



Premier

Envelope Guide

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Step 1

General layout of an envelope

For the majority of mailings, the envelope layout below (Fig.1) must be followed.

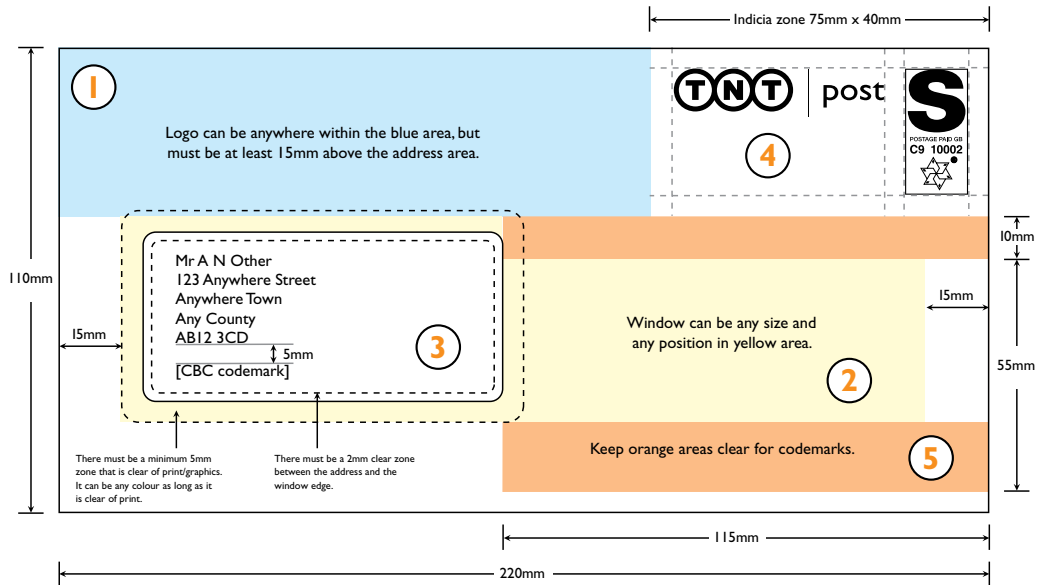


Fig.1

- 1 Logos should ideally be placed in the top left hand corner.
- 2 The address block can be anywhere in the yellow section.
- 3 This is the typical position for the address block (i.e. left hand side). There must be a minimum of 2mm between the address and the window edge and 5mm clearance between the address and any print/graphics.
- 4 Indicia zone:
 - The indicia must always be printed in the top right hand corner.
 - Ensure that there is a 5mm clear zone around the whole indicia.
 - The indicia must be an approved TNT Post indicia – the design must not be altered.
 - The indicia must always be >50% contrast in colour to the background paper. You can choose from 3 indicia designs including a reverse negative indicia using the TNT Post standard design.
- 5 Clear zones are shaded in orange and are reserved for Royal Mail's tag and code markings.

Return address

- Please ensure every mail item is clearly marked with a return address.
- Return addresses positioned on the reverse of envelopes must be within the 40mm zone from the top of the mail piece, but not in the 40x40mm zone from the top left of the reverse side of the envelope.
- Return addresses that appear on the front of envelopes must be displayed between 75mm-127mm from the right-hand edge and extend no lower than 28mm from the top edge of the envelope. The return address must be no closer than 12mm to the delivery address.
- The return address must always be preceded by 'Return Address'.

Step 2

Approving OCR envelopes

The general layout of an envelope shown in Fig.1 must be followed for OCR mailings.

For OCR mailings please ensure:

- The address window, indicia and artwork fall within the template shown in Fig.2.
- The address layout complies with Appendix A: Addressing Mailing Items of the Premier User Guide and that the postcode is clearly printed as specified.
- The OCR fonts and the OCR guidelines in Appendix F: Using OCR of the Premier User Guide are followed particularly for paper colour & printing, flexibility, address block and fonts.

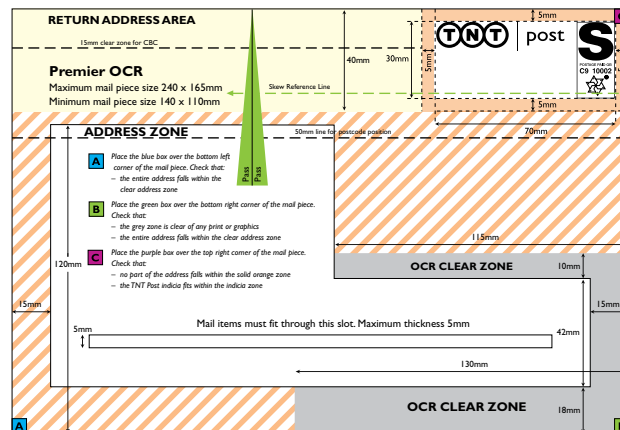


Fig.2

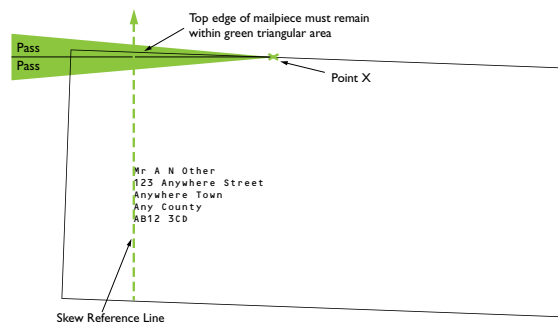
Using the OCR mail piece guide

- The address can appear anywhere within the address zone, but must be at least 15mm from any edge and 5mm away from any logo/design.
- Leave a clear zone of 18mm from the bottom edge and 115mm from the right hand edge.
- Please leave a clear zone of 115mm from the right edge and 10mm high, with its top edge 70mm from the bottom edge. This is shown as the grey area on the template entitled 'OCR Clear Zone', which is reserved for Royal Mail code marking.
- No part of the address can fall within 40mm of the top of the mail piece.

Address block skew check

- Tap the envelope so that the insert is as far into the corner as possible. Lightly hold that corner and tap the diagonally opposite corner to induce the maximum amount of insert skew.
- Place the item on a flat surface and:
 - Align the whole of the left hand side of the address block to the Skew Reference Line.
 - Slide the address block along the Skew Reference Line until the top reference edge of the mailpiece is at point X on the template.

Check that the top reference edge of the letter remains within the triangular green zone.



The address block

- All lines of the address must be justified left.
- There must be a 5mm clear zone around this block free of text, graphics or patterning and a 2mm clear zone away from the edge of the window or label.
- Punctuation should not be used – don't put commas or full stops at the end of lines.

Step 3

Approving envelopes for CBC

The general layout of an envelope shown in Fig.1 must be used for CBC envelopes.

For 120 or 700 CBC ensure that the address window, indicia and artwork fall within the templates shown in Fig. 3.

Ensure that the mail piece layout complies with Appendix G: Using a CBC in the Premier User Guide. and that the CBC has the required clear zone.

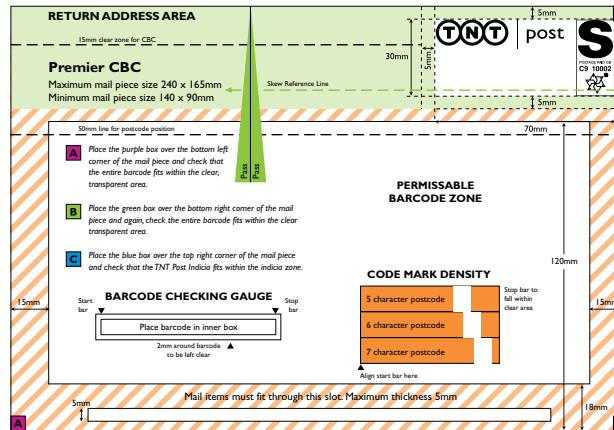


Fig 3

Using the CBC mail piece guide:

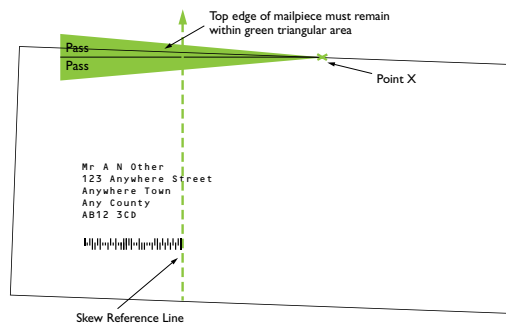
- The barcode must appear on the front of your item within the permissible barcode zone.
- The barcode must always be fully visible.
- The barcode must have a 2mm clear zone around it.
- No part of the code may impinge on the shaded area as shown in the template above.
- There are no clear zones that need to be left clear for Royal Mail code marking.

CBC skew check

The maximum amount of skew allowed for individual bars or complete barcodes, or the combined effect of both is 5 degrees.

For window envelopes, ascertain if the individual bars are skewed. Tap the envelope so that the insert is as far into the corner as possible. Place the item on a flat surface and:

- Align the stop bar to the Skew Reference Line.
- Slide the stop bar along the Skew Reference Line until the top reference edge of the mail piece is at point X on the template.
- Check that the top reference edge of the letter remains within the triangular green zone.



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