

Our Indicia Guide

Sitting Proud on
Our Envelopes



What you need to know about using our indicia

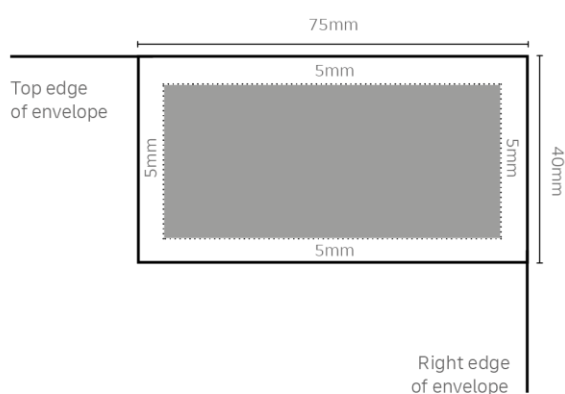
Mail using UK Mail's access agreement with Royal Mail

The number in the Royal Mail Cruciform area, should always be C9 10001

Mail using a customer's own CDA agreement with Royal Mail

The number in the Royal Mail Cruciform area, should always be the **customers own C9 licence number**.

Indicia Positioning Requirement (top right of mail item)



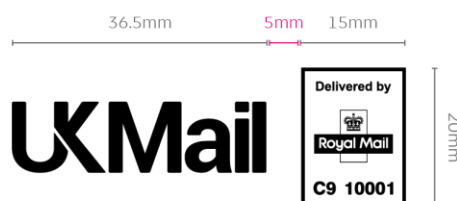
30mm x 20mm indicia



White on black version



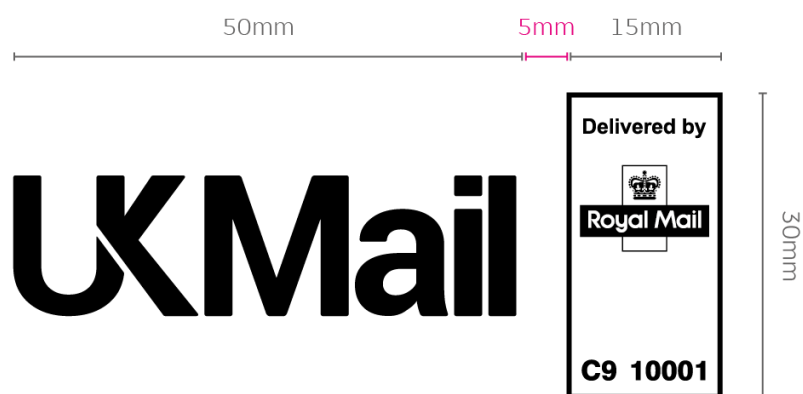
36.5mm x 20mm indicia



White on black version



50mm x 30mm indicia

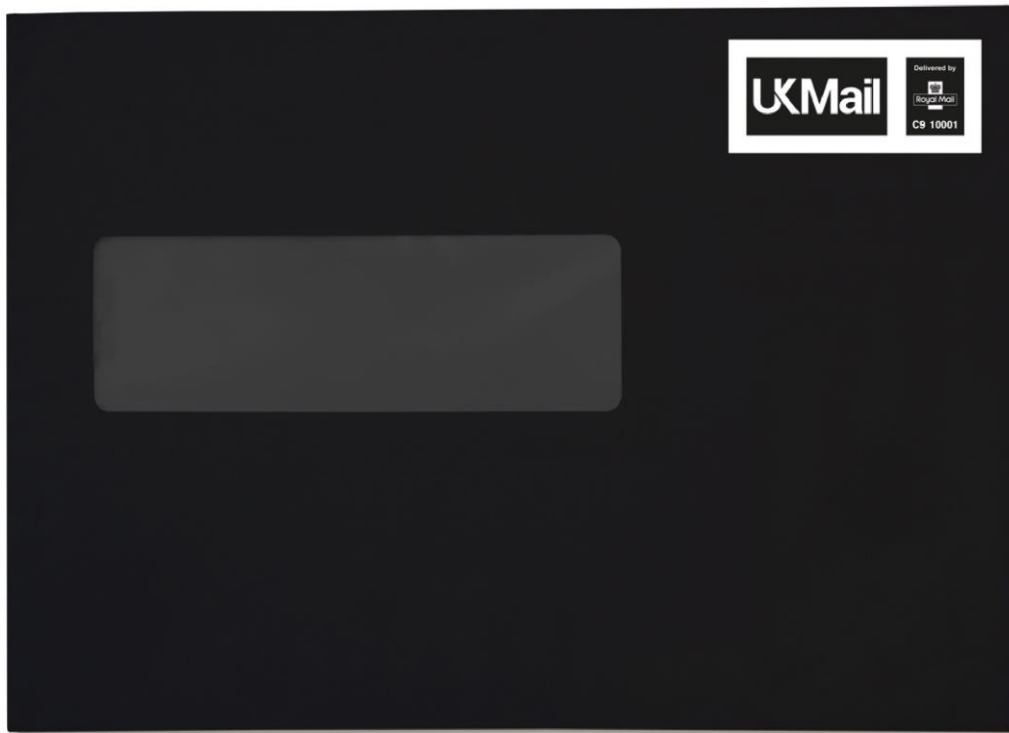


White on black version



Indicia size and positioning must be as shown for items to be accepted by Royal Mail.

Example of printing the indicia on a solid black or dark coloured envelope.



Please note that customers using the “White out of Black” indicia need to apply the following rules:

- Where the envelope is of a light shade/colouring the indicia may be used as per normal.
- Where the envelope is of a dark shade/colouring (e.g. black, as shown in the example above) then a 2 millimetre white border must be maintained around the indicia to ensure that it is recognisable by Royal Mail machines.
- The position of the indicia continues to be as per the Royal Mail user guide and as previously instructed by UK Mail.
- The example here shows black and white; the same principles apply to any other dark background envelope and the “white” may be any light colour (e.g. where the envelope carries text/artwork in a light colour on a dark background, the “black” can be the dark background colour with the light colour being the “white”).
- It is always important that there is strong contrast between the indicia and the background.
- Note that the UK Mail logo and the Royal Mail Cruciform area together create the UK Mail indicia for downstream access.

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