

Freepost Design Specifications

The following specifications have been developed to ensure the best service can be provided for your response items. Below are examples of the key dimensions of pre-printed reply envelopes and other important points you need to take into account when preparing designs.

Envelopes

- Size – three sizes of reply envelopes are recommended: C6 (114x162mm), DL (110x220mm) and C5 (162x229mm).
- Shape – reply envelopes must be oblong.
- Material – reply envelopes must be made from paper weighing at least 70 grammes per square metre (gsm).
- Thickness - reply envelopes must be at least 0.5mm thick when filled and no greater than 6mm thick.
- Stiffness – a reply envelope must be rigid enough to support its own weight when stood on its edge.
- Envelope type – reply envelopes must be seal-able and closed on all sides. Tuck and fold envelopes do

not fall within the specification. Window envelopes are not recommended.

- Absorbency/porosity – the water absorption of reply envelopes must be between 15 and 35 grammes per square metre (gsm) in 60 seconds.

Reply Cards

- Size – reply cards must not be less than C6 (114x162mm) and not more than C5 (162x229mm).
Shape – reply cards must be oblong.
- Material – reply cards must be made from paper weighing at least 200 grammes per square metre (gsm).
- Thickness – reply cards must be at least 0.5mm thick and no greater than 2.3mm thick.
- Stiffness – the reply card must be rigid enough to support its own weight when stood on its edge.
- Absorbency/porosity – the water absorption of reply cards must be between 15 and 35 grammes per square metre (gsm) in 60 seconds.

Addressing

A full and correct address must be used on each Freepost item. The postcode must not contain any punctuation and the two parts of the postcode must be separated by one or two spaces. The parameters of the addressable area are set out below.

Position

The address block must be at least 38mm from the upper edge of the envelope and not less than 18mm from the lower edge of the envelope. A band of 15mm must be left clear along the left and right edges of the envelope. A horizontal clear space measuring 10mm x 115mm from the right side of the envelope must also be left clear of all printing. This should be 60mm from the bottom edge of the mail item.

Colour

Red must not be used as a background colour, yellow should not be used for print. White text on a black background is not permissible. However, all other colour combinations are acceptable.

Print Contrast

The contrast for the address printing against the background must be at least 50%.

Fonts

Each line of an address must contain characters of the same size and font. Here is the list strongly recommended by Isle of Man Post:

- Courier 12pt medium and 12pt bold
- Courier 15pt medium and 15pt bold
- Courier New 12pt medium and 12pt bold
- Courier New 15pt medium and 12pt bold
- Arial 15pt medium
- Arial 12pt medium

- Helvetica 12pt medium and 12pt bold
- Helvetica 15pt medium and 15pt bold
- Brougham 12pt medium and 12pt bold
- Brougham 15pt medium and 15pt bold

Lines

The spacing must be uniform between all lines of the address. The minimum line spacing is 1mm. The number of characters in any line of the address must not be more than 32, including spaces.

Labels

Sticky address labels for envelopes are not acceptable.

Facing indicia spacing

Two vertical bars must be printed on the top right hand corner of each pre-printed Response Service item and must be the size, shape and distance apart as shown on the example.

Colour

Black is preferred for the indicia bars. Yellow must not be used and reverse printing is not permitted ie, light print on a dark background. Red must not be used as a background colour.

Advertising area

Any advertisement or company logo on the envelope must be positioned to the left of the address block 15mm away from the address text. Printing must not intrude into the area (measuring 76mm x 38mm) surrounding the indicia bars.

More Information

You are required to submit a proof of your response item for approval before a licence can be issued. If you have any further queries please contact the Mail Support Office on 698465 or e-mail mails@iompost.com

Freepost reply licence design example

