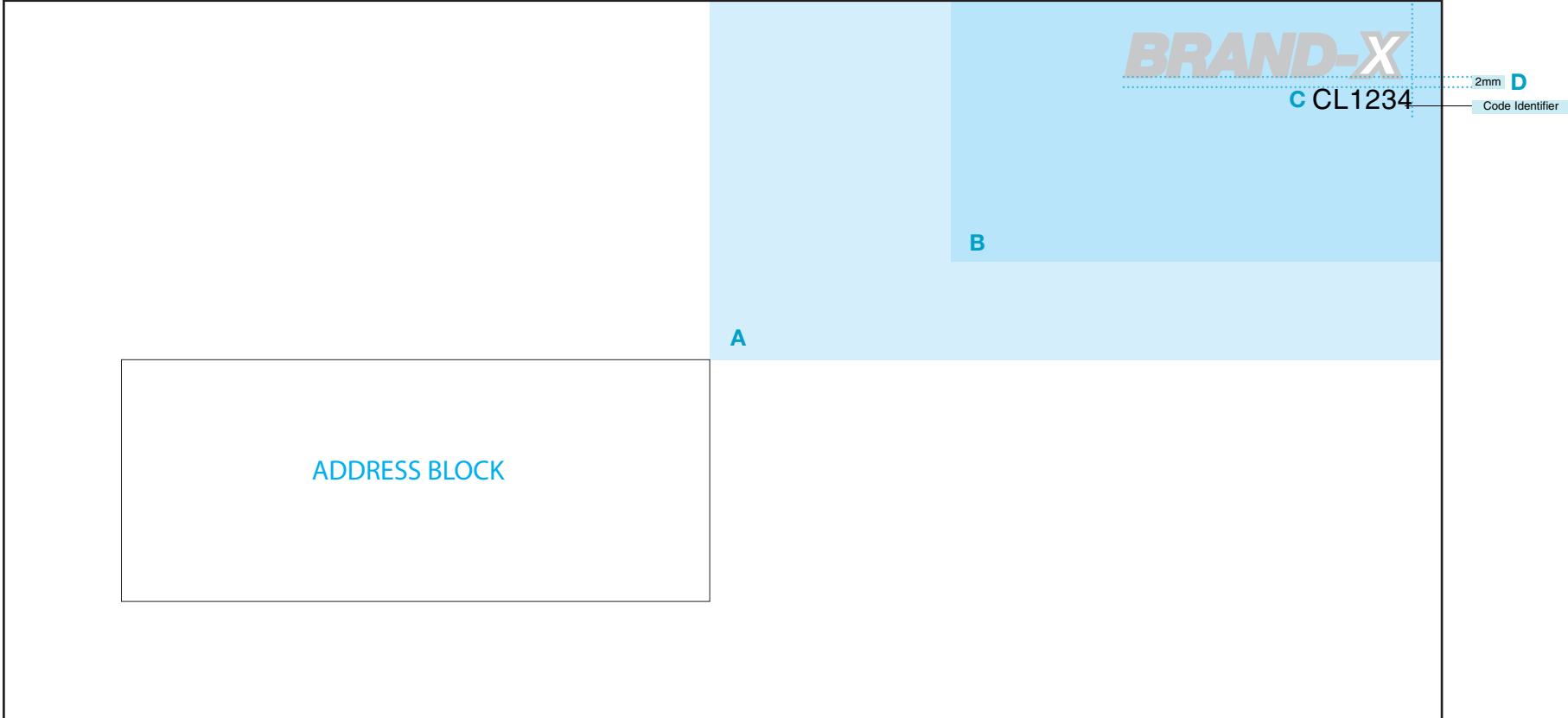


Guidelines for applying Code Identifier



PLEASE NOTE: PRINT AT 100% FOR ACTUAL SIZE

DL envelope example

A Code Identifier zone.
Code Identifier must be located above and to the right of the address block.

B Royal Mail indicia zone.
For comparison.

C Font. Helvetica 12pt (Black) with +5 tracking. If less than 12pt required, use Helvetica Bold.

If Helvetica is not available, the default font is Arial. If the machinery you use doesn't allow you to specify fonts, use an alternative – but this must be large enough and clear enough to be easily read by the human eye.

D Positioning and alignment. 2mm below and aligned to the right-hand edge of the brand/indicia.

Buffer zone. Code Identifier must have a 2mm buffer zone. The Code Identifier may be enclosed within a box if desired – with a 0.5pt keyline – in which case the buffer zone is not required.

Contrast. Sufficient contrast between the Code Identifier and the background to enable clear recognition. Must not be reversed out.

Print quality. Code Identifier must appear in full, and be clearly defined and legible.

For advice on any aspect of the Code Identifier please contact:

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6 Hercules Road
London SE1 7DB

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