

Royal Mail Retail Digital Stamp Technical Specification

Introduction

This document contains the design requirements for the Royal Mail Retail Digital Stamp Indicia. All design requirements and conditions contained in this document must be met for all mail items using a Digital Stamp Indicia.

Customers must ensure that the supplier that will be printing their Digital Stamp items has gained approval from Royal Mail Retail to show that they can achieve the required design specification. Approvals are supplier site specific and details of how to become accredited can be found on page 3. A list of approved suppliers is published at:

http://www.royalmailtechnical.com/Stamp_Indicia_Retail

The Digital Stamp Designs

You have a choice of Digital Stamp designs to use. For each Digital Stamp design, we provide artwork comprising the Stamp image, the cancellation marks and the Royal Mail cruciform and 'Delivered By' text. You will need to add your Licence number (used for standard PPI mailings); this must have a HQ prefix, if you do not have a HQ prefixed licence number please contact your account manager or Royal Mail representative and one can be generated for you. Please see Appendix A for a list of available Digital Stamp designs and stamp artwork dimensions

New Digital Stamp designs will be made available when possible and we will notify you as and when these new designs are issued.

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

Mandatory Design Requirements

- **Artwork**

Only Digital Stamp artwork issued by us can be used. You must ensure that the correct Licence Number (HQ xxxxx) relevant to the OBA 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 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 Indicia 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:

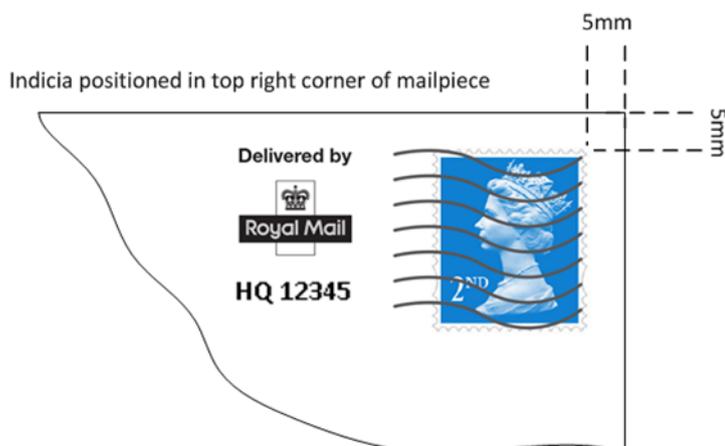
- a) The white substrate must have a brightness value of a minimum of 75 when measured using BS EN ISO 2470 Measurement of Diffuse Blue Reflectance Factor (ISO Brightness) of Paper and Board.
- b) The white substrate must have an opacity value of a minimum of 75% when measured using BS EN 2471 Opacity (Paper Backing) of Paper and Board by the Defuse Reflectance Method.

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- **Layout and Positioning**

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



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 Licence Number (printed in black) | Helvetica Neue Regular |
| Font size for 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 Indicia from the horizontal axis | $\pm 3^\circ$ |
| PPI number should be added 1.5-2mm below Delivered By Royal Mail Mark | |

- **Designs**

The letter designs can only be used on items posted as letters. The large letter design can only be used on items posted as large letters

Machinable Variants

Although designed as a Mailmark® option only, we will allow use of the Digital Stamp with OCR and CBC mailings for a transitional period ending on 1 November 2016 to allow customers sufficient time to migrate to Mailmark.

From this point; 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.

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Customer and print supplier approval process

If you are using a print supplier, prior to using the 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. You can check at http://www.royalmailtechnical.com/Stamp_Indicia_Retail.

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

1. Contact retail.stampindicia@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 retail.stampindicia@royalmail.com;
3. From the artwork and specification, your print supplier will need to produce a copy of each of the Digital Stamp designs intended to be used:
 - a. the classic second class letter stamp design;
 - b. the classic second class large letter stamp design; and
 - c. any special stamp images, currently Alice in Wonderland

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 to us, along with the Digital Stamp approval application form, to the following address for approval

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

A soft copy of the application form should be emailed to retail.stampindicia@royalmail.com

We will notify you if new stamp designs are made available. The approval process must be followed for 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 on the issues we identified. New copies will have to be submitted if you would like us to resubmit for approval.
5. Once the print supplier's production site has been approved we will add their details to http://www.royalmailtechnical.com/Stamp_Indicia_Retail. The published details are: supplier name; approval site, contact details and approved Digital Stamp designs. 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 designs on all Mailmark mailing items* printed at the approved print production site provided that the Digital Stamp Design Specification continues to be met. For the avoidance of doubt, 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 are able to seek approval independent of a posting customer.

*OCR and CBC variants are eligible until 31 October 2016

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Providing Seeds

You will need to include us as a seed in each Digital Stamp mailing (in addition to any other seed processes) 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 seed, we will accept a sample item from the mailing to be sent to us on the first day of posting. Licence numbers must be included within the seed address

The address for samples/seeds is;
Stewart Tyson RM Digital Stamp Sample
[Insert customer licence number]
PO Box 73733
Royal Mail Retail
4th Floor
185 Farringdon Road
LONDON
EC1P 1JX

Contacts

For any assistance or questions with the Digital Stamp design specification, please contact retail.stampindicia@royalmail.com

Eligible products

Eligible Products from 2 May 2016 (OCR and CBC become ineligible from 1 November 2016)

| Product | Sortation | Machine readability | Container | Product Level | Format | Class |
|------------------------------|-----------|--|---------------|-----------------------|------------------------|---------------|
| Advertising Mail | Low Sort | MailMark OCR (Until 1 Nov 16) CBC (Until 1 Nov 16) | Trays Bags | n/a | Letter Large Letter | 2c Economy |
| Sustainable Advertising Mail | | | | Entry Intermediate | | |
| Business Mail | | | | n/a | | |
| Publishing Mail | | | | n/a | | |

Customers will be able to use the indicia on all low sort products; OCR, CBC & Mailmark, until 31st October 2016. From November 1st Customers will only be able to use the indicia on Mailmark products only.

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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 Licence Number, with HQ prefix, (HQ xxxxx) relevant to the customer OBA account you use for the mailing is added to the artwork in the position detailed.
- Font and size for the Licence Number is 'Helvetica Neue Regular 10pt 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 (not to scale)

