

Royal Mail Retail Digital Stamp Design Specification – 1st August 2017

Introduction

This document contains a change to the envelope material properties and artwork available.

This document contains the design and specification requirements for the Royal Mail Retail 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 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. Approval will be supplier site specific. A list of approved suppliers is published at http://www.royalmailtechnical.com/Machine_Readability_Stamp_Indicia_Retail.cfm

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

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 the HQ PPI Licence Number relevant to your account. 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 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 HQ PPI Licence Number (HQ xxxxx) 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 600dpi 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**

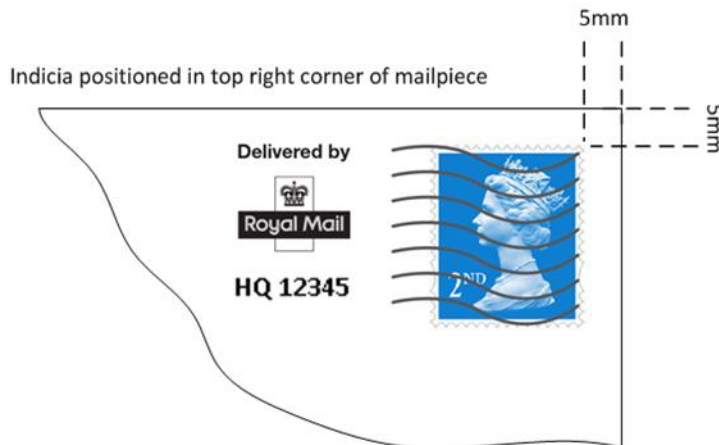
To ensure accurate colour reproduction of the Digital Stamp Artwork, the envelope must be manufactured from a white material. The material can be either coated or uncoated stock (**uncoated for a trial period of 6 months from 1st August 2017**). If you intend to print an overall colour to the envelope, 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.

Royal Mail Retail Digital Stamp Indicia Technical Specification

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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	

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.

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/Machine_Readability_Stamp_Indicia_Retail.cfm

Print suppliers currently accredited to produce Digital Stamp on coated stocks must also completed the accreditation process to produce outers using uncoated stock.

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

Royal Mail Retail Digital Stamp Indicia Technical Specification

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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 first class letter stamp design;
 - b. the classic first class large letter stamp design;
 - c. the classic second class letter stamp design;
 - d. the classic second class large letter stamp design; and
 - e. any Special Stamp images

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

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 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

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/Machine_Readability_Stamp_Indicia_Retail.cfm. The published details are: supplier name; approval site, contact details, approved Digital Stamp designs and approved paper stock. 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.

Providing Seeds

- You will need to include us as a seed in 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 seed, we will

Royal Mail Retail Digital Stamp Indicia Technical Specification

RMDSITS v2 PUBLIC

accept a sample item from the mailing to be sent to us on the first day of posting. Customer PPI licence number must be included within the seed address

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

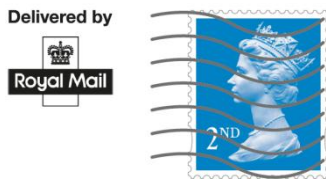
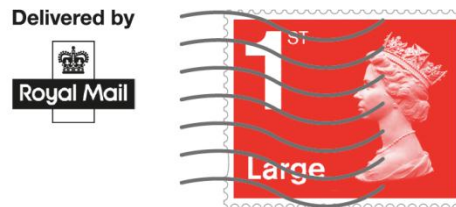
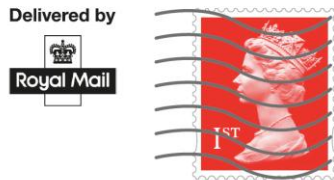
Assistance and contacts

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

Eligible products

Product	Sortation	Machine Readability	Container	Product Level	Format	Class
Advertising Mail	Low Sort	Mailmark	Trays	n/a	Letter Large Letter	1c 2c Economy
Sustainable Advertising Mail				Entry Intermediate		
Business Mail				n/a		
Publishing Mail				n/a		
Partially Addressed Mail				n/a		

Available images



Royal Mail Retail Digital Stamp Indicia Technical Specification

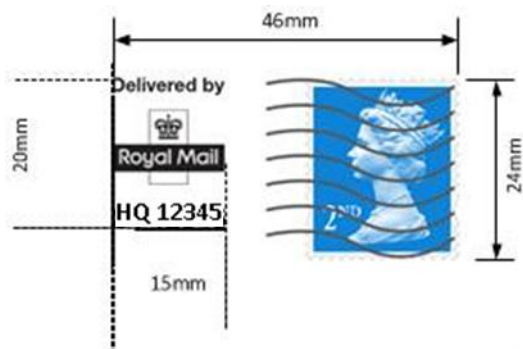
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APPENDIX A – Digital Stamp Artwork

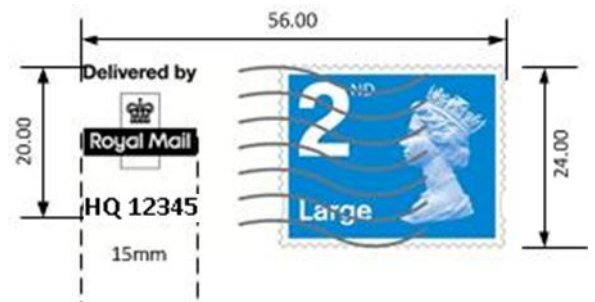
- For each Digital Stamp design, we provide artwork comprising the Stamp image, the cancellation marks, the Royal Mail cruciform and 'Delivered By' text.
- Only Digital Stamp artwork issued by us can be used.
- You must ensure that the correct HQ PPI Licence Number (HQ xxxxx) relevant to the account you use for the mailing is added to the artwork in the position detailed.
- Font and size for the Access Licence Number is 'Helvetica Neue Regular 10pt which must be printed in black
- Artwork must be produced in full colour to 600dpi 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

Digital Stamp Designs dimensions (not to scale)

Letter



Large Letter



Special

