



getting it right

How to design your Response Service items



with us it's personal[®]

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design for mailing effectiveness

Whichever Royal Mail Response Service you choose, you need to ensure your reply items meet our design criteria. That's the single best way to ensure that Royal Mail processes your responses speedily and efficiently.

These guidelines will help you to get the design of your mail items right every time. You'll be pleased to find there's freedom for you to customise items with your own text and graphics.

Response Plus for efficiency

If you've decided to use Response Plus for your reply items, please follow the guidelines on pages 2-7. That way you can be sure that your items are 'machinable' and can be processed automatically by our sorting technology. If your designs don't match the guidelines, we will make a 20p charge for handling each of your items manually.

Response Standard for flexibility

If you've decided to use Response Standard for your reply items, please follow the guidelines on pages 8-13. That way you can be sure of receiving a reliable and effective service. If your designs fail to match the guidelines, your items may be delayed.

Response Premium where necessary

If you're still using Response Premium, remember to add a barcode to each response item. For design guidelines, please call Royal Mail on **08457 950 950**

A choice of design options

Whether you use Response Plus or Response Standard for your reply items, you have a choice of two print design options:

- Business Reply has a highly professional 'look and feel' and is ideal for corporate communications
- Freepost has a less formal look often better suited to consumer-focused campaigns.

Further design guidance

Royal Mail has created design templates for each of the four design options. These are available free of charge in various different envelope sizes. You can access them in two ways:

- Visit **royalmail.com/responseservices** to download the templates
- Call Royal Mail on **08457 950 950** and we will send them to you.

know your Response Plus audience

As long as you follow the essential Response Plus specifications (overleaf), you're free to customise your envelope or card with text or graphics as you wish.

By using the Business Reply Plus design style, you can give your mail an official look; while the Freepost Plus design style has a more informal look and feel. Please see the examples opposite.

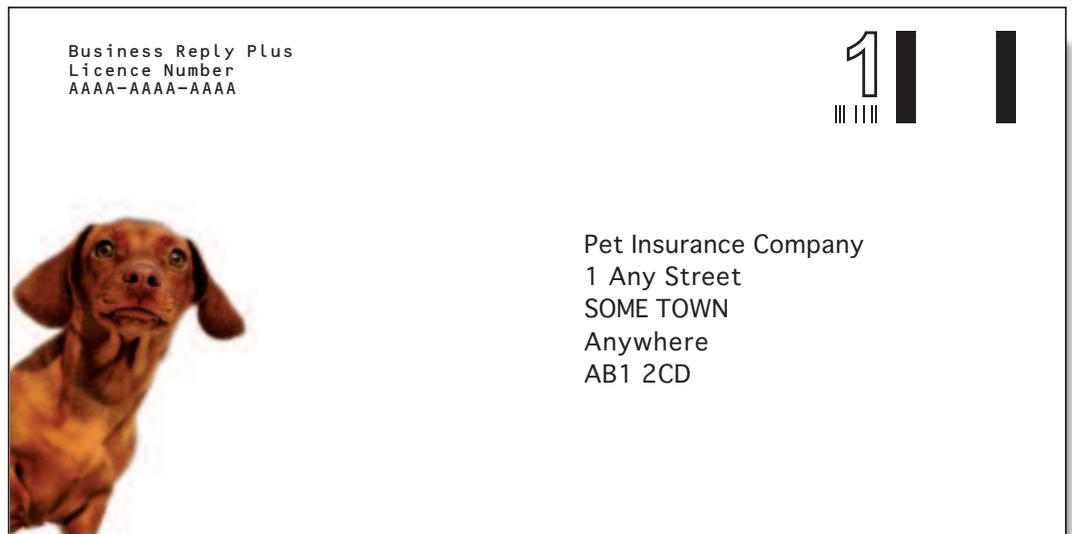
The essential design specifications for Business Reply Plus and Freepost Plus are identical except for:

- Licence Number
- Address fonts
- Indicia.

If you already have a 'new style licence number' (AAAA-AAAA-AAAA), you can use our online design tool. The design tool makes it even easier to produce items meeting our design specifications; you simply enter your licence and address information (as supplied by Royal Mail), then choose an envelope design style. You can access the design tool at: **royalmail.com/responseservices**

Don't forget that if you decide to produce a Response Plus item the maximum weight is 100g.

Business Reply Plus sample design



Freepost Plus sample design

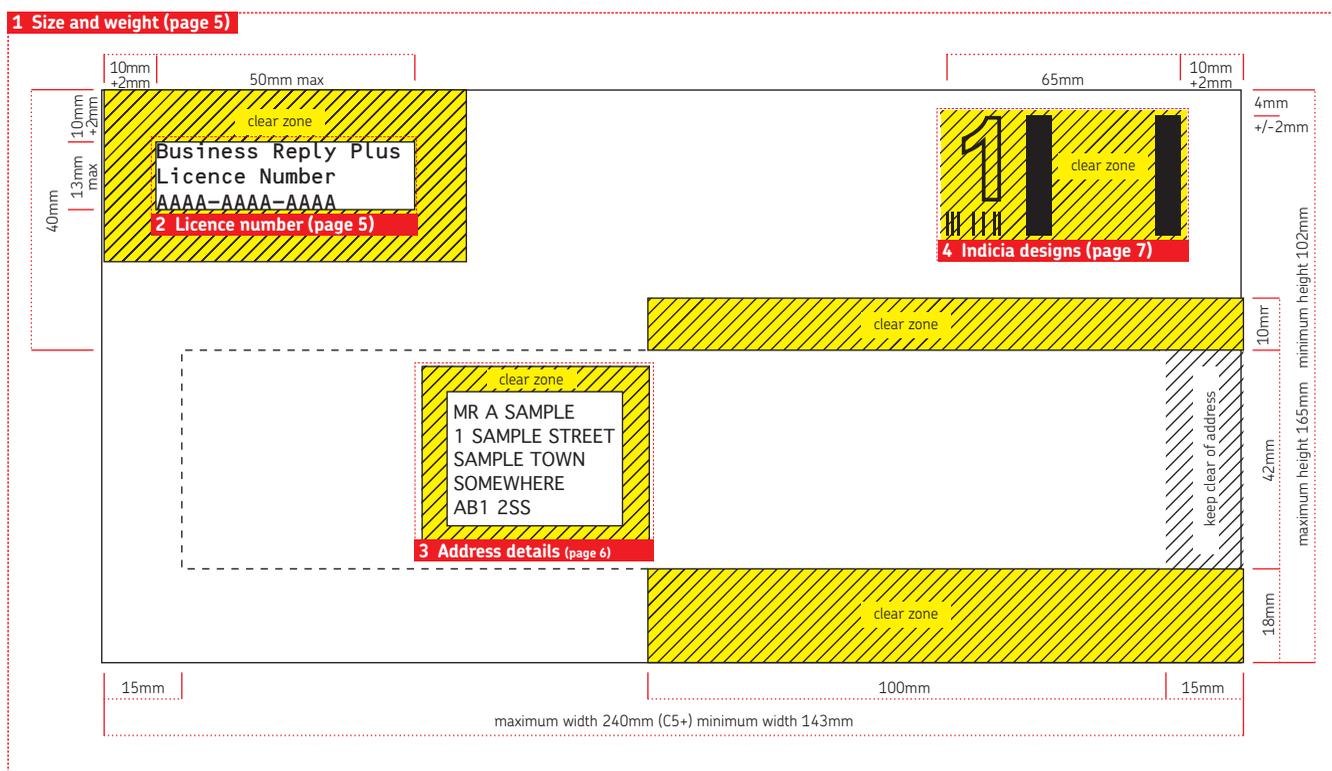


Please note
Not to scale

spot on with Response Plus

Make sure your Response Plus envelope or card always follows the essential specifications. This will help us get your reply items back to you with greater efficiency.

Response Plus: design specification (shown for Business Reply)



Shown above is the design template for a DL-sized envelope. This demonstrates the Response Plus specifications common to all envelope sizes.

Please note
Not to scale

For complete details on the specs, please refer to the 'Response Plus Mailpiece Specifications' at royalmail.com/responseplus

Response Plus design templates in various different envelope sizes are available as downloads from the same web address.

1 Size and weight

Size

Your mailpiece must be oblong, with the longest edge at least 1.4 times the length of the shortest edge.

Weight

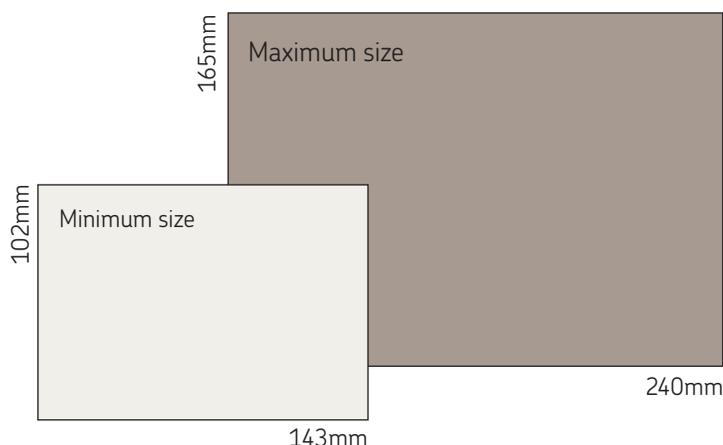
Your item can have a maximum weight of 100g.

Thickness

The minimum thickness of your envelope is 0.25mm, while its maximum thickness is 5mm.

0.25mm

5mm



Please note

Not to scale

For more detailed guidance on fonts, please refer to 'Response Plus Mailpiece Specifications' on our website at royalmail.com/responseplus

2 Licence number

Royal Mail will make your Licence Number available to you in electronic form. You can create the design yourself if you prefer by checking the relevant section in the 'Response Plus Mailpiece Specifications' at royalmail.com/responseplus

'Business Reply Plus' style designs

- The Licence Number must be positioned at the top left-hand corner of the mailpiece (NB *not* contained within a box) and be left hand justified.
- The Licence Number must be printed in a recommended 12pt font for PC users. For Mac users please apply 12pt font on 13pt leading and - 14pt tracking to fit within the recommended dimensions shown in the format below:

**Business Reply Plus
Licence Number
AAAA-AAAA-AAAA**

It must not be printed using bold or italic fonts.

- There must be a 10mm clear zone around the Licence Number block and 5mm around the Indicia which must be kept blank.

'Freepost Plus' style designs

- The Licence Number must be positioned as the top line of the address
- The Licence Number must be printed in a recommended 12 point font in the following format:
Freepost Plus AAAA-AAAA-AAAA
- The whole licence block must be printed in the defined fonts.

Fonts

Always use a font which can be read by our processing machines. Choose one of these fonts for your Licence Number:

- OCR B (preferred)
- Monaco
- Letter Gothic
- Lucida console
- Lucida sans typewriter

spot on with Response Plus

3 Address details

Typography

- The address must be the full and correct geographic address (including Postcode) for the place to which the items will be delivered.
- The address must be typed in a landscape format (parallel to the bottom edge).
- Never use punctuation or underlining.
- All lines of the address must be left hand justified.
- The address must not be printed using bold or italic fonts.
- Postcode must be in capitals and printed as the last line of the address.
- There must be a line spacing of at least 1mm between lines in the address.
- Never have a gap between the Licence Number and the first line of the address.

Address placement

You have quite a lot of freedom to choose where you place the address. Just make sure that it is at least 15mm from the left edge, 15mm from the right edge and 40mm from the top edge.

Clear zones

Clear zones are zones clear of any markings. They are used by our machines to locate the address on mail items as well as print and read codes. There are four clear zones:

- in the bottom right-hand corner, 18mm high and 115mm long
- 60mm from the bottom edge, 10mm high and 115mm long
- 5mm around the address in all directions (this may overlap with either or both of the other two clear zones)
- 10mm around licence number in all directions.

Fonts

Always use an address font which can be read by our processing machines. With Business Reply Plus, you can use any of these fonts:

Arial 10-12 point
Avant Garde 11-15 point
Century School Book 10-11 point
Courier 10-15 point
Courier New 10-15 point
Franklin Gothic 10-12 point
Franklin Gothic (Book) 11-14 point
Geneva 10-12 point
Helvetica 10-14 point
News Gothic MT 10-12 point
Univers 10-15 point
Verdana 10-12 point
OCR B 12 point
Monaco 12 point
Lucida sans typewriter 12 point
Letter Gothic 12 point
Lucida console 12 point

With Freepost Plus, you can only use one of the last five fonts listed above. Our preferred font is OCR B 12 point.

Window envelopes

Window envelope material must have:

- A maximum gloss value of 150
- Window haze not exceeding 75%
- Enough strength not to become creased or wrinkled in the process.

When using a window envelope, you must ensure that the address (including the 5mm clear zone) remains clearly visible in the window at all times. It's best to make certain the insert fits snugly within the envelope to prevent movement. See page 4 for diagram.

4 Indicia designs

'Business Reply Plus' style designs

All 'Business Reply Plus' style mailpieces must have a valid indicia (First or Second Class) which complies with the specifications shown in the examples below.



'Freepost Plus' style designs

All 'Freepost Plus' style mailpieces must have a valid indicia (First or Second Class) which complies with the specifications shown in the examples below.

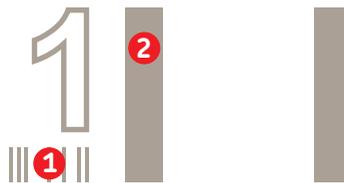


Further guidance

Contact us and we will send you the indicia in electronic format. Otherwise, you can download them from royalmail.com/responseplus

If you prefer to craft the indicia yourself, you will find the dimensions for the indicia in the 'Response Plus Mailpiece Specifications' on our website.

How it works



- 1 This barcode is most important, when the machine reads this it will determine which service it is. If Business Reply Plus is chosen, the reader will look for the licence number in the top lefthand corner of the envelope. If Freepost Plus is chosen the reader will look for the licence number in the first line of the address
- 2 The machine reads this to determine the class (1st or 2nd) of the item.

Please note

The area around the Indicia is a designated clear zone.

The barcode underneath the postage class number relates to the service chosen i.e. Business Reply or Freepost styles.

Go to the online design tool at royalmail.com/responseservices

know your Response Standard audience

As long as you follow the essential Response Standard specifications (overleaf), you're free to customise your envelope or card with text or graphics as you wish.

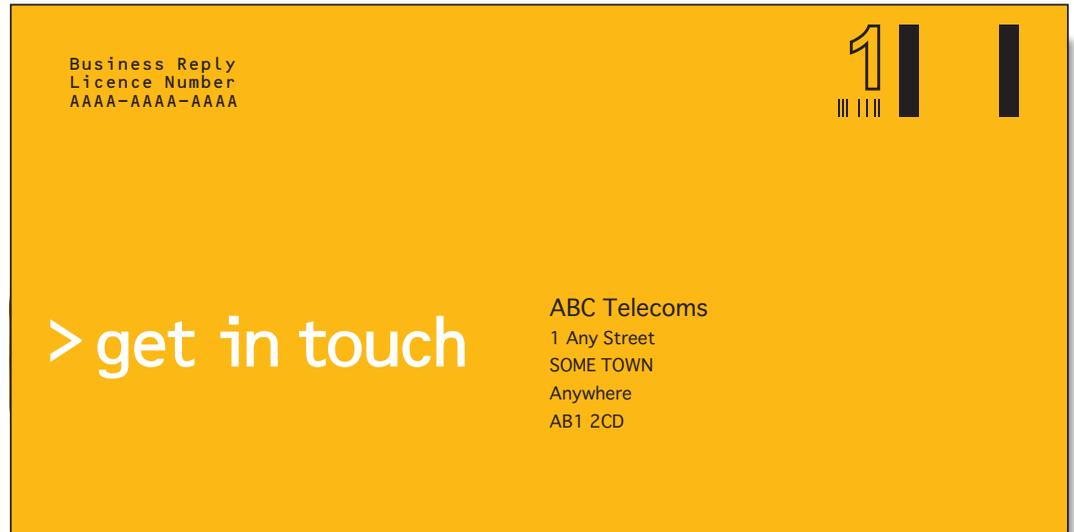
By using the Business Reply design style, you can give your mail an official look; while the Freepost design style has a more informal look and feel. Please see the examples opposite.

The essential design specifications for Business Reply and Freepost are identical except for:

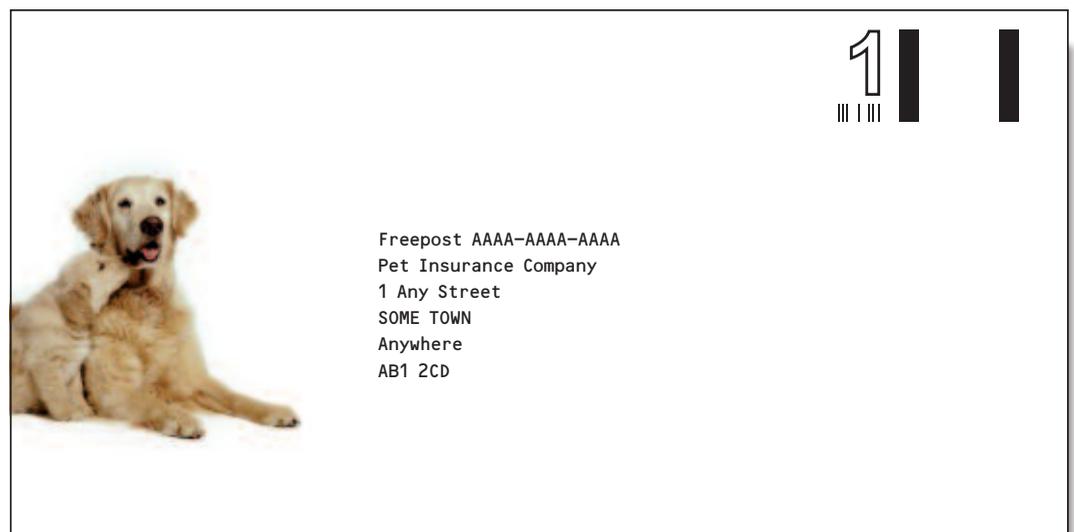
- Licence Number
- Indicia.

If you already have a 'new style licence number' (AAAA-AAAA-AAAA), you can use our online design tool. The design tool makes it even easier to produce items meeting our design specifications; you simply enter your licence and address information (as supplied by Royal Mail), then choose an envelope design style. You can access the design tool at: **royalmail.com/responseservices**

Business Reply sample design



Freepost sample design



Please note

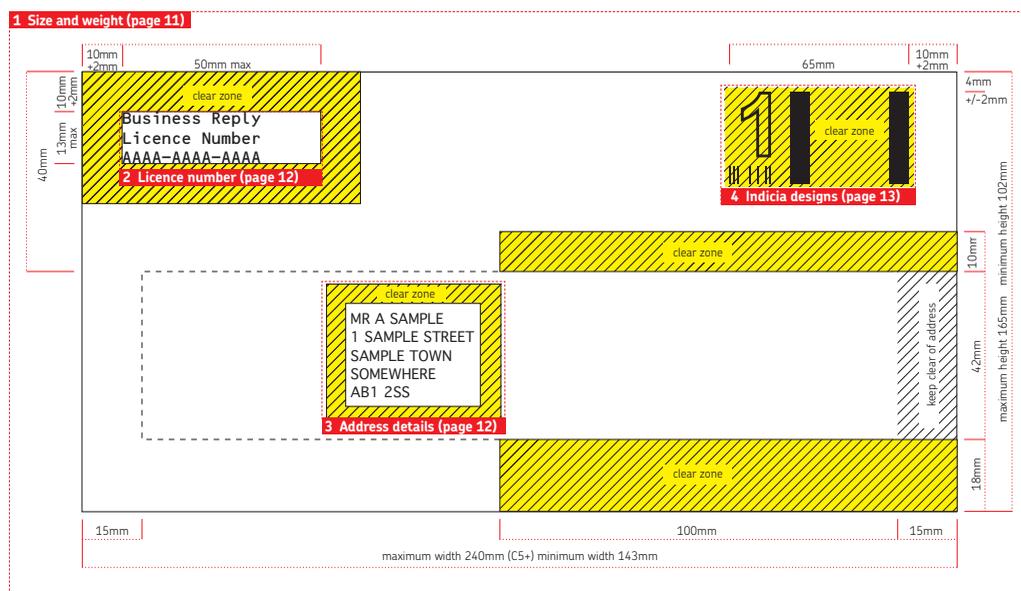
Not to scale

on target with Response Standard

The design of Response Standard items offers you more flexibility than that of Response Plus items. But there is a price for this (please see the 'Checking Costs' rate card). It's because Response Standard items cannot necessarily be processed by our automatic machines, that they are subject to a handling charge.

When using Response Standard for C5 (approx 229mm x 162mm), C6 (approx 114mm x 162mm), and DL (approx 110mm x 220mm), please use the design specification below when designing your envelopes and cards.

Response Standard: design specification (shown for Business Reply)



Shown above is the design template for a DL-sized envelope. This demonstrates the Response Standard specifications common to all envelope sizes.

For complete details on the specs, please refer to the relevant section of our website at royalmail.com/responseservices

Response Standard design templates in various different envelope sizes are available as downloads from the same web address.

Please note
Not to scale

Preprinted Business Reply and Freepost items must be oblong with the longest edge at least 1.4 times the length of the shortest edge.

Please do not encourage your customers to return items outside of our specifications.

1 Size and weight

Size

The minimum size of a mailpiece is 140 x 90mm.

Weight

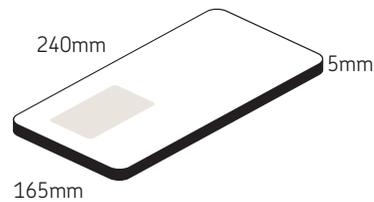
Your item can have a maximum weight of 1kg when it is Second Class. There is no maximum weight for First Class items.

Thickness

The minimum thickness of your envelope is 0.25mm.

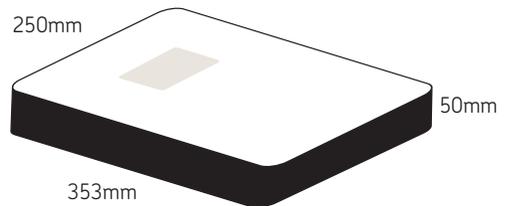
Letter

The maximum weight is 100g.
The maximum sizes are given below.



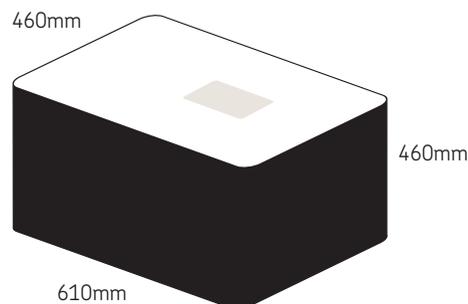
Large Letter

The maximum weight is 750g.
The maximum sizes are given below.
For Response Services the maximum thickness is 50mm.

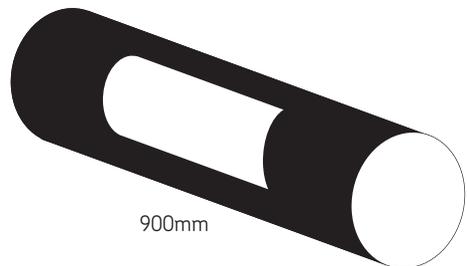


Packet – box

Anything that is larger and heavier than the Large Letter format. And where any of the above dimensions is greater or heavier than 750g. The maximum sizes are given below.



Packet – tube



900mm

Max dimension:
length plus twice
diameter must not
exceed 1,040mm

on target with Response Standard

2 Licence number

Royal Mail will make your Licence Number available to you in electronic form. You can create the design yourself if you prefer by checking the relevant Response Standard section of our website at

royalmail.com/responseservices

‘Business Reply’ style designs

- The Licence Number must be positioned at the top left-hand corner of the mailpiece (NB NOT contained within a box).
- The Licence Number must be printed in a recommended font in the following format:

Business Reply
Licence Number
AAAA-AAAA-AAAA

‘Freepost’ style designs

- The Licence Number must be positioned as the top line of the address.
- The Licence Number must be printed in a recommended font in the following format:
Freepost AAAA-AAAA-AAAA

Fonts for Business Reply and Freepost Indicia

Always use a font which can be read by our processing machines. Choose one of these fonts for your Licence Number:

OCR B (preferred)
Monaco
Letter Gothic
Lucida console
Lucida sans typewriter

For more detailed guidance on fonts, please refer to the relevant Response Standard section of our website at

www.royalmail.com/responseservices

3 Address details

Typography and clear zones

- Never use punctuation or underlining.
- All lines of the address must be left hand justified.
- Postcode must be in capitals and printed as the last line of the address.
- There must be a line spacing of at least 1mm between lines in the address.

Fonts

You can use any font you want for the address block.

Window envelopes

When using a window envelope, you must ensure that the address remains clearly visible in the window at all times. It's best to make certain the insert fits snugly within the envelope to prevent movement.

4 Indicia designs

'Business Reply Standard' style designs

All 'Business Reply Plus' style mailpieces must have a valid indicia (First or Second Class) which complies with the specifications shown in the examples below.



'Freepost Standard' style designs

All 'Freepost Plus' style mailpieces must have a valid indicia (First or Second Class) which complies with the specifications shown in the examples below.

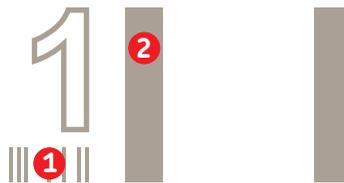


Further guidance

Contact us and we will send you the indicia in electronic format. Otherwise, you can download them from royalmail.com/responseplus

If you prefer to craft the indicia yourself, you will find the dimensions for the indicia in the 'Response Plus Mailpiece Specifications' on our website.

How it works



- 1 This barcode is most important, when the machine reads this it will determine which service it is. If Business Reply Standard is chosen, the reader will look for the licence number in the top lefthand corner of the envelope. If Freepost Standard is chosen the reader will look for the licence number in the first line of the address
- 2 The machine reads this to determine the class (1st or 2nd) of the item.

Please note

The area around the Indicia is a designated clear zone.

The barcode underneath the postage class number relates to the service chosen i.e. Business Reply or Freepost styles.

Go to the online design tool at royalmail.com/responseservices

paper and print specs for Response Services

You must use these specifications with Response Plus.
We prefer that you use them with Response Standard.

Sealing

The mailpiece must be securely sealed on all sides. Only envelopes and postcards can be used. One-piece mailers cannot be used. Envelope flaps must be on the back.

Flexibility

Items must be flexible enough to bend easily into an 'S' shape along the longest edge. Items cannot contain inflexible things such as coins, keys or thick card coupons.

Material

The items cannot use polythene, plastic or transparent items or aperture envelopes.

Opacity

The paper on which the address is printed must be more than 85% opaque to prevent any character on the reverse side showing through.

Porosity

The porosity of the paper must be between 300ml – 800ml per minute.

Absorbency

15–35gsm of water in one minute.

Reflection

The background reflectivity of the material on which the address is printed must be at least 35% in the red region (600nm) when measured by a spectral reflectometer.

Print contrast ratio

The contrast ratio between the background and the address must be at least 55%.

The typeface should never be lighter than the background colour.

Paper colour

The best colours to use are white, cream or light buff. For other colours, please refer to the 'Response Plus Mailpiece Specifications' at royalmail.com/responseplus

for more information

visit us at

royalmail.com/responseservices

Call your local Royal Mail Sales Centre on

08457 950 950 (local rate)

If you are deaf or hard of hearing,

we offer a Textphone service on

18000 08457 950 950

Unhappy with how Royal Mail has dealt with your complaint?

Postwatch is the Postal watchdog for all customers. It gives free, independent help and information. Postwatch will respond to a customer complaint should any issue remain unresolved after contacting Royal Mail Customer Services 08457 740 740.

To contact Postwatch, either for help and information or about a complaint, call 08456 013265 e-mail info@postwatch.co.uk or write to FREEPOST POSTWATCH. **www.postwatch.co.uk**

Getting it right Response Services design specifications

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