

All Postal Indicia items must be accompanied by an *Order (Statement of Mailing)* and must be deposited at a Canada Post facility and not in a street letterbox. The indicia must be created using Canada Post-supplied artwork, which can be downloaded from canadapost.ca/postal-indicia. Canada Post brand elements cannot be altered.

The following requirements **must be met** when using Canada Post Postal Indicia.

DESIGN FORMATS

| Formats | NON-BARCODED | BARCODED |
|---------|---|--|
| | <ul style="list-style-type: none"> Letter-post Publications Mail™ | <ul style="list-style-type: none"> Lettermail™ Personalized Mail™ Postal Code Targeting <p>The indicia artwork on our website are based on optimal sizes. The artwork can be resized provided the "2D Barcode Mandatory Characteristics" are met.</p> |

POSTAL INDICIA DIMENSIONS

| Straight and Perforated Edge | MINIMUM | MAXIMUM | MINIMUM | MAXIMUM |
|--|-----------------------|-----------------------|--|--|
| | (H) 19 mm x (W) 36 mm | (H) 35 mm x (W) 73 mm | (H) 19 mm x (W) N/A | (H) 35 mm x (W) N/A |
| | | | | |
| Customized | MINIMUM | MAXIMUM | MINIMUM | MAXIMUM |
| | (H) 31 mm x (W) 64 mm | (H) 35 mm x (W) 74 mm | (H) 25 mm x (W) N/A | (H) 42 mm x (W) N/A |
| Horizontal | | | | |
| Vertical | (H) 31 mm x (W) 46 mm | (H) 35 mm x (W) 54 mm | (H) 25 mm x (W) N/A | (H) 42 mm x (W) N/A |
| Stamp-like (Personalized Mail only) | N/A | N/A | (H) 30 mm x (W) N/A [Dimensional items: (H) 33 mm x (W) N/A] | (H) 50 mm x (W) N/A [Dimensional items: (H) 55 mm x (W) N/A] |

CONTENT

The indicia must be bilingual and can be printed in any colour provided there is contrast with the background (we recommend a white background). The 2D barcode must be printed in black ink.

| | Indicia artwork elements |
|---|---|
| Canada Post elements | <ul style="list-style-type: none"> Service name Customer number (Agreement number for Publications Mail service) 2D barcode (Personalized Mail, Postal Code Targeting and Lettermail services) |
| Additional elements for Customized postal indicia | <ul style="list-style-type: none"> Customer logo, text, graphic or image Canada Post reserves the right to refuse any Customized Postal Indicia design that it, at its sole discretion, deems non-mailable (see Non-mailable Matter in the <i>Canada Postal Guide</i>). |

2D BARCODE

| Characteristics | MINIMUM | MAXIMUM |
|--|---------------------------------------|---------------------|
| X Dimension (size of individual cell) | 20 mils (0.508 mm) | 25 mils (0.635 mm) |
| Size of Bar Code area (symbol only, without Quiet Zone) | 320 mils (8.128 mm) | 400 mils (10.16 mm) |
| Size of Minimum Quiet Zone (2 times X dimension) | 40 mils (1.016 mm) | 50 mils (1.27 mm) |
| Size of Bar Code area (including minimum Quiet Zone) | 400 mils (10.16 mm) | 500 mils (12.7 mm) |
| Aspect Ratio | 1:1 (Square) | |
| Number of Rows | 16 | |
| Number of Columns | 16 | |
| Number of Data Regions | 1 | |
| Colour | Black barcode on White background | |
| Print Quality Grade | Grade B as specified by ISO/IEC 15415 | |

LOCATION

| Location | Location of indicia on each item |
|----------|--|
| | <ul style="list-style-type: none"> In the Postage Zone (upper-right hand corner); or Above and to the right of the Destination Address (not applicable for Postal Code Targeting service). |

