must be produced in full colour to 600 dpi for printing with the colour remaining consistent with the Indicia Design Royal Mail issue.
6. The print quality must be consistent throughout the digital stamp image, and all edges of the Digital Stamp (including the 2D Code) must be sharp and clearly defined.
7. The Indicia Design must meet the exact dimensions set out at Part 2 below.

Classified: RMG – Public

Royal Mail Wholesale Digital Stamp Indicia Technical Specification

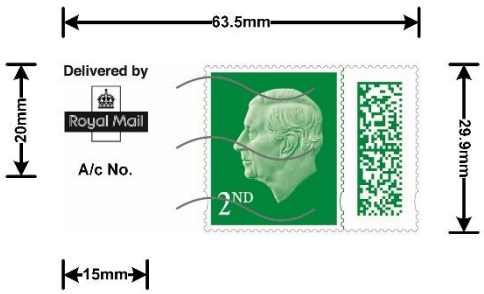
Envelope Material Properties

8. To ensure accurate colour reproduction of the Indicia Design, the envelope must be white. The material can be either coated or uncoated stock. If you intend to print an overall colour to the envelope, the Indicia Design must be printed onto a white background and contain a white border which provides a 5mm (plus or minus 2mm) clear zone free from print.
9. Print Proofs (also known as an 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.

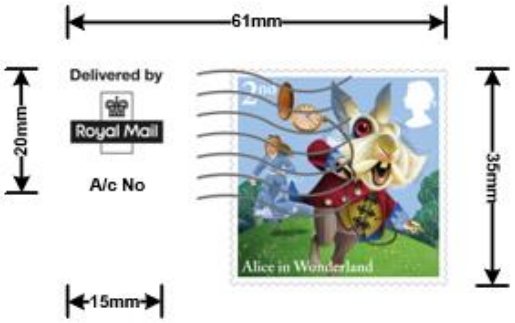
   Print suppliers currently accredited to produce Indicia Designs on coated stocks must also complete the accreditation process to produce outers using uncoated stock.

PART 2 - Indicia Design dimensions (not to scale)

Barcoded Definitive Stamp Dimensions



2nd Class Letter Special (Alice in Wonderland)



Providing Seeds

You must provide Royal Mail with a seed in each Digital Stamp mailing that you post so Royal Mail can verify that the Digital Stamp Design Specification is being met on an ongoing basis. If you are unable to seed, Royal Mail will accept a sample item from the mailing to be sent on the first day of posting. Customer UCID's must be included within the seed address.

The address for samples/seeds is :

[Insert Customer UCID]
R M Digital Stamp Sample
PO Box 73733
London
EC1P 1JX

Assistance and contacts

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

Classified: RMG – Public