



Guidance for the correct Usage of Indicia





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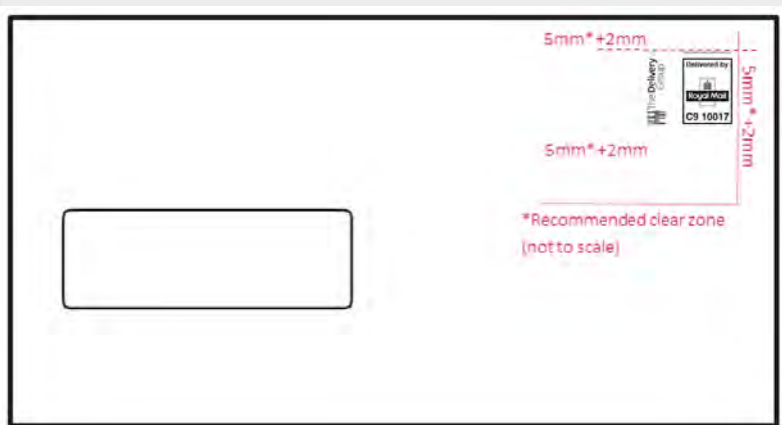
What are postal indicia?

Indicias are the pre-printed wholesale equivalent to the traditional Royal Mail stamp. Our The Delivery Group indicia comprises of the 'The Delivery Group' logo, license number and the 'Delivered by' Royal Mail indicator.



Standard indicia guide

For letters, the indicia is located in the top right hand corner of the envelope and positioned within the indicia zone (75 mm across by 40 mm deep). There mustn't be any print or graphics within 5mm of the indicia. A stamp-like indicia may be printed as an image on to your mail item, or it may be applied as an adhesive label. You must also include a return address. The recommended format is to be left justified.



Availability of Master Artwork

You can obtain master artwork files of our indicia, either by downloading from our website, www.thedeliverygroup.co.uk or by contacting your The Delivery Group Account Manager.



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Step 1

Choosing a Size

The indicia must be used at one of the two sizes. The DSA element must be either 30mm high, or 20mm high. The relative size of the 'Delivery Group' element cannot vary from that shown:



Position The Indicia On Your Artwork

The top right hand edge of the indicia should be aligned exactly to the top and right hand edges of the envelope. 5mm down and 5mm in from the right hand edge

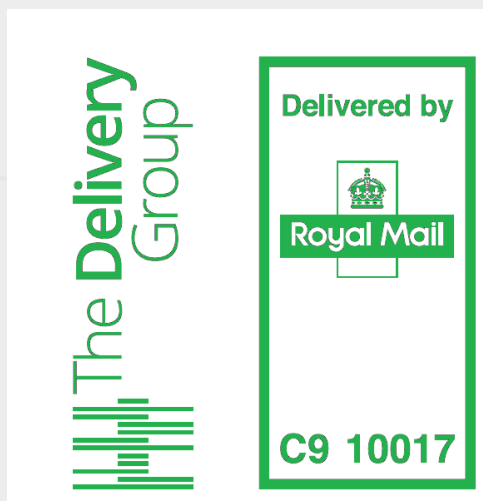




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Notes – Additional information

The Indicia can appear in any colour provided there is sufficient contrast between the indicia colour and the substrate for the small type in the DSA box to be clearly legible: If the indicia is to appear reversed out of a darker background, then the DSA element should be placed in a white box with a clear 2mm border – however, The Delivery Group element can be reversed out of the background colour:









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Indicia creative guide

It's recommended there's a strong contrast between the indicia and the background of the mailing item - to ensure that sorting machines can clearly read the details on the envelope. Please send or approval before printing to: proofs@thedeliverygroup.co.uk

PPI Type	PPI	Comments	Acceptable
Standard Black and white		Black or dark colour font is acceptable as long as carrier logos and licence details can be clearly read	YES
Black on solid colour with white out boxes		Can be used with all background colours and images	YES
Reversed white out of solid colour		Acceptable as long as the background colour/image is dark enough to clearly read carrier logos and licence number details	YES
Black on solid colour with not white out boxes		Not acceptable as unable to clearly read the licence details	NO

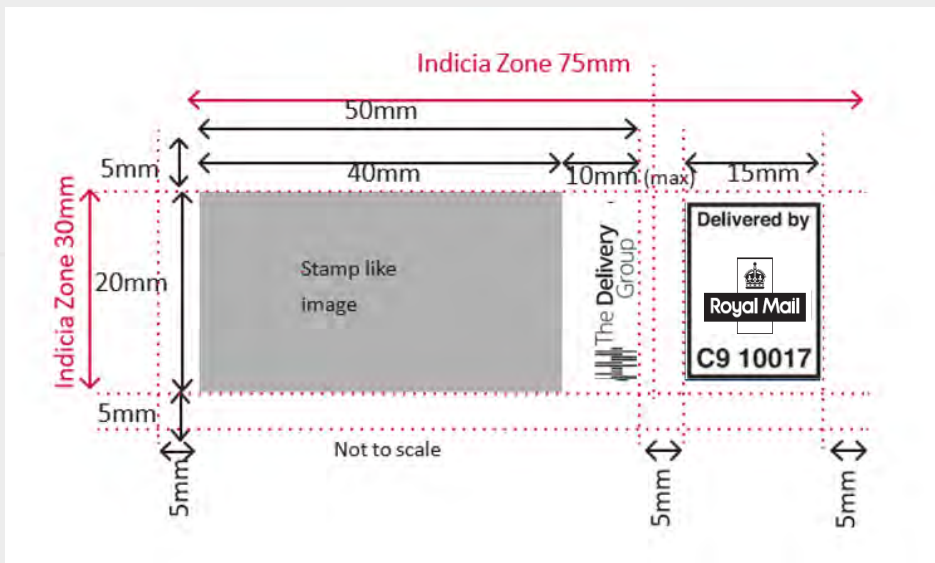


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Stamp indicia guide

Our TDG stamp indicia is made up with the company logo, license number and Royal Mail 'Delivered by' indicator, and a stamp design of your choice. All elements must be positioned within the access indicia zone (75mm across by 40mm deep).

Please note that you must hold the intellectual property rights for any images incorporated within your stamp design



Let's work together.

The Delivery Group

Unit 2

Catalina Approach

Omega South

Warrington

WA5 3UY

www.thedeliverygroup.co.uk