



Guidelines for Usage of Secured Mail Indicia

Step 1

Choosing a Size

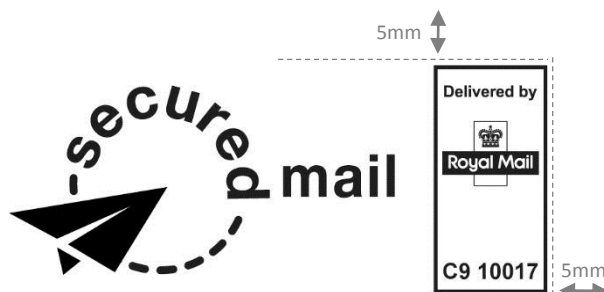
The indicia must be used at one of the two sizes. The DSA element must be either 30mm high, or 20mm high. The relative size of the 'Secured Mail' element cannot vary from that shown:



Step 2

Position The Indicia On Your Artwork

The top right hand edge of the indicia should be aligned exactly to the top and right hand edges of the envelope. 5mm down and 5mm in from the right hand edge.



Notes

The Indicia can appear in any colour provided there is sufficient contrast between the indicia colour and the substrate for the small type in the DSA box to be clearly legible:



If the indicia is to appear reversed out of a darker background, then the DSA element should be placed in a white box with a clear 2mm border - however, the Secured Mail element can be reversed out of the background colour:



Availability of Master Artwork

You can obtain master artwork files of our indicia, either by downloading from our website, www.securedmail.co.uk/resources or by contacting your Secured Mail Account Manager. If you wish to use the SM Digital Stamp Indicia, please contact your Account Manager for full specification and artwork.

