**Royal Mail Wholesale Digital Stamp Design Specification – 1st August 2017**

**Introduction**

**This document contains a change to the envelope material properties.**

This document contains the design and specification requirements for the Royal Mail Wholesale Digital Stamp Indicia.

All design requirements contained in this specification must be met for all mail items using a Digital Stamp Indicia.

Customers that would like to use the Digital Stamp Indicia on their mail must first enter into a Digital Stamp agreement with Royal Mail.

Customers must ensure that the supplier that will be printing their Digital Stamp items has gained approval from Royal Mail Wholesale to show that they can achieve the required design specification. Approval will be supplier site specific. A list of approved suppliers is published at https://www.royalmailwholesale.com/digital-stamp/

**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 Access Licence Number relevant to your Access Contract. 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 colin.sharp@royalmail.com

**Mandatory Design Requirements**

* **Artwork**

Only Digital Stamp artwork issued by us can be used. You must ensure that the correct Access Licence Number (C9 xxxxx) relevant to the Access contract 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.

* **Layout and Positioning**

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



* **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 Access Licence Number (printed in black) | Helvetica Neue Regular |
| Font size for Access Licence Number (mm) | 10pt |
| White border clear zone around the extremities of the Digital Stamp Indicia | 5mm |
| Print DPI | 600 x 600 |
|  |  |
| The maximum skew for the whole Indicia from the horizontal axis | ± 3o |

For customers who want to add the Customer Access Indicator design, as relevant to the Access contract used for the mailing, please position it to the left of the Digital Stamp Indicia and ensure the 5mm white border clear zone is maintained.

**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 https://www.royalmailwholesale.com/digital-stamp/

**Print suppliers currently accredited to produce Digital Stamp on coated stocks must also complete 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:

1. Contact accessdigitalstamp@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 accessdigitalstamp@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:
	1. the classic second class letter stamp design;
	2. the classic second class large letter stamp design; and
	3. any Special Stamp images

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 Wholesale

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.

1. 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.
2. Once the print supplier’s production site has been approved we will add their details to https://www.royalmailwholesale.com/digital-stamp. 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.

**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 accept a sample item from the mailing to be sent to us on the first day of posting. Customer UCID’s must be included within the seed address

The address for samples/seeds is;

Stewart Tyson RM Digital Stamp Sample

[Insert Customer UCID]

PO Box 73733

Royal Mail Wholesale

4th Floor

185 Farringdon Road

LONDON

EC1P 1JX

**Assistance and contacts**

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

**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 Access Licence Number (C9 xxxxx) relevant to the Access contract 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

**Available Digital Stamp Designs and associated dimensions**

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