

# Posti's materials for retailers

July 1, 2016

**Instructions for presenting Posti's services in materials for online stores and on websites, for example.**

Displaying Posti delivery types in a consistent manner provides an improved shopping experience for customers. With these instructions, you can update information on delivery types on your website and use it in your advertising. This will allow consumers to easily find their preferred delivery types.

**Content:**

Posti logo and its use  
Delivery type and payment method icons  
Editable banners and advertisements

To access complete texts describing Posti's delivery types, and other material, go to the address [www.posti.fi/business/posti-at-your-service/services-for-online-retailers/materials-for-online-retailers](http://www.posti.fi/business/posti-at-your-service/services-for-online-retailers/materials-for-online-retailers)

Contact us at [brand@posti.com](mailto:brand@posti.com), if you have any questions.  
We would also be happy to comment on any edited material.

## POSTI LOGO AND ITS USE

### When using the ready-made materials, please remember the following things:

- The materials are intended to be used only for Posti's distance and e-commerce customers online, in catalogues or on print advertisements.
- If you reduce the size of the material, be sure to preserve the proportions.
- If you edit the PSD material, the look and feel of the original material must be preserved.
- Do not change the place or size of the logo.
- The clearance around the logo must be preserved. Do not place text in the clearance.
- If the size of the material is changed, maintain the proportions of the elements of the material.
- The materials are not suitable for very small spaces/sizes.

Contact us at [brand@posti.com](mailto:brand@posti.com), if you have any questions.

We would also be happy to comment on any edited material.

Leave at least a half of the letter o around the logo.



Recommended minimum width: 20 mm



## ICONS – DELIVERY TYPES AND PAYMENT METHODS

With the help of the following texts, you can explain easily and clearly Posti's different delivery types. You can also use Posti's logos and/or icons describing delivery types

- a) logo + icon + text
- b) logo + text
- c) icon + text
- d) text only

When your online store has several of Posti's delivery types, use Posti's logo only once. Posti's icons are used only in connection with Posti's delivery types.

### a) Logo and icon in connection with delivery type description



#### Pick-up from a Posti Parcel Point

Pick up your order from Posti's Parcel Point. When the parcel arrives, you will receive instructions by SMS. A parcel is a climate-friendly Posti Green item. See the location of Parcel Points  
See video: Picking up a parcel from a Parcel Point



### b) Logo in connection with delivery type description



#### Pick-up from a Posti Parcel Point

Pick up your order from Posti's Parcel Point. When the parcel arrives, you will receive instructions by SMS. A parcel is a climate-friendly Posti Green item. See the location of Parcel Points  
See video: Picking up a parcel from a Parcel Point

### Payment method icons

Use the Cash on delivery payment button when you show the other payment methods as images in your online store.

**Posti**  
CASH ON DELIVERY

### c) Icon in connection with delivery type description

#### Pick-up from a Posti Parcel Point

Pick up your order from Posti's Parcel Point. When the parcel arrives, you will receive instructions by SMS. A parcel is a climate-friendly Posti Green item. See the location of Parcel Points  
See video: Picking up a parcel from a Parcel Point



### d) Delivery type description only as text

#### Pick-up from a Posti Parcel Point

Pick up your order from Posti's Parcel Point. When the parcel arrives, you will receive instructions by SMS. A parcel is a climate-friendly Posti Green item. See the location of Parcel Points  
See video: Picking up a parcel from a Parcel Point

### e) Icon in connection with delivery type name



#### Pick-up from a Posti Parcel Point

**When your online store has several of Posti's delivery types, use Posti's logo only once.**

**posti**



**Pick-up from a Posti Parcel Point**

Pick up your order from Posti's Parcel Point. When the parcel arrives, you will receive instructions by SMS. A parcel is a climate-friendly Posti Green item.  
See the location of terminals  
See video: Picking up a parcel from a Parcel Point



**Pick-up from a postal outlet**

Pick up your order from the outlet you selected. When the parcel arrives, you will receive instructions by SMS. A parcel is a climate-friendly Posti Green item.  
See the location of outlets



**Pick-up from shop**

Online store's own description

## Items to be delivered to recipient



### Delivery as a letter

Posti delivers your order to the desired address. The item is delivered as a climate-friendly Posti Green item to a mailbox/mail slot or, if the item is too large, to the nearest postal outlet.



### Posti delivery to the workplace

Instructions: the time of day xxx and the delivery time offered depend on the online store's own process  
Place your order by xxx. Posti delivers your order to the desired address as a climate-friendly Posti Green item.

- by 2 p.m. on the following business day.
- already on the order day by 16 noon
- on the following morning by 9 a.m.

No advance notification. If you are not present at the time of delivery, your order will be ready for pick-up at the location indicated on the notice of arrival. A personal ID is required.



### Posti Home Delivery

Posti transports your order to the desired address as a climate-friendly Posti Green item. We will call you and agree on a delivery time that is the most convenient for you.

#### Additional services



##### + Installation:

For domestic appliances and electronics:

The device is delivered to your home, brought in and installed ready for use. We take the packaging materials to appropriate recycling. The installation does not cover fixture modifications or structural reinforcements or changes in the antenna or electric network, pipelines or sewers. Remember: The installation service is tax-deductible for domestic costs. Read more about the installation services.



##### For furniture:

The product is installed ready for use, e.g. assembling a sofa or attaching legs to a bed. Light installation takes max. 15 min.



##### + Transport to recycling

When a new device is brought in, the old corresponding one is taken to appropriate recycling.

##### + Transport Package Removal

The item is unloaded from the transport platform. The packaging materials are removed and disposed of as appropriate. You avoid having to deal with large packaging waste.



### Posti delivery to the recipient's yard

Posti will deliver your shipment to the desired address during the same business day. Dispatch as a climate-friendly Posti Green item. The recipient is called for agreeing the delivery time.

## BANNERS – POSTI'S DELIVERIES

### Banners

Banners are available in several sizes. You can edit the banners into a size that will fit your online store and change the text, where necessary. Possible offer pricing has been taken into consideration in the 'Posti's deliveries' banner. The banners are linked with the on-line store's website that provides information on the service. If offer pricing is used, the validity period of the offer must be displayed on the website. A banner related to parcel routing is linked with the address [www.posti.fi/ohjaus](http://www.posti.fi/ohjaus)

160 x 600 px

Posti's  
deliveries  
starting  
from  
EUR X.XX



posti

250 x 250 px

Posti's  
deliveries  
starting from  
EUR X.XX



posti

728 x 90 px



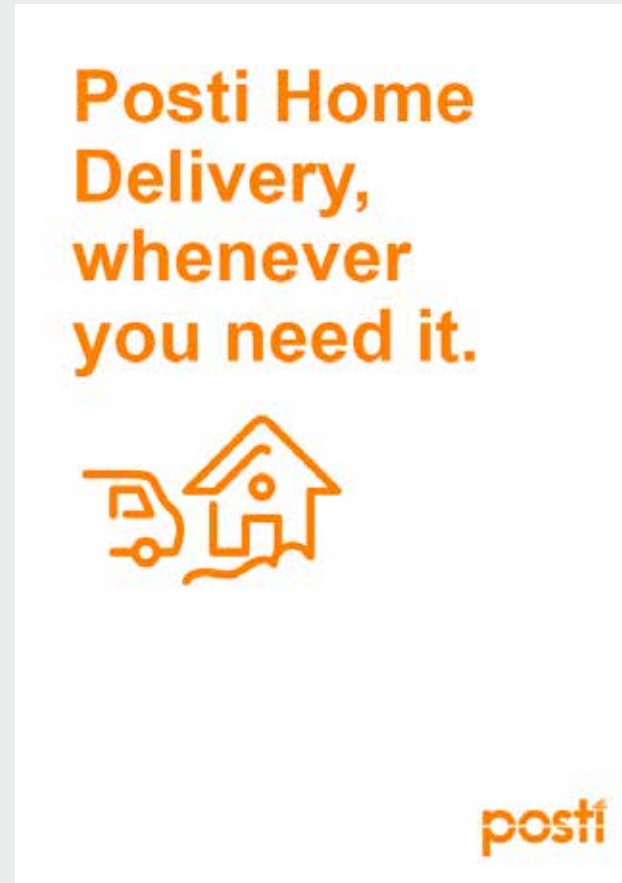
Posti's deliveries  
starting from EUR X.XX

posti

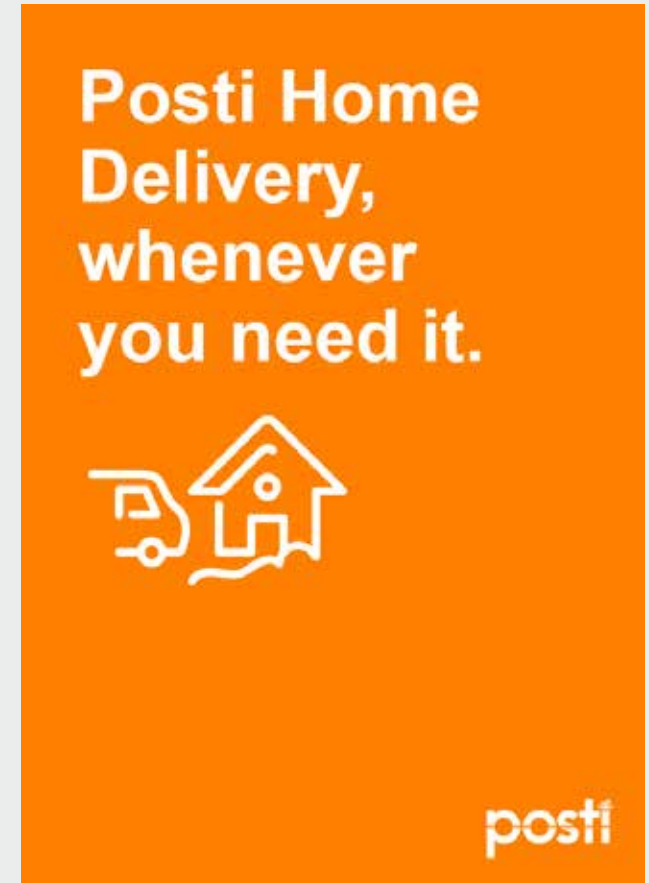
## ADVERTISEMENT – POSTI HOME DELIVERY

### Advertisement

The size of the advertisement is indicative.  
You can change the text if necessary.



HOME DELIVERY ADVERTISEMENT  
105 x 148 mm





## BANNERS – POSTI HOME DELIVERY

### Banners

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160 x 600 px

Select  
Posti  
Home  
Delivery  
–delivery  
on the  
agreed  
time.



posti

250 x 250 px

Select Posti  
Home Delivery  
–delivery on the  
agreed time.



posti

728 x 90 px



Select Posti Home Delivery  
–delivery on the agreed time.

posti

## BANNERS – PARCEL ROUTING SERVICE

### Banners

Banners are available in several sizes. You can edit the banners into a size that will fit your online store and change the text, where necessary. Possible offer pricing has been taken into consideration in the 'Posti's deliveries' banner. The banners are linked with the on-line store's website that provides information on the service. If offer pricing is used, the validity period of the offer must be displayed on the website. A banner related to parcel routing is linked with the address [www.posti.fi/ohjaus](http://www.posti.fi/ohjaus)

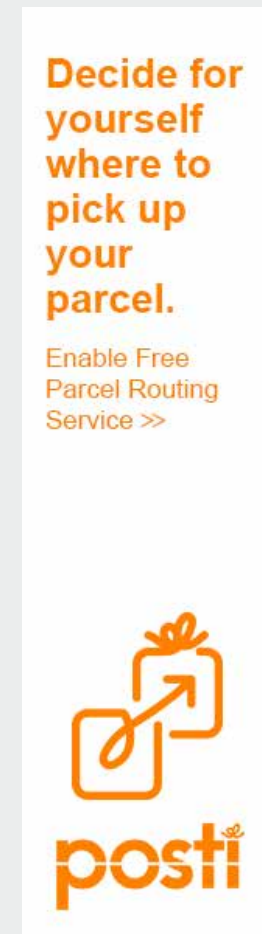
172 x 241 px



450 x 450 px



160 x 600 px



361 x 120 px



## BANNERS – DELIVERY TO A PARCEL POINT

### Banners

Banners are available in several sizes. You can edit the banners into a size that will fit your online store and change the text, where necessary. Possible offer pricing has been taken into consideration in the 'Posti's deliveries' banner. The banners are linked with the on-line store's website that provides information on the service. If offer pricing is used, the validity period of the offer must be displayed on the website. A banner related to parcel routing is linked with the address [www.posti.fi/ohjaus](http://www.posti.fi/ohjaus)

300 x 75 px



300 x 75 px



300 x 75 px



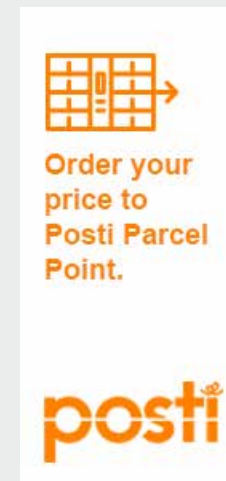
300 x 75 px



140 x 300 px



140 x 300 px



## ADVERTISEMENT – PARCEL POINT

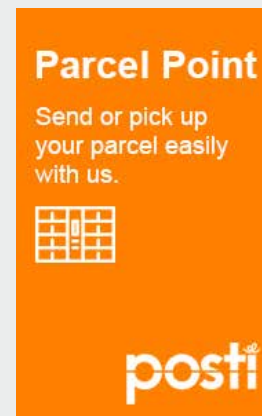
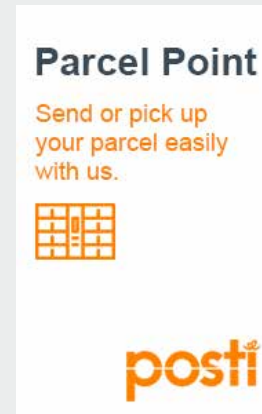
The Arial typeface in orange, grey or white is used for the additional information texts. The texts must be clearly written, short and with a succinct message. The clearances determined for the logo must be taken into consideration when planning marketing materials.

Typeface:  
Arial

Posti's orange:  
CMYK COATED 0/50/100/0  
CMYK UNCOATED 0/40/100/0  
RGB 255/128/0  
HTML #FF8000

Posti's grey:  
CMYK 56/30/17/52  
RGB 57/74/88  
HTML #394A58

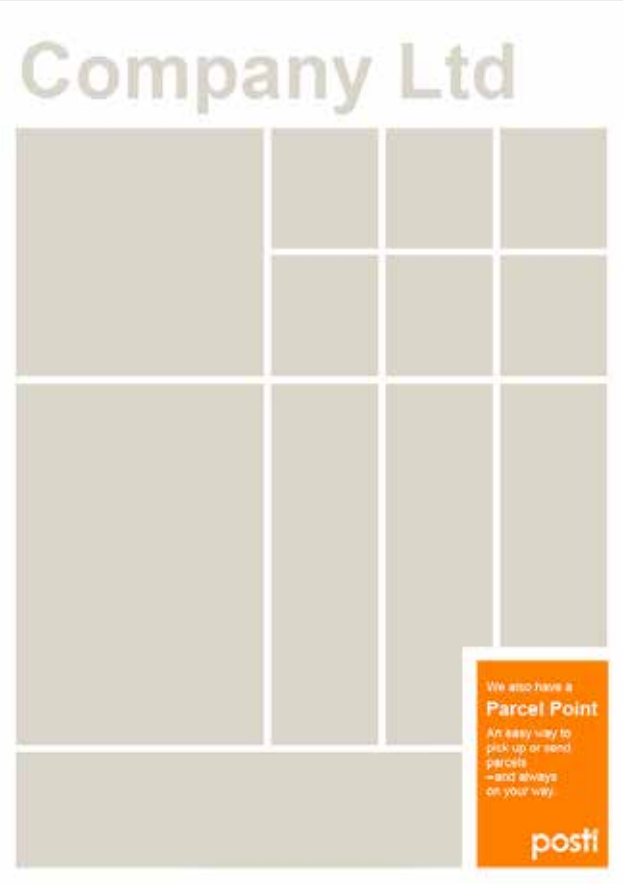
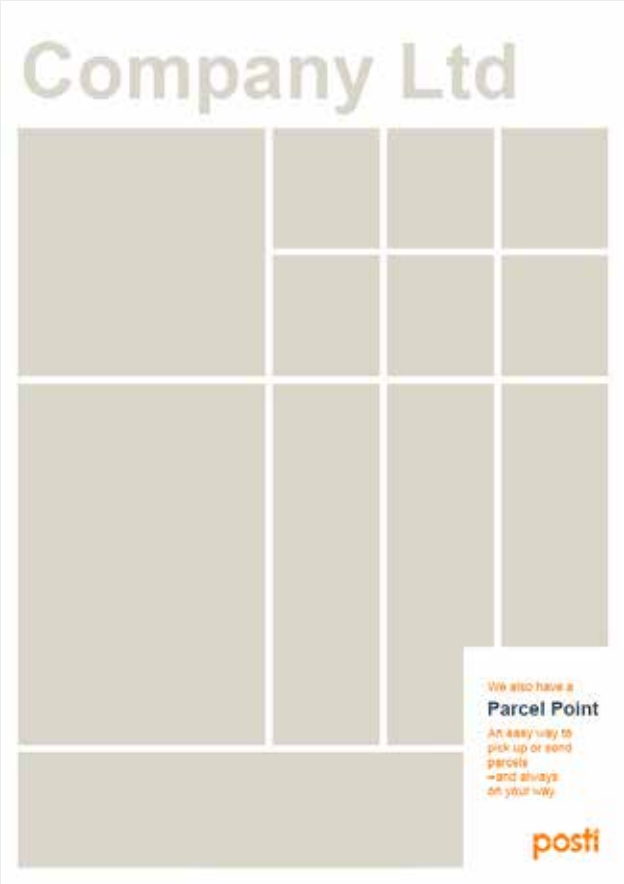
Examples of element styles



# ADVERTISEMENT – EXAMPLE

Example of a advertisement with information about parcel points, e.g. stores' own marketing materials, etc.

This type of presentation is used when the signatory is a party other than Posti, such as stores and shopping centers.



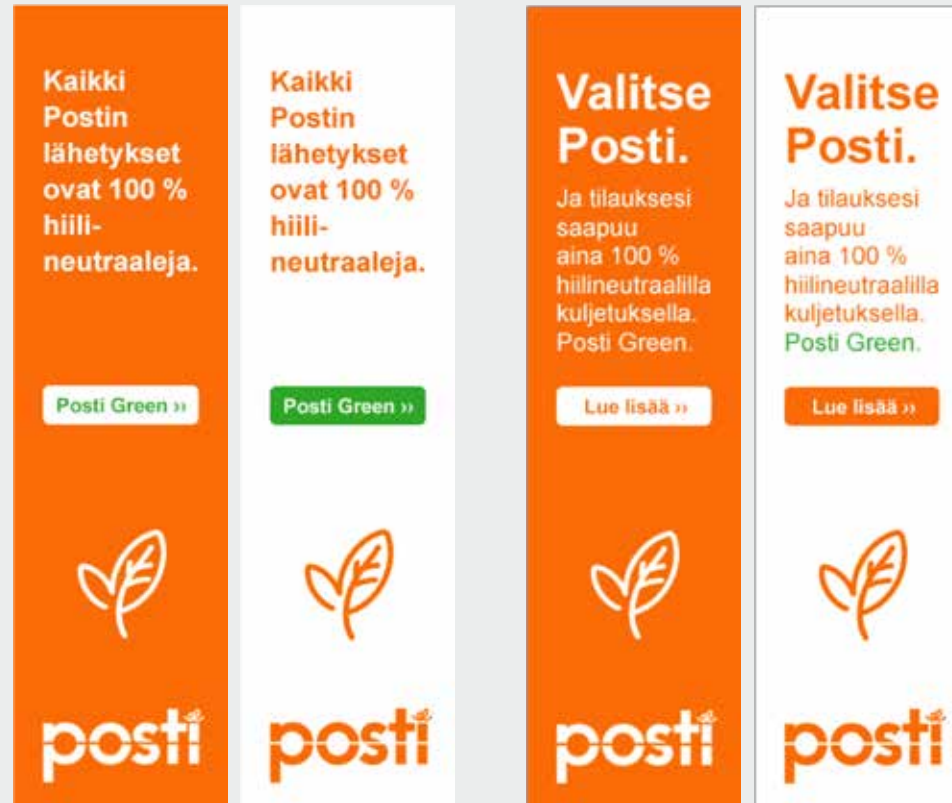
## BANNERS – POSTI'S DELIVERIES

### Banners – Posti Green

#### 100% carbon neutral transport

All of Posti's deliveries are 100% carbon neutral. Banners are available in several sizes. You can customize banners to a size suitable for the pages of your online store and also change the texts, where necessary.

Banners are linked to the page:  
<http://www.posti.com/responsibility/environmental/postigreenservices.html>



160 x 600 px



300 x 250 px

# Valitse Posti.

Ja tilauksesi toimitetaan aina 100 % hiilineutraalilla kuljetuksella.

Posti Green »

posti

# Valitse Posti.

Ja tilauksesi toimitetaan aina 100 % hiilineutraalilla kuljetuksella.

Posti Green »

posti

300 x 250 px

**Kaikki Postin kuljetukset ovat 100 % hiilineutraaleja.**

Posti Green »

posti

**Kaikki Postin kuljetukset ovat 100 % hiilineutraaleja.**

Posti Green »

posti

## Valitse Posti.

Ja tilauksesi saapuu aina 100 % hiilineutraalilla kuljetuksella.

Posti Green »

posti

## Valitse Posti.

Ja tilauksesi saapuu aina 100 % hiilineutraalilla kuljetuksella.

Posti Green »

posti

160 x 600 px

# POSTERS

## POSTERS – A2, A3, A4 and sticker

Provides information about Posti's home delivery and additional services



  
**Posti home delivers**


If you wish

-  we install your products
-  we remove packaging materials and take them away
-  we take the old device to recycling


All purchased goods conveniently to your home.  
Contact the salesperson for more information about the service and prices.

**posti**



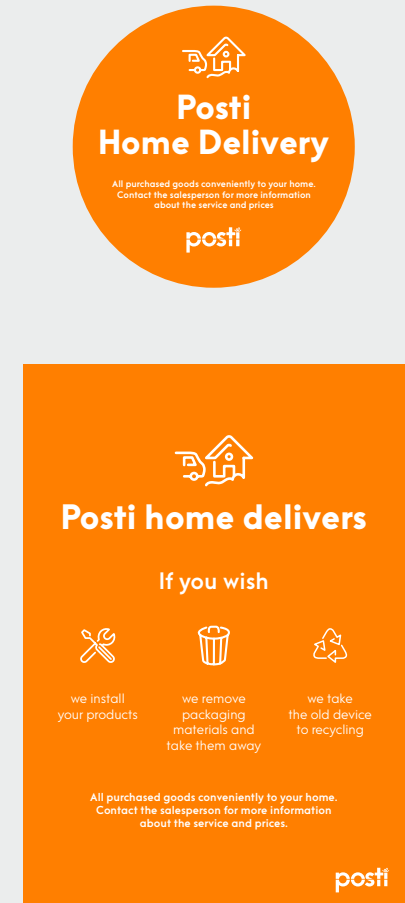
  
**Posti home delivers**


If you wish

-  we install your products
-  we remove packaging materials and take them away
-  we take the old device to recycling

All purchased goods conveniently to your home.  
Contact the salesperson for more information about the service and prices.


**posti**






  
**Posti Home Delivery**

All purchased goods conveniently to your home.  
Contact the salesperson for more information about the service and prices.

**posti**

  
**Posti home delivers**

If you wish

-  we install your products
-  we remove packaging materials and take them away
-  we take the old device to recycling

All purchased goods conveniently to your home.  
Contact the salesperson for more information about the service and prices.

**posti**



# ADVERTISEMENT – EXAMPLE

Example of an advertisement with information about home delivery, e.g. stores' own marketing materials, etc.

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