

Royal Mail Tracked Returns™ and Mail Order Returns Address Label Requirements

1. Overview

Below is the label layout required to use in conjunction with a Royal Mail Tracked Returns 24, Royal Mail Tracked Returns 48 and Mail Order Returns Contract.

a) Royal Mail Tracked Returns 24. The Indicia that must be included on the label is dependent on the size of label used.

The images shown in the document are indicative, not actual size. Actual font sizes are detailed below.



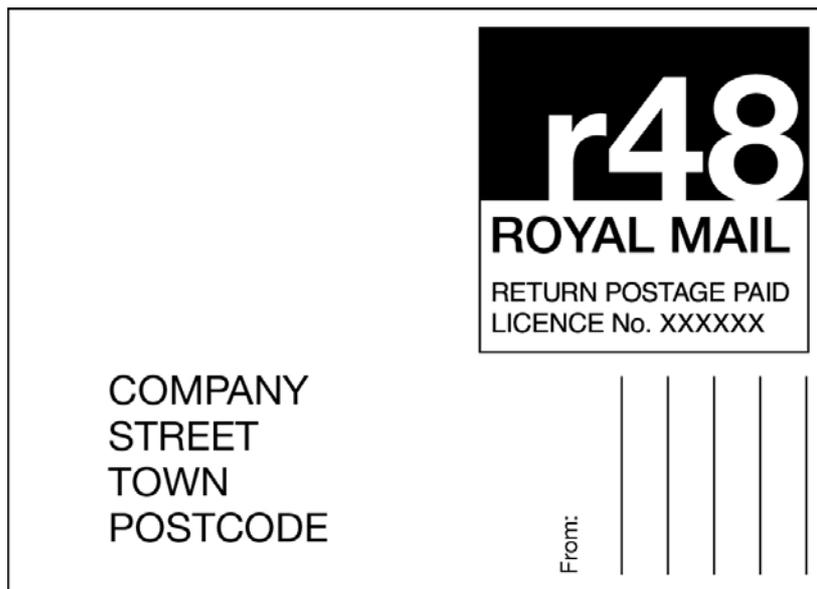
The following label formats must be used:



b) Royal Mail Tracked Returns 48 the Indicia that must be used dependent on the size. Note that labels with “R / R2” are no longer acceptable for accessing this service. All customers must ensure they are using the new r24/r48 PPI’s by the 9th November 2013.



The following label formats must be used



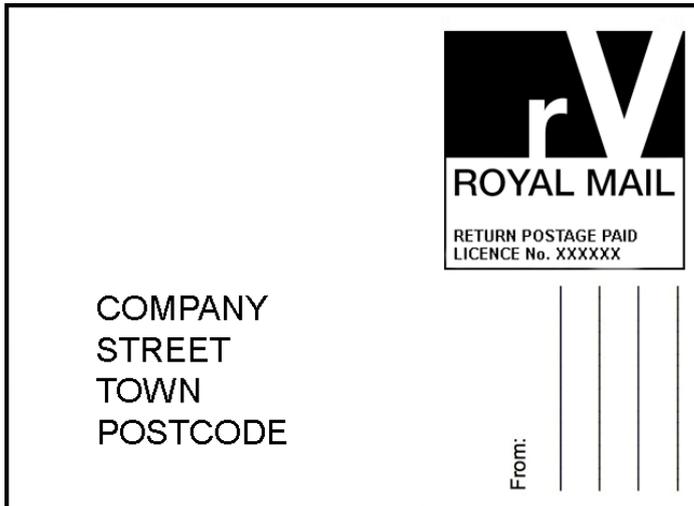
C) Mail Order Returns. The Indicia below must be used dependent on the label size required. The word MOR previously on labels will now need to be replaced with RV as shown in the indicia below. This signifies high volume and assists Royal Mail with sortation



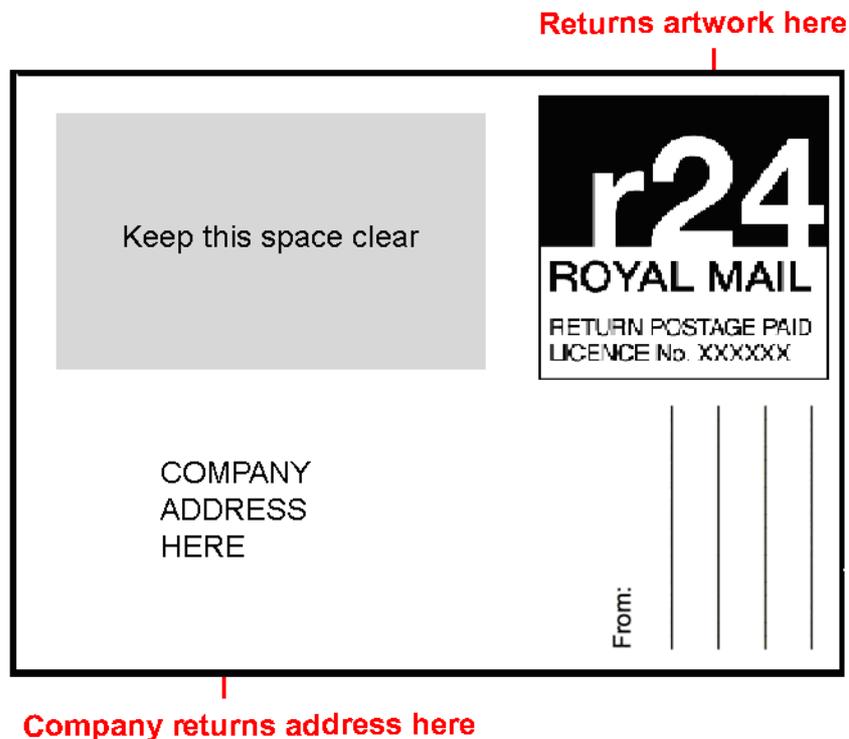
Or



The following label formats must be used



2. The label elements



The label has been developed to ensure that only essential elements are included which aids the sortation process. Use of additional information eg company brands are not to be used.

2.1 Returns indicia (artwork)

This is a key piece of information for Royal Mail and signifies the service used and the customer licence no for billing. Ideal dimensions are (35mmx35mm) or (55mm by 25mm) dependent on label format chosen. The Licence number for each service must be included on the label

2.2 Company address

The company address must be on the bottom left of the label. Guidance on fonts and sizes that can be used is at section 3.

2.3 Senders address

The label can if required include the senders address as above but with a vertical orientation as illustrated.

If there are likely to be equipment to be returned that contain either Lithium Ion/Polymer or Lithium Metal/Alloy batteries inside the equipment then the

senders name address must be clearly visible on the outside of the packaging. It is advisable that the customer (recipient) using Royal Mail Tracked Returns or MOR for the return of goods includes the senders name and address within the confines of the return address label as per the image above.

2.4 Royal Mail Barcode

Space to the left of the indicia is reserved for Royal Mail barcodes. If other company barcodes are required these will need to be approved by the RM Quality Assurance Team

3. Returns Address Details, Typefaces and Font Sizes

The images shown in this document are indicative, not actual size. Actual font sizes allowed are detailed below.

The Returns address and postcode must match on PAF Online, with the relevant company name, if a single user Postcode.

Below is the list of suitable typefaces and font sizes:

Avant Garde regular Arial regular

10 – 12pt

10 – **15**pt

Century Schoolbook roman and bold

10 – 11pt

Courier regular and **bold**

10 – **15**pt

Courier New

10 – 15pt

Franklin Gothic

10 – 12pt

Franklin Gothic book

11 – **14**pt

Geneva regular

10 – 12pt

Helvetica regular and **bold**

10 – **14**pt

Letter Gothic

12pt

Lucida Console
12pt

Lucida Sans Typewriter
12pt

Monaco
12pt

News Gothic MTregular and bold
10 – 12pt

OCR B
12pt

Univers regular and bold
10 – **15**pt

Verdana regular
10 – 12pt

Typefaces with the following characteristics are also suitable:

- Size – Height: 2mm min; 7mm max. Width: 7mm max.
- Dimension – minimum ratio of lower case height (b) to upper case height (a) of between 2:3 and 3:4. A ratio of width (c) to height (a) of approximately 2:3.
- Consistency – each line of the address should be in the same typeface and size.
- Quality – characters must be complete, clear, uniform and of high resolution, with individual stroke thickness of between 8% and 16% of the height of the character.
- Contrast – there should be a contrast between the characters and the background on which they are printed of at least 50% (55% if it is to be read through a window).
- Character spacing – there should be a fixed pitch of between 10 and 12 characters per inch (or Between 15 and 10 point size), with clear vertical gaps of at least 0.25mm between the extremities of adjacent characters. If you are using proportionally spaced text, please ensure you keep spacing of at least +0.75, as this significantly improves the rate at which addresses can be read.
- Line spacing – allow uniform spacing (with no blank lines) between all lines of the address block, of at least 1mm (5 points).

4. Approval of Customer labels

Before labels can be used artwork needs to be approved by the Royal Mail Quality Assurance Team. Submit your artwork to your Customer adviser who will organise the approval for you.

To help design your label we can also provide a Word document with the Indicia elements.