A guide for letter envelope design and clear addressing

How to get it right

April 2024

Contents

First impressions

When you send business mail, the envelope is the first point of contact with your customer, and it sets the standard for its contents. Your envelope layout will determine how quickly we can deliver your mail.

This guide is designed to help you by providing critical parameters and layout diagrams for the most commonly used DL, C5 and A4 sized paper-based envelopes and provides information relevant to our machine-readable product specifications.

If you have any questions, please don't hesitate to contact us on 08457 950 950 or go to our website for online advice – Royal Mail – Customer Service. We can give you advice on mail piece design, envelope sizes and layouts, paper types and weights, and our range of products and services.

To gain discounts for efficient processing of your mail you must meet the more detailed machine-readable requirements of individual products such as Advertising Mail™, Publishing Mail, Business Mail 1st Class, Business Mail and Response Services as set out in the product specific terms and user guides. If any details in the specific terms or user guides contradict this guide the specific terms and user guides will apply (see Royal Mail Technical for more details)

ENVELOPES

Envelope dimensions

We recommend the following envelope dimensions as this will allow us to process your mail efficiently through our operational pipeline.

Please note that should any of the maximum dimensions be exceeded it is likely that the format of your item may change and therefore potentially increase the cost of postage.

Letters & cards

Letter Format	Dimensions permitted
Weight	Maximum 100g
Thickness	Minimum 0.25mm
	Maximum 5mm
Longer side (length)	recommended minimum 140mm
	recommended maximum 240mm
Shorter side (depth)	recommended minimum 90mm
	recommended maximum 165mm

Preferred envelope sizes
DL: 110mm x 220mm and C5: 162mm x 229mm

DL – 110mm x 220mm

A4
folded twice

DL
110mm x 220mm

A5
folded once

C6 – 114mm x 162mm

A4
folded twice

C6
114mm x 162mm

A5
folded once

C5 – 162mm x 229mm

A4
folded once

C5
229mmx162mm

A5
unfolded
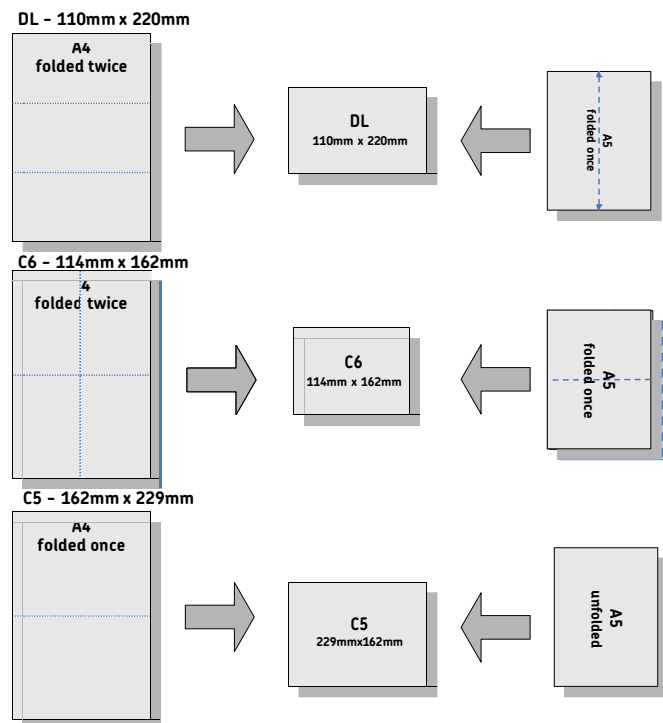
Large Letters

Large Letter Format	Dimensions permitted
Weight	Maximum 750g
	Minimum 10g
Thickness	Maximum 25mm
	Minimum 0.5mm
Longer side (length)	Maximum 353mm
Shorter side (depth)	Maximum 250mm

Preferred Large Letter envelope size

A4
unfolded

C4
324mm x 229mm
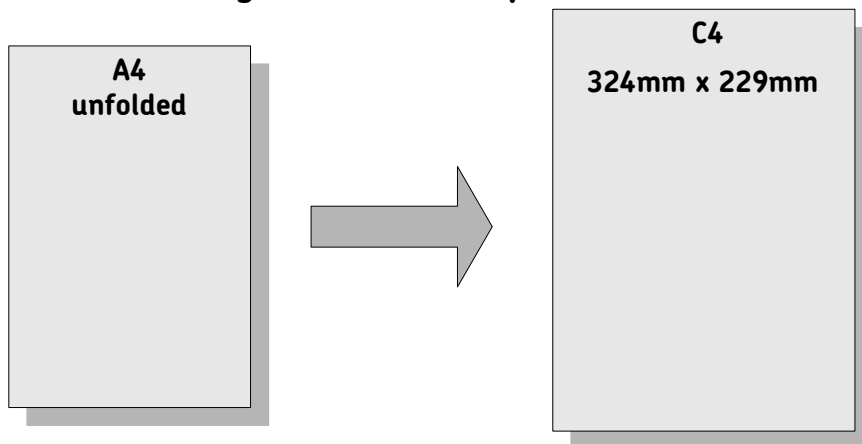
Machine-readable Large Letters
Please note that these are specific requirements as discounts are given for this product.
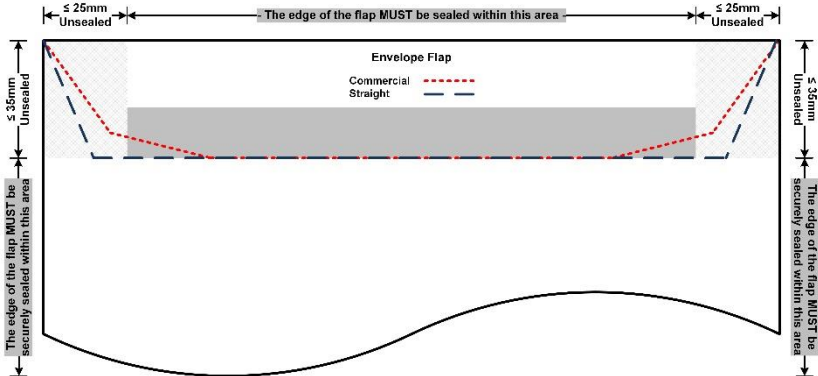
Large Letter Format	Dimensions permitted
Weight	Maximum 750g Minimum 10g
Thickness	Maximum 10mm Minimum 0.5mm
Longer side (length)	Maximum 345mm Minimum 145mm
Shorter side (depth)	Maximum 245mm Minimum 90mm
Square items	Maximum 245mm x 245mm Minimum 229mm x 229mm

LETTER ENVELOPES

Please refer to http://www.royalmailtechnical.com for details on machine-readable large letter requirements.

Detailed envelope properties

	Requirements
Material	• Paper only
Paper weight (minimum)	• Envelope paper: 70gsm • Single piece mailer: 100gsm • Postcards: 200gsm
Shape	• Four sides that are straight lines all intersected by a 90º angle • i.e. Rectangular, square shapes
Length	• Minimum: 140mm • Minimum: 145mm (Business Mail – Advanced) • Maximum: 240mm
Height	• Minimum: 90mm • Minimum: 102mm (Response Services) • Maximum: 165mm
Orientation	• Landscape is preferred
Paper Opacity	• ≥ 85 % (BS ISO 2471 – Paper and board. Determination of opacity (paper backing)
Paper Absorbency	• 15 – 35 gsm of water in 1 minute (BS EN 20535 – Paper and board. Determination of water absorptiveness.)
Paper Porosity	• < 700 ml/minute (BS 6538-2 – Air permeance of paper and board.)
Paper Colour	• White, pale and buff coloured envelopes work best through our machines. If your envelope has designs printed on it, we ask that you maintain two 'clear zones' free of colour, print, graphics, or window material. Please see the section in this guide on 'Clear Zones – Design Requirements.'
Thickness	• Minimum: 0.25mm • Maximum: 5mm
Lateral movement of largest insert	• If the total item (envelope + contents) thickness is up to or equal to 2mm it can be less than or equal to 30mm. • If the total item (envelope + contents) thickness is up to or equal to 5mm this must be less than or equal to 20mm
Inserts	• Large metal objects not permitted e.g. keys, coins • Staples maximum size permitted is 24mm by 6mm • Paper clips maximum size permitted is 23mm long

	Requirements
Rigidity / Stiffness	• Items must be able to bend into a 'U' shape.
Construction	• The front of envelope is defined as the side bearing the delivery address and payment indicia • Envelope to be paper based • Securely sealed on the front, back and all edges • Opening flap may be on the front or the back of the mail item. If the flap folds to the front it must not fall within the 'clear zones' – see 'Clear Zones – Design Requirements' • Envelopes with apertures must have a window film covering the aperture • All window film must be securely and evenly sealed to the inside of the envelope and must be flat when fixed to the envelope • Adhesives used must not leak onto the open envelope surface and must be dry on presentation so that items are not stuck together
Sealing	• Opening flaps to be sealed to within 25mm of the envelope sides and within 35mm from the top of the envelope – as shown below. This applies to all envelope types.
Perforations	• Roulette perforations are permitted for some products. Please refer to the product specific user guides for details.
Zip Ties	• Zip Tie perforations are permitted for some products. Please refer to the product specific user guides for details

EVIDENCE OF PAYMENT (INDICIA)
Evidence of payment – options

You have a variety of options to show you have paid the postage on each item of mail. The method you can use depends on the product you are using. For example, you can use stamps, Online postage, SmartStamp®, prepaid stationery, a Printed Postage Impression (PPI) or franking impressions.

For information on all payment options please go to www.royalmail.com and select 'Discounts and Payment' or click here – Discounts & Payment.

Sending parcels is as easy as 1,2,3. For information on payment for our Royal Mail parcel products, Guaranteed, Tracked and Standard please call 08457 950 950 or speak to your Account Manager.

Stamps
Stamps are the simple way to pay for 1st Class, 2nd Class and International postage. Stamps are available in books, sheets and rolls from the Royal Mail online shop or from the Post Office™.

Click here for more information on stamps – www.royalmail.com

Click & Drop
Save time by printing your postage online with this free and easy-to-use service. You don't need new software or equipment – just a computer and printer. All you need to do is log in, select the right service, add address details, and then buy, print, and send your item. The Price Finder tool helps ensure you select the right postage for your needs. You'll never run out of stamps again!

Click here for more information on Click & Drop – www.royalmail.com

Despatch Manager Online (DMO)
Our free and easy to use only parcel despatch management system can be used if you use our Royal Mail parcel products including Special Delivery Guaranteed by 9am™, Special Delivery Guaranteed by 1pm™, Royal Mail Tracked 24™, Royal Mail Tracked 48™, Royal Mail 24™ and Royal Mail 48™. This system is designed to help you print barcoded labels and report on your shipping activity.

Printed Postage Impression (PPI): Design information

When you're sending large quantities of mail, Printed Postage Impressions (PPI) offer a simple, pre-printed alternative to postage stamps or franking machines. Easy to buy and simple to print, PPI could save you time and money.

Before using a Royal Mail PPI, you must have a Royal Mail PPI licence number and an active account. Please call 08457 950 950 for details.

Each PPI design, examples below, has its own specification that must be followed when you produce your artwork. The PPI design must not be altered other than to insert the PPI licence number and, where appropriate, a town name. All other text must remain fixed.

Design information: All Products (excluding parcel products)

Each PPI is made up of two components: the delivery speed indicator and the 'Delivered by Royal Mail' mark. Both must appear on the mailpiece for items being sent to addresses in the UK. For items being sent abroad, you can choose not to include the 'Delivered by Royal Mail' mark within the PPI, but you must have the delivery speed indicator.

For all products you have the option of having four sizes of English PPI designs and three sizes of bilingual Welsh/English versions. Full details on PPIs are available at www.royalmail.com/ppi. Due to space restrictions the smallest bilingual PPI design is text only.

Example of a PPI for all products (excluding parcel products) * **

*** Please note that 'SOUTHAMPTON 2500' provides an example of where your licence number should appear. Please replace this text with your PPI licence number.
** Please note that the smallest bilingual PPI design has text only for the 'Delivered by Royal Mail' mark as the cruciform could not fit in the specified space.

Note: For 1st and 2nd Class Account Mail (Parcels) please continue using existing 1st and 2nd class PPIs.

Design information: Parcel products only

If you are sending items using any of our parcel products (including but not limited to Royal Mail 24™ or Royal Mail 48™, Royal Mail Tracked 24™, Royal Mail Tracked 48™, Special Delivery Guaranteed by 9am™ or Special Delivery Guaranteed by 1pm™), the PPIs are made up of three components: the service graphic box, the 'Delivered by Royal Mail' mark and the delivery speed indicator. The PPI artwork files for all parcel products are available from www.royalmail.com/ppi.

Generally, we recommend that all three components of a PPI are placed on the same line for items being sent to addresses in the UK. However, if space is limited, a two component PPI comprising of the service graphic box and delivery speed indicator can be used. The

'Delivered by Royal Mail' mark can be moved to another location on the label or parcel, but it must appear on the label or parcel.

Example of a 3 component PPI for Royal Mail 24™

PPIs for our other Royal Mail parcel products including, Special Delivery Guaranteed by 9am™, Special Delivery Guaranteed by 1pm™, Royal Mail Tracked 24™ and Royal Mail Tracked 48™ can be found at www.royalmail.com/ppi.

Note: For 1ˢᵗ and 2ⁿᵈ Class Account Mail (Parcels) please continue using existing 1ˢᵗ and 2ⁿᵈ class PPIs.

Specification – English versions: All products (excluding parcel products)

Note: For 1st and 2nd Class Account Mail (Parcels) please continue using existing 1st and 2nd class PPIs.

	DIMENSIONS* (height x width)	DESIGN Postage Paid GB [1] Licence Details [2]
PPI Design 1	Delivery speed indicator and 'Delivered by Royal Mail': Fixed at 14mmx54mm Delivery speed indicator only: Fixed at 14mmx35mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm	Helvetica in CAPITAL Recommended font size: 5 point[3] Min font size: 4.5 point
PPI Design 2	Delivery speed indicator and 'Delivered by Royal Mail': Fixed at 30mmx58mm Delivery speed indicator only: Fixed at 30mmx30mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm	Helvetica in CAPITAL Recommended font size: 6.45 point[3] Min font size: 6 point
PPI Design 3	Delivery speed indicator and 'Delivered by Royal Mail': Fixed at 22mmx80mm Delivery speed indicator only: Fixed at 22mmx55mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm	Helvetica in CAPITAL Recommended font size: 6.75 point[3] Min font size: 6 point
PPI Design 4	Delivery speed indicator and 'Delivered by Royal Mail': Fixed at 26mmx93mm Delivery speed indicator only: Fixed at 26mmx65mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm	Helvetica in CAPITAL Recommended font size: 8 point[3] Min font size: 7 point

Specification – Bilingual Welsh/English versions: All products (excluding parcel products)

	DIMENSIONS* (height x width)	DESIGN Postage Paid GB [1] Licence Details [2]
PPI Design 3	Delivery speed indicator and 'Delivered by Royal Mail': Fixed at 22mmx80mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm	Helvetica in CAPITAL Recommended font size: 6.5 point[3] Min font size: 6 point
PPI Design 4	Delivery speed indicator and 'Delivered by Royal Mail': Fixed at 26mmx93mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm	Helvetica in CAPITAL Recommended font size: 8 point[3] Min font size: 7 point

* These PPI specifications do not apply to items sent using our parcel products including but not limited to Royal Mail 24™, Royal Mail 48™, Royal Mail Tracked 24™, Royal Mail Tracked 48™, Special Delivery Guaranteed By 9am™ and Special Delivery Guaranteed By 1pm™ which are set out below. For labels where space is limited, the two components can be separated but both must appear on the packaging or label. For items being sent abroad, you have the option to only use the delivery speed indicator. Images of the above PPI designs are shown from page 21 onwards.

Specification – 3 component English versions: All Parcel products only

Note: For 1st and 2nd Class Account Mail (Parcels) please continue using existing 1st and 2nd class PPIs.

	DIMENSIONS* (height x width)	DESIGN Postage Paid GB [1] Licence Details [2]
PPI Design 1	Service graphic box, delivery speed indicator and 'Delivered by Royal Mail': Fixed at 14mmx79.5mm Delivery speed indicator only: Fixed at 14mmx35mm Distance between delivery speed indicator and 'Delivered by Royal Mail': 5mm Distance between 'Delivered by Royal Mail' mark and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 5 point[3] Min font size: 4.5 point
PPI Design 2	Service graphic box, delivery speed indicator and 'Delivered by Royal Mail': Fixed at 30mmx106.5mm Delivery speed indicator only: Fixed at 30mmx30mm Distance between delivery speed indicator and 'Delivered by Royal Mail': 5mm Distance between 'Delivered by Royal Mail' mark and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 6.45 point[3] Min font size: 6 point
PPI Design 3	Service graphic box, delivery speed indicator and 'Delivered by Royal Mail': Fixed at 22mmx117mm Delivery speed indicator only: Fixed at 22mmx55mm Distance between delivery speed indicator and 'Delivered by Royal Mail': 5mm Distance between 'Delivered by Royal Mail' and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 6.75 point[3] Min font size: 6 point
PPI Design 4	Service graphic box, delivery speed indicator and 'Delivered by Royal Mail': Fixed at 26mmx136mm Delivery speed indicator only: Fixed at 26mmx65mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm Distance between 'Delivered by Royal Mail' mark and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 8 point[3] Min font size: 7 point

Specification – 2 component English versions: Parcel products only (where space is limited)

	DIMENSIONS* (height x width)	DESIGN Postage Paid GB [1] Licence Details [2]
PPI Design 1	Service graphic box and delivery speed indicator: Fixed at 14mmx60.5mm Delivery speed indicator only: Fixed at 14mmx35mm Distance between Delivery speed indicator and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 5 point[3] Min font size: 4.5 point
PPI Design 2	Service graphic box and delivery speed indicator: Fixed at 30mmx79mm Delivery speed indicator only: Fixed at 30mmx30mm Distance between delivery speed indicator and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 6.45 point[3] Min font size: 6 point
PPI Design 3	Service graphic box and delivery speed indicator: Fixed at 22mmx92.5mm Delivery speed indicator only: Fixed at 22mmx55mm Distance between delivery speed indicator and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 6.75 point[3] Min font size: 6 point
PPI Design 4	Service graphic box and delivery speed indicator: Fixed at 26mmx108.5mm Delivery speed indicator only: Fixed at 26mmx65mm Distance between Delivery speed indicator and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 8 point[3] Min font size: 7 point

Note: For labels where space is limited, the 2 component PPI can be used but the 'Delivered by Royal Mail' mark must be present on the label / parcel. For items being sent abroad, you have the option to only use the delivery speed indicator. Images of the above PPI designs are shown from page 21 onwards.

Specification – 3 component Bilingual Welsh/English versions: Parcel products only

	DIMENSIONS* (height x width)	DESIGN Postage Paid GB [1] Licence Details [2]
PPI Design 1	Service graphic box, delivery speed indicator and 'Delivered by Royal Mail': Fixed at 14mmx88mm Distance between delivery speed indicator and 'Delivered by Royal Mail': 5mm Distance between 'Delivered by Royal Mail' and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 5 point[3] Min font size: 4.5 point
PPI Design 2	Service graphic box, delivery speed indicator and 'Delivered by Royal Mail': Fixed at 22mmx114.5mm Distance between Delivery speed indicator and 'Delivered by Royal Mail': 5mm Distance between 'Delivered by Royal Mail' mark and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 6.5 point[3] Min font size: 6 point
PPI Design 3	Service graphic box, delivery speed indicator and 'Delivered by Royal Mail': Fixed at 26mmx134mm Distance between delivery speed indicator and 'Delivered by Royal Mail': 5mm Distance between 'Delivered by Royal Mail' mark and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 8 point[3] Min font size: 7 point

Specification – 2 component Bilingual Welsh/English versions: Parcel products only

	DIMENSIONS* (height x width)	DESIGN Postage Paid GB [1] Licence Details [2]
PPI Design 2	Service graphic box and delivery speed indicator: Fixed at 22mmx92.5mm Distance between Delivery speed indicator and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 6.5 point[3] Min font size: 6 point
PPI Design 3	Service graphic box and delivery speed indicator: Fixed at 26mmx108.5mm Distance between Delivery speed indicator and service graphic box: 5mm	Helvetica in CAPITAL Recommended font size: 8 point[3] Min font size: 7 point

Note: For labels where space is limited, the 2 component PPI can be used but the 'Delivered by Royal Mail' mark must be present on the label / parcel. For items being sent abroad, you have the option to only use the delivery speed indicator. Images of the above PPI designs are shown from page 25 onwards.

These PPI specifications apply only to items sent using our parcel products, including but not limited to Royal Mail 24™, Royal Mail 48™, Royal Mail Tracked 24™, Royal Mail Tracked 48™, Special Delivery Guaranteed By 9am™ and Special Delivery Guaranteed By 1pm™.

[1] Postage Paid GB

The words "Postage Paid," and the initials "GB" must appear in all designs irrespective of which PPI you are using and the destination of your mail.
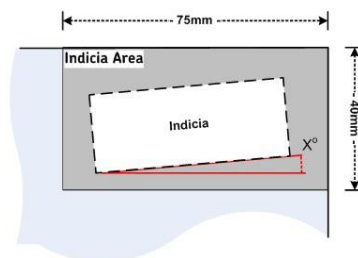
[2] Licence details

The PPI licence number must appear below the words "Postage Paid" and the initials "GB". The PPI licence number must always appear after HQ if you are using a national PPI licence e.g. HQ 2500, or after the town name if you have a local PPI licence e.g. SOUTHAMPTON 2500.

[3] Font size

If you have a local PPI licence, the town name and PPI licence number must fit on one line. If the town name is long there is a chance the text will spill outside the design boundary. If this happens, please reduce the font size of the town name and licence number to a legible size. If you still have difficulties, please call our Royal Mail Sales Centre on 08457 950 950 and they will advise you of an appropriate abbreviation.

PPI printing requirements & general advice for layout of other indicia

	Requirements
CLEAR ZONE	• There must be a clear zone of 2mm around the PPI. This is also applicable when dark substrates (envelopes) have been used. This 2mm clear zone can fall below the 40mm Indicia area.
COLOUR	• All designs should be in black and white with the PPI printed in black on a white background. • With prior agreement, the PPI can be printed as a dark indicia on a light background. • If you are using dark coloured envelopes, you should leave a white or light panel on the envelope where the PPI is to be printed. This panel should extend at least 1mm all around the PPI you use. • It is important that the PPIs are clear and readable by our postal staff and automated sorting machines. If you do change the colours of the PPI, then contact our Royal Mail Sales Centre on 08457 950 950 before committing the designs to print.
CONTRAST	• The indicia contrast (Contrast Ratio) on similar kinds of backgrounds must be more than or equal to 20% (and 40% if on inconsistent backgrounds), the indicia being darker than the background. • It is important that the PPIs are clear and readable by our postal staff and automated sorting machines. If you do change the colours of the PPI or are not sure about the contrast between it and your background envelope, then contact our Royal Mail Sales Centre on 08457 950 950 before committing the designs to print.
DESIGN	• The PPI design must not be printed as a negative. e.g. white on black.
POLYWRAPPED ITEMS	• Ideally the white areas should be pre-printed white. • If this isn't possible, leave them transparent but again ensure that the printed areas are darker than the background envelope and that there is a good contrast to it.

POSITION – Poly and 3D items (applies to all indicia)	• Please follow the design requirements as for letters
	    o Location
	    o PPI Design options

PRINT RESOLUTION	• The indicia must be printed at a minimum resolution of 300dpi.
SKEW (applies to all indicia)	• The maximum skew for the whole indicia is +/- 20° from the horizontal edge.

	Requirements

POSITION –
 	
Letters and Large Letters (applies to all indicia excluding indicia for parcel products)
	• For letters, the indicia (which must include the 'Delivered by Royal Mail' mark) must be located in the top right corner of the envelope, above and to the right of the delivery address.
	• The PPI should be positioned 5mm from the top of the envelope and 5mm from the right edge of the envelope.
	• The area of the envelope recognised as the Indicia area is positioned above and to the right of the Delivery Address Block, and consists of two parts:
	    1. Indicia Area: this extends 40mm from the top of the envelope and 75mm from the right edge of the envelope.
	    2. Additional Indicia Area: this extends the Indicia Area length by 28mm when customers choose to use the larger English PPI designs 3 and 4 or Bilingual PPI designs 2 and 3. The overall area becomes 40mm high and 103mm long.

POSITION – For parcel products only **Note: For 1st and 2nd Class Account Mail (Parcels) please continue using existing 1st and 2nd class PPIs.**	Generally, please follow the design requirements as for letters. • For large letter format, we recommend that the English 3 component PPI design 1 is used, or 2 component PPI design 1, 2 or 3 is used so that they fit within the extended indicia area defined above. • Some of the PPI options for parcel products including Special Delivery Guaranteed by 9m™, Special Delivery Guaranteed by 9am™, Royal Mail Tracked 24™, Royal Mail Tracked 48™, Royal Mail 24™ and Royal Mail 48™ extend beyond the length of the extended indicia area as defined above for letters. Apart from the designs recommended for large letter format, please use any of the various design options for parcel products named above which are also suitable for your parcels. • The PPI should be positioned 5mm from the top of the envelope and 5mm from the right edge of the envelope. • The indicia must be located in the top right corner of the envelope, above and to the right of the delivery address. • The area of the envelope recognised as the indicia area is positioned above and to the right of the Delivery Address Block.

Extra help for you – online PPI Producer: All products (including parcel products)

You can use our [online PPI Producer](#) to create ready-to-print PPIs. The PPI Producer has five easy steps to create the PPI.

Note: The PPI producer does not produce PPIs for the following parcel products; Royal Mail Tracked 24™, Royal Mail Tracked 48™, Special Delivery Guaranteed by 9am™ and Special Delivery Guaranteed by 1pm™. These can however be downloaded as artwork files from www.royalmail.com/ppi.

1. Enter your PPI licence number
2. Choose between 1st Class, 2nd Class, Economy or Royal Mail 24™, Royal Mail 48™, speed indicator
3. Choose the PPI design that works best for your mail. Note that for Business Mail – Advanced, you must use either English PPI designs 1 or 2. For the bilingual Welsh/English version you must use the smaller bilingual PPI design 1.
4. Preview what you have selected
5. Choose the file format that best suits you – JPG (compression of photographic image) or TIFF (bitmap graphics file format).
6. While pressing 'download' you must keep the CTRL key pressed down

Alternatively you can download the raw files of the PPI designs from www.royalmail.com/ppi. We recommend that you use a professional designer or printer to insert your licence details to ensure that these guidelines are followed correctly. If you download the artwork and reproduce it exactly as the specification states, there is no need for your artwork to be checked by us before you post.

All Royal Mail PPIs are the copyright, trademarks, and designs of Royal Mail Group 2012. All rights reserved. By downloading the Royal Mail PPIs you acknowledge that you have read, accept and are bound by our [Terms and Conditions](#) for Royal Mail PPI use. If you do not accept all of the terms, please do not proceed to download the PPIs.

PPI Designs – All Products (English versions): excluding parcel products

Note: For 1st and 2nd Class Account Mail (Parcels) please continue to use existing 1st and 2nd class PPIs.

1st Class

PPI Design 1: 14mmx54mm

PPI Design 3: 22mmx80mm

PPI Design 2: 30mmx58mm

PPI Design 4: 26mmx93mm

2nd Class

PPI Design 1: 14mmx54mm
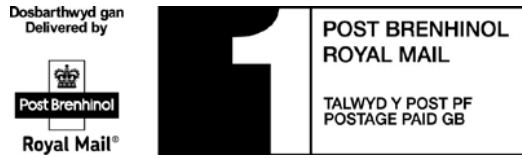

PPI Design 3: 22mmx80mm

PPI Design 2: 30mmx58mm

PPI Design 4: 26mmx93mm

Economy

PPI Design 1: 14mmx54mm

PPI Design 3: 22mmx80mm

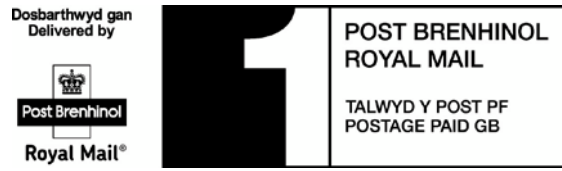PPI Design 2: 30mmx58mm

PPI Design 4: 26mmx93mm

PPI Designs – All Products (Bilingual Welsh/English version): excluding parcel products

1st Class

PPI Design 2: 22mmx80mm

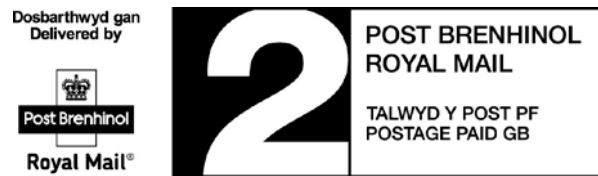
PPI Design 3: 26mmx93mm

2nd Class

PPI Design 2: 22mmx80mm

PPI Design 3: 26mmx93mm

Economy

PPI Design 2: 22mmx80mm

PPI Design 3: 26mmx93mm

* Please refer to product user guides for full print requirements

Please note: not to scale

PPI Designs: Royal Mail 24™ and Royal Mail 48™ only

3 component English versions

Note: For 1st and 2nd Class Account Mail (Parcels) please continue using existing 1st and 2nd class PPIs.

Royal Mail 24™

PPI Design 1: 14mmx79.5mm

PPI Design 3: 22mmx117mm

PPI Design 2: 30mmx106.5mm

PPI Design 4: 26mmx136mm
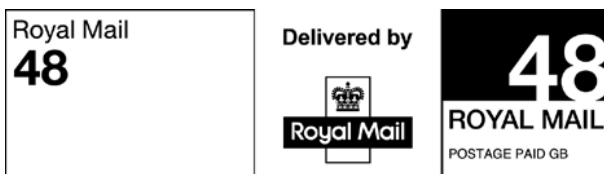

Royal Mail 48™

PPI Design 1: 14mmx79.5mm

PPI Design 3: 22mmx117mm

PPI Design 2: 30mmx106.5mm

PPI Design 4: 26mmx136mm

Please note: not to scale

2 component English versions

Royal Mail 24™

PPI Design 1: 14mmx60.5mm

PPI Design 3: 22mmx92.5mm

PPI Design 2: 30mmx79mm

PPI Design 4: 26mmx108.5mm

Royal Mail 48™

PPI Design 1: 14mmx60.5mm

PPI Design 3: 22mmx92.5mm

PPI Design 2: 30mmx79mm

PPI Design 4: 26mmx108.5mm

For PPIs for all other parcel products including Special Delivery Guaranteed by 9am™, Special Delivery Guaranteed by 1pm™, Royal Mail Tracked 24™ and Royal Mail Tracked 48™ visit www.royalmail.com/ppi.

Please note: not to scale.

3 component Bilingual Welsh/English version

Royal Mail 24™

PPI Design 2: 22mmx114.5mm

PPI Design 3: 26mmx134mm

Royal Mail 48™

PPI Design 2: 22mmx114.5mm

PPI Design 3: 26mmx134mm

Please note: not to scale

2 component Bilingual Welsh/English version

Royal Mail 24™

PPI Design 2: 22mmx92.5mm

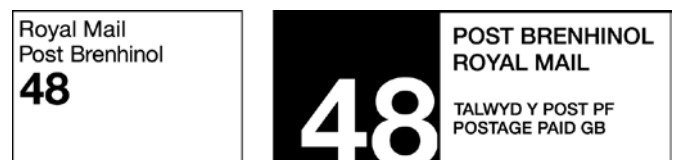

PPI Design 3: 26mmx108.5mm

Royal Mail 48™

PPI Design 2: 22mmx92.5mm

PPI Design 3: 26mmx108.5mm

Please note: not to scale

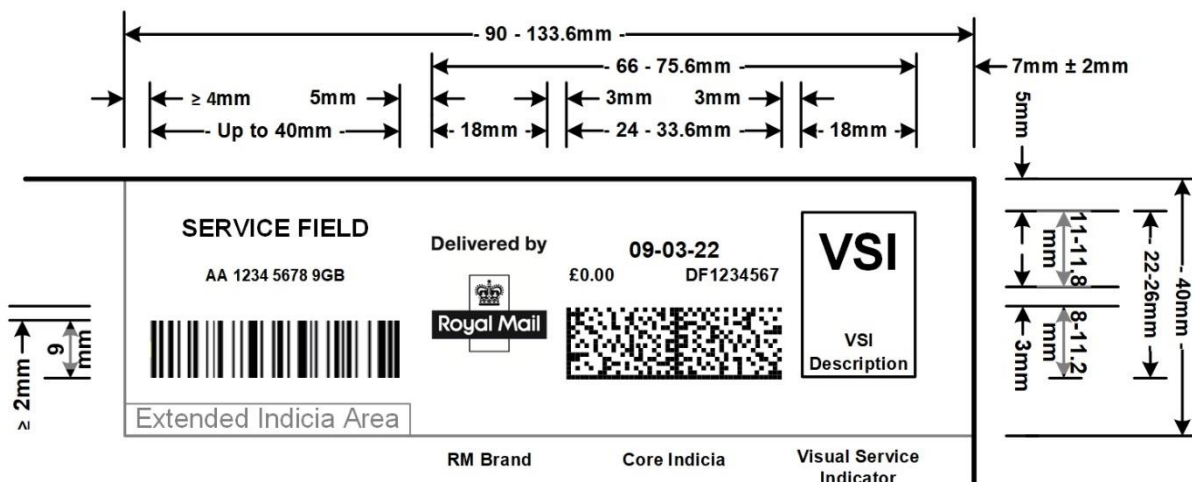# Franking machine impressions – design information

Franking machines can print both franking impressions and PPIs. A franking impression is a payment channel mark used by business customers who pre-pay for their mail using franking machines. Franking impressions are permitted for most unsorted letter products but are not permitted for any of the sorted product options.

The Franked mail indicia that is produced by the Franking machine is made up of the following components :-

- Visual Service Indication (VSI) – Class / International Service indicator. e.g. 1, 2, A, SU
- VSI description – weight and format content
- Indicia text – UK (International only), date, value, and licence number
- 2D code
- Royal Mail Branding – 'Delivered by' text and the Royal mail cruciform (Inland only)
- Service Field (Signed For & Special Delivery only) - Signed For OR Special Delivery
- 1D Code Identifier (Signed For & Special Delivery only)
- 1D Code (Signed For & Special Delivery only)
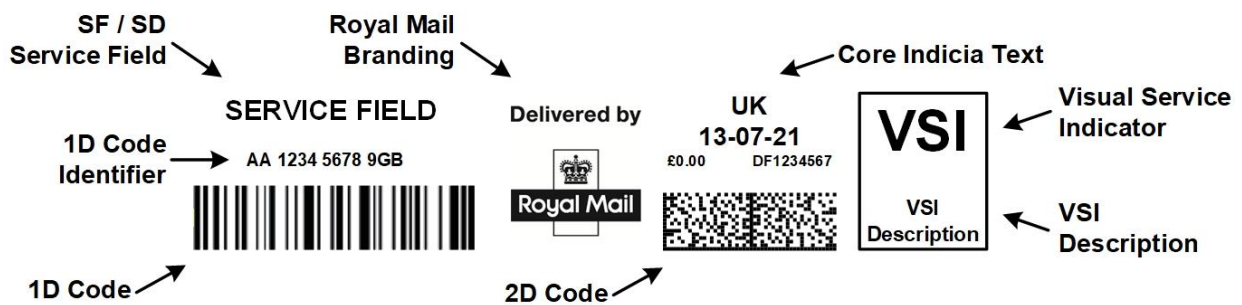
The dimensions for the indicia are as follows :-

Franking machine printing requirements

	Requirements
Position / Clear Zone	• A clear zone of 2mm is required around the indicia. • A minimum gap of 5mm (-0,+1mm) gap is required on either side of the town circle (roundel)
Indicia Colour	• The indicia must be printed using either blue or black ink.
Print Quality (IJP)	• The indicia must be printed at a minimum resolution of 200dpi, and the barcodes must be readable to a minimum of grade B quality according to ISO15415 / ISO15416.
Skew	• The maximum skew for the indicia and the value is $\pm 10^{o}$ from the horizontal axis.
Return Addressing standards	• Please always use the key words 'Return Address' as the header for any return address information and print the address left justified and using 10-12pt Lucida Console or Letter Gothic fonts.

We would recommend that if you choose to have logos, slogans, or creative artwork on the face of your item, you avoid the area of the envelope, as shown in the images above.

Approved Manufacturers, Independents, Inspectors & Maintainers

For list, links to the companies' listed Please click here for our directory of authorised Franking services – Royal Mail Franking Services.

ADDRESSING

Managing Address Data

There are many benefits to maintaining your customer database with a high level of address quality, including:
- improved perception of your company and your mailings by the recipient, which may lead to increased response rates
- enhanced ability to target your mailings using demographic profiling tools
- reduced production and postage costs through the elimination of duplicate records and undeliverable items.

It's important to remember that cleaning your address data should not be a one-off activity, but an ongoing process. You need to take into account changes to Postcodes and other address information over time and ensure that new records added to your database are accurate.

The best way to maintain the accuracy of your addresses is to link your customer database to the Postcode Address File (PAF®) by using one of the large number of products and services based on PAF® which are available.

PAF® contains over 28 million UK addresses, including around 1.4 million business addresses and 1.8 million Postcodes, which we constantly update to maintain its accuracy.

Managing Address Data products and services (derived from PAF®) are available in a variety of formats so you can choose the one most suitable to your business needs:
- as integrated solutions from our Data Solution Providers (independent licensed companies who use PAF® to develop and sell a range of address management products and tools)
- as raw data, which you can process to suit your IT applications
- on a CD-ROM with search and sort options

Where to go for more information on address management and data products

Royal Mail
For more information or to order Managing Address Data products:
- call us on 08456 066 854, select option 2
- visit the Royal Mail website at www.royalmail.com/amu
- order products via the Royal Mail website shop at www.royalmail.com/shop

Direct Marketing Association (UK)
Contact the DMA for free lists of computer bureaux, database consultants and computer software suppliers. As DMA members, all companies are subject to a strict approval process to ensure they meet quality standards and best practice. Members must abide by the DMA Code of Practice, which is monitored and administered by the independent authority of the DMA.

Direct Marketing Association (UK)
DMA House
70 Margaret Street
London
W1W 8SS

Tel: 020 7291 3300
Email: dma@dma.org.uk   Web: www.dma.org.uk

The elements of an address – Inland mail

- You must include one premise element, one thoroughfare element, one locality element and the postcode as a minimum.
- The post town should be included
- Other elements may be included.
- If there is no thoroughfare element contained in PAF® this need not be included.

(optional)	Mailer Defined Information (MDI)* e.g. ZW4367
	D Faydherbe Operations Director
Organisation	Royal Mail
Sub-building	South Wing
Building name	Bell House
Building number	B 25 Bell Complex
Dependent thoroughfare	The Mews
Thoroughfare	300 Western Road
Double dependent locality	Otterley
Dependent locality	Hedge End
Post Town	OXFORD
Postcode	OX4 5ZZ

*See Address structure and layout for details on Mailer Defined Information

- Each address element must be on a separate line of the address with the postcode included as the last line of the address. The only exception to this is outlined in section three, Locality elements.

- The county, although not required, may be included as the penultimate line of the address

- The phrases "England," "Great Britain" or "United Kingdom" must not be used for addresses to the UK and posted within the UK.

- Each line of the address must be left justified

The simplest way to ensure an address is correct is to check that all the elements in the appropriate PAF® record is present.

To fully describe these requirements, each element is defined as follows,

1 Premise elements

You must include at least one of these four elements, so that a single delivery point is defined. You don't have to include all the premise elements, even if they are included in PAF®.

(optional)	**Mailer Defined Information e.g. ZW4367**
	D Faydherbe **Operations Director**
Organisation	**Royal Mail**
Sub-building	**South Wing**
Building name	**Bell House**
Building number	**B 25 Bell Complex**

2 Thoroughfare elements

PAF® will give one of three possible combinations:
- No thoroughfare: no need to include anything in this part of the address.
- A thoroughfare but not a dependent thoroughfare: include the thoroughfare.
- Both a dependent thoroughfare and a thoroughfare: include the former. If space allows you can also include the thoroughfare, though it's not compulsory.

Dependent thoroughfare	**The Mews**
Thoroughfare	**300 Western Road**

3 Locality elements

You must include at least one locality element. You don't have to include them all, even if they are included in PAF®. The Post Town should have the first character(s) in capitals for example: Coventry, Milton Keynes, Ross-On-Wye, on a single line.

The Post Town may be followed by a county on the penultimate line of the address, provided that the space between Post Town and county is no more than two-character spaces and that the postcode is on the last line of the address.

The county and the postcode may be on the same line provided there are one or two character spaces between the two elements.

The Post Town and postcode can be on the same line, provided that the Post Town precedes the postcode and the space between the two elements is one or two character spaces.

Double dependent locality	**Otterley**
Dependent locality	**Hedge End**

4 Postcode

The address must contain the full and accurate postcode. The postcode must be able to generate an address from PAF® which can be matched to the minimum requirements above (at least one premise element, one thoroughfare element and one locality element).

The postcode must always appear in capital letters on the last line of the address.

Please put one or two character spaces between the two parts of the postcode. Typically, the first part (i.e. OX4) is the outward code and this identifies a post town or a district within a post town, the second (i.e. 5ZZ) is the inward code which represents the street information.

Post Town	OXFORD
Postcode	OX4 5ZZ

Punctuation

- Punctuation is permitted for postings which do not receive any other machineable discounts e.g., Business Mail's non-machine-readable unsorted option.
- Please do not underline any part of the address or postcode.
- Advertising Mail Unsorted, Business Mail Unsorted, Advertising Mail Low Sort or Business Mail Low Sort, punctuation and non-alpha numeric symbols can only be used where it appears in the corresponding PAF™ record. It can also be used in the recipient's name or in the Mailer Defined Information (MDI) above the address within the address block. There must be no punctuation used to separate address elements or components within an address element.
- Alternatively, you may remove all punctuation from the address, even if it is contained in the corresponding PAF™ record
- For full details on allowable punctuation within a PAF record please see PAF™ Digest, available from www.royalmail.com or a member of your account team.
- Punctuation and graphical symbols may be used within any 'Mailer Defined Information' and addressee elements.

British Forces Post Office (BFPO) Addresses

A full list of BFPO addresses is available here HM Forces Mail .

Address layout is as follows & please note that the Town & Country must not be included:
Service No Rank Name
Unit/Regt
Operation Name
BPFO No

Please go to www.royalmail.com and HM Forces Mail for full details, and any restrictions –
Royal Mail HM Forces Mail .

ADDRESS STRUCTURE AND LAYOUT

An address may consist of three elements, all of which are classed as the 'Address Block.'
1. Mailer Defined information (MDI) – reference information printed as part of the Address Block
2. Recipient details
3. Geographical address and postcode

Address requirements

	Requirements
	There must only be one Delivery Address Block on the mail piece
Mailer Defined Information format (MDI)	• Must be in a single line above the address • The first character of the MDI must be left justified and aligned to the address below it • Any separation between elements of the MDI should not exceed one space • The content may be of different font and size to the other Address Block elements • The font and size may vary within the Mailer Defined Information (MDI) • The line spacing must be consistent with the Delivery Address • The length of the MDI must not exceed 64 characters • When included as part of the address block, it may tap out totally or partially above and to the right
Punctuation & graphic symbols	• Please refer to 'Punctuation' under 'Addressing'
Fonts **Fonts continued**	• The font size for the Delivery Address must be the same or larger than the Return Address Block • Italic fonts must not be used • Bold fonts must not be used • Recommended fonts as follows and are point size 10–12. Please note that not all the following fonts are permitted for Response Services or Business Mail – Advanced, please refer to appropriate user guide of the product for further details.

Requirements

Non-Proportionally Spaced preferred fonts (7)

Courier
Courier New
Letter Gothic
Lucida Console
Lucida Sans Typewriter

Word Gothic

Acceptable Proportionally Spaced fonts (23)

Arial	Latha
Avant Garde	Lucida Sans
Calibri	Mangal
Estrangelo Edessa	
Eurostile	News Gothic MT
Frankfurt Gothic	Univers
Franklin Gothic (Book)	Optima
Gautami	Raavi
Geneva	Shruti
Gill Sans	Trebuchet MS
Helvetica	Tunga
	Univers
	Verdana

* Note that all the fonts above are in the correct type

Address Block Text formatting	

- The address must be provided as a 'block' of text.
- The content of one address line must not be wrapped on to a second line of text i.e. London Road must be printed on the same line and not be spread over 2 lines.
- Characters of the same font and point size must be used for each line of the address
- Character pitch must be 10-12 characters per 25.4mm with clear vertical gaps of at least 0.25mm between the extremities of adjacent characters.
- Spacing between words must be < 5mm
- Maximum characters per line of the Address Block is 64 characters (including spaces)
- Spacing between lines must be uniform:
  Minim m – 1mm, Maximum – 4mm
- There must be no "blank" lines in the address
- All elements of the Address Block (including the Mailer Defined Information) must be left justified.
- The Address Block skew must be no more than ± 5 degrees

Address print requirements

	Requirements
Print colour & quality	• Preferred colour is black. If this cannot be achieved, then adequate contrast must be achieved • Negative contrast is not allowed • The characters must not be blurred, smudged, deformed or incomplete • No splashing or ink splatter around characters
Print contrast	• Required Print Contrast Ratio for addresses printed on envelopes ≥ 50 % • Required Print Contrast Ratio for addresses printed on window inserts ≥ 55 % • Required Value: Minimum Reflective Difference ≥ 30 % • Required Value: Minimum Background Reflectance 35 % • Inverse printing is not allowed (address block lighter than background)

Address print advice for labels

If you wish to print all your address and indicia information on a label, we would recommend that, as per the advice in this guide, you follow the general principle of ensuring that

  a) the indicia is to the top right of the item
  b) the delivery address is central / to the left of the indicia
  c) the delivery address and indicia are both orientated in the same direction
  d) the return address to be above and to the left of the delivery address
  e) all other requirements e.g. clear zones, layout, address structure remain as per this guide

Return Address

We do recommend that a valid UK return address is applied to all mail.

When a return address is applied to the mail piece, it must comply with the following requirements:

1. The content of the Return Address must follow the Delivery Address structure as per the 'Addressing' chapter.
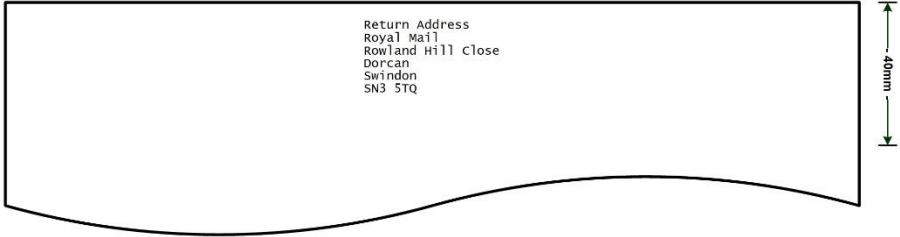2. The first line must identify the address as a Return Address and must state the words 'Return Address'

An example of a return address is provided:

```
Return Address
Royal Mail House
Rowland Hill Close
Dorcan
Swindon
SN3 5TQ
```

Return Address formatting

	Requirements
All mail	• The format must follow the delivery address requirements as per the 'Addressing' chapter

Return Address location

	Requirements
Location	• Ideally should be centrally placed on the reverse of the mail piece Return Address Royal Mail Rowland Hill Close Dorcan Swindon SN3 5TQ 40mm
Position if on reverse	• In an area within 40mm zone from the top of the mail piece
Position if on the front – non franked mail	• In the top left corner • Less than 75mm from the right edge • Extend to no lower than 28mm from the top edge of the letter • No closer than 12mm to the Delivery Address
Position if on the front – franked mail	• To the left of the Franked indicia. • A clear zone of 5mm-20mm must be provided to the left and to the right of the return address

Window Envelopes

If your letter has a window, please see the following requirements.
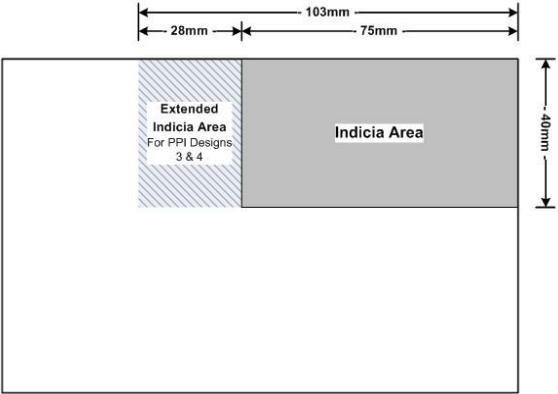
	Requirements
Aperture	• Not to be an open space • There must be a transparent film (window) placed across the aperture
No of windows on the front	• Maximum of two windows on the front • If there is a window on the reverse, the maximum permitted on the front is one
No of windows on the reverse	• Maximum number of windows permitted on the reverse is one. • Please refer to the product specific user guides to see if this is permitted for your product and for the full design requirements
Size	• The sum of the area of windows applied to a single side must not be more than 50% of the surface area for that side
Window shape	• Must be rectangular if on the front. • The corner of the aperture must be rounded to prevent damage to the item • Must be circular if on the reverse
Position	• Must not interfere with the tag codemark and route codemark clear zones. Please refer to 'Clear Zones – Design Requirements' • Must not interfere with the indicia area • Must be more than or equal to 18mm from the bottom edge of the mail piece • Must be more than or equal to 15mm from the right, left and top of the mail piece
Gloss	• The gloss value must be ≤ 150 (American standards of testing and materials (ASTM) 2457 Measured at 60 degrees).
Haze	• The haze value must be ≤ 75 % (ASTM D1003-00 Procedure A (Hazemeter))
Strength	• The window must be robust enough not to become deformed. i.e. not creased or crumpled

ADDRESS CLEAR ZONES & LOCATION

Delivery Address Block Clear zone

	Requirements
Minimum required around the entire Address Block	• More than or equal to 5mm
Window envelopes	• Total clearance around the address block remains unchanged at ≥ 5mm. This may consist of clear zones both within the window and on the envelope. • The gap within the window must be ≥ 2mm to the left, right, and bottom of the address. • No clear zone is required within the window above the address block, but the address block must always be visible. The remaining clear zone requirements are met through the provision of clear zones on the envelope. i.e. a clear zone of ≥ 3mm to the left, right, and bottom of the Address Block; and a ≥ 5mm clear zone on the envelope above the address.
Text, graphics and patterns	• No other text, patterning, or graphics may be printed within this clear zone. Mailer Defined Information (MDI) may be included if it's part of the address block.
Other text/information	• No other text/information that could be construed as a delivery address may be included on the front of the mail piece. This includes any areas of an insert which may appear in the window of the mail item arising from insert movement

Delivery Address Block location

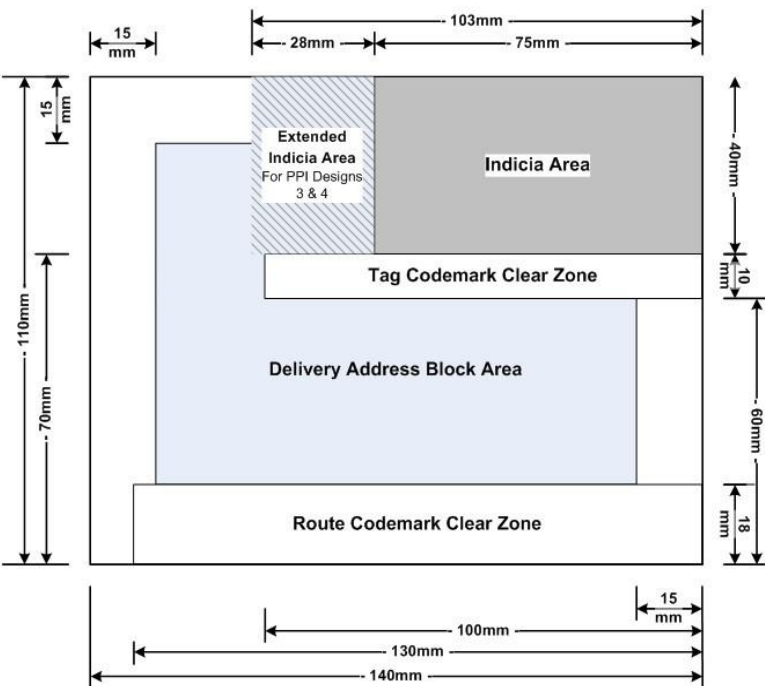|	Requirements
	• Must always be in landscape orientation • Unless this is a Mailmark Barcoded letter i.e. Advertising Mail, Business Mail Unsorted or Advertising Mail, Business Mail Low Sort.
Location to indicia area	• The Delivery Address Block must not encroach into the Indicia area. See below – the Indicia area is located in the top right corner of the mail piece and is an area 40mm high from the top edge of the mail piece and 75mm long (from the right edge of the letter)
Location to Clear Zones (see Clear Zones)	The Delivery Address Block must not encroach on the clear zones for 'Tag'[1] and 'Route'[1] codes of the mail piece • 'Tag' codemark – Positioned 60mm up from the bottom right corner of the mail piece, and covering an area 10mm high, and 100mm long (from the right edge of the letter) • 'Route' codemark – Positioned in the bottom right corner of the mail piece and covering an area 18mm high (from the bottom edge of the letter), and 130mm long (from the right edge of the letter) [1] item reference code as applied by our machines – see 'Clear Zones'
Location to border of the item	• A clear border (of window material & address block information) is also required around the perimeter of the item. • The size of the border is 15mm for the top, left, & right borders and 18mm for the bottom border.
Location to bottom edge of the item	• For landscape mail, no part of the Delivery Address Block must be located more than 125mm above the bottom reference edge of the letter
Location of last line of the address block	• The last line of the geographic address must always be > 50mm from the top reference edge of the letter.

CLEAR ZONES – DESIGN REQUIREMENTS

Letter format

The following information provides further detail on the clear zones required to allow us to be able to process your letters efficiently and quickly through our operational pipeline.

There are two areas on letter format items which we request are kept clear of print, graphics, and window material so that we can apply both codes to each letter.

These codes are:

- The 'tag' codemark – this is a reference applied to that letter in the event we are not able to sort the item first time through the machine.
- The 'route' codemark – this is the reference obtained through reading the address information which enables the machine to sort the letter to the correct selection on the machine.

	Requirements
'Tag' code area	• Tag codemark – Positioned 60mm up from the bottom right corner of the mail piece, and covering an area 10mm high, and 100mm long (from the right edge of the letter)
'Route' code area	• Route codemark – Positioned in the bottom right corner of the mail piece and covering an area 18mm high (from the bottom edge of the letter), and 130mm long (from the right edge of the letter)
Example of 'Tag' and 'Route' code areas	

	Requirements
'Picture frame'	• There is a picture frame of 15mm on the right, left and top of the envelope and 18mm along the bottom where there is to be no window material, or address block information in this area

PPI area	• Can go into this area but must not go into the indicia's clear area which varies as follows,
	  • Responses services is variable, please refer to Response Service specification
	  • Franking impressions require 2mm
	  • PPIs require 2mm

GENERAL ADVICE

General advice for print quality & finishing

Digital printing processes apply a pigmented layer that adheres to the surface of the paper. The layer does not soak into the paper and is softer than standard inks.

Consequently, when used for mail, the pigment may rub off, transfer to adjacent surfaces (inserts and the envelope), crack, and become marked both during the manual and automated handling process.

The application of an ultraviolet (UV) cured varnish has been found to reduce the wear to digitally printed mail items. This provides a protective coating over the pigment. It should only be applied to the non-address side of the Letter as the characteristics the varnish may make the mail unmachineable if applied to both sides*.
(*They may have 'window-like characteristics' that reduce mechanical handling capability, increase static cling, and compromise codemark printing)

The pressure exerted on the Letter during automated processing may cause colour offset on digitally printed items. Therefore, it is recommended that there should be no off set of print or colour transfer when the item is exposed to a pressure of 3.43kPa (35g per cm^2). This equates to a weight of 8.5kg spread over the surface of a DL envelope, and 13.5kg for C5 envelopes.

Where to go for help or more information

To find out more about any Royal Mail product or service please visit Royal Mail Ltd. If you wish to know more about our machineable letter products, including being able to compare products by using a handy pricing calculator please visit;
http://www.royalmailtechnical.com/products.cfm

Alternatively, please call your Royal Mail Sales Centre on 08457 950 950 (local rate) or if you are deaf or hard of hearing we offer a textphone service on 08456 000 606.

Useful web links

Service or Contact	Link
Address Management	Address Management Unit
British Forces Address (BFPO)	www.bfpo.mod.uk
British Forces website	HM Forces Mail
Click & Drop	Royal Mail Click & Drop
Customer Service – Royal Mail	Royal Mail Customer Service
Data Services	Data Services
Direct Marketing Association (UK) (DMA)	www.dma.org.uk
Discounts & Payment	Discounts & Payment.
Franking machine information (including Manufacturers, Independents, Inspectors and Maintainers)	Royal Mail Franking
HM Forces Mail	Royal Mail HM Forces Mail
International Mail	Royal Mail International Mail
Postcode Address File® (PAF®)	Postcode Address File (PAF)
Printed Postage Impression producer	online PPI producer
Printed Postage Impression Terms and Conditions	Terms and Conditions
Printed Postage Impressions	www.royalmail.com/ppi www.royalmail.com/bilingualppi
Response Services	Response Services
Royal Mail	Royal Mail Ltd
Royal Mail products	www.royalmail.com/shop
Royal Mail Technical	Royal Mail Technical – Products
Royal Mail Tracked™	Royal Mail Tracked
Stamps	Royal Mail Stamps
Terms and Conditions	Terms and Conditions
User Guide for Marketing, Publishing and General Correspondence	Royal Mail Technical