

## PPI design notes

Each PPI design has its own specification that has to be followed when customers produce their 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.

## Designs



## Specification



<b>Design options</b>	<b>Overall size of PPI (height x width)</b>	<b>Mandatory size of text font for: - Postage Paid GB (see note 1) - Licence details (see note 2)</b>
<b>PPI Design 1 Square</b>	Must be fixed at 30mm x 30mm	Max. 8.0 point Min. 6.5 point (see note 3) Helvetica in CAPITAL
<b>PPI Design 2 Rectangle (large)</b>	Must be fixed at 26mm x 65mm	Max. 8.0 point Min. 6.5 point (see note 3) Helvetica in CAPITAL
<b>PPI Design 2 Rectangle (medium)</b>	Must be fixed at 22mm x 55mm	Max. 8.0 point Min. 6.5 point (see note 3) Helvetica in CAPITAL
<b>PPI Design 3 Rectangle (small)</b>	Must be fixed at 14mm x 35mm	Max. 8.0 point Min. 6.5 point (see note 3) Helvetica in CAPITAL

#### 1. Postage Paid GB

The words "Postage Paid" and the initials "GB" should appear in all designs irrespective of which PPI service you are using and the destination of your mail.

#### 2. Licence details

The licence number must always appear after HQ if you are using a national PPI licence (for example, HQ 2500), or after the town name if you have a local PPI licence (for example, SOUTHAMPTON 2500).

#### 3. Minimum size

If you have a local PPI, the town and licence number must fit in 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 minimum size to 6.5 point. If you still have difficulties, please call your Royal Mail Account Manager on 08457 950 950 and they will be able to advise you of an appropriate abbreviation.

## Colour

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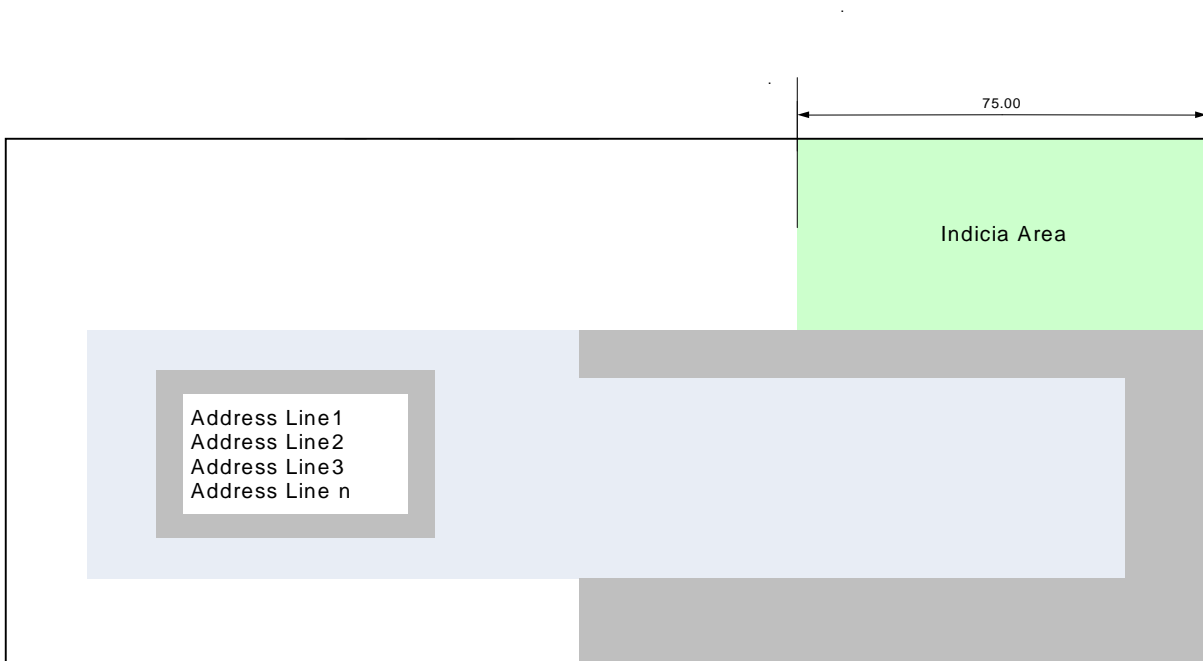
Both designs are in black and white. The black parts should always be in black, or else in a strong, dark colour that is darker than the background envelope with good contrast to it. Technical details about contrast can be found in [Clear addressing](#). Ideally the white areas should be printed white. 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. The designs should not be printed as negatives, i.e. white on black.

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 you are not sure about the contrast between it and your background envelope then contact your local Royal Mail Sales Centre on 08457 950 950 before committing the designs to print. 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.

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## Positioning

For letters the PPI should be located in the top right hand corner of the envelope. Guidelines for polywrap and 3D items are being developed. For further details about where the PPI should be positioned on the envelope, please look at our [Clear addressing](#) guidelines.



## Online PPI producer

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

1. Enter your PPI licence number
2. Choose between First Class, Second Class and Mailsort 3, and between English and Welsh PPIs
3. Then choose from our new PPI designs
4. See what you'll get with our handy PPI preview
5. Choose the format that best suits you – JPG or TIFF.

Alternatively you can download the raw PPI designs below. We recommend that you use a professional designer or printer to insert your licence details to ensure that these guidelines are followed correctly.

So long as you download the artwork and reproduce it exactly as the specification states, there is no need for your artwork to be checked by Royal Mail before posting.

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