

**Posti's
materials
for retailers**

October 2017

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 <https://www.posti.fi/business/services-for-online-retailers/materials-for-online-retailers/index.html>

Contact us at 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, 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. 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

posti



Pick-up from a Posti's parcel locker

Pick-up from a Posti's parcel locker of your choice. Posti's dense network and the long opening hours of shops and shopping centers in the evenings and at weekends ensure that you can pick-up the parcel close to you at a time that suits you best. When the parcel arrives, you will receive pick-up instructions by text message. Nearest pick-up might be at your apartment house locker. You will get parcel in your own apartment building at the price of normal parcel delivery. See the locations.

b) Logo in connection with delivery type description

posti

Pick-up from a Posti's parcel locker

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c) Icon in connection with delivery type description



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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

d) Delivery type description only as text

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e) Icon in connection with delivery type name



Pick-up from a Posti Parcel Locker

Showing delivery method options in the online shop user interface

The delivery method options may be presented in the user interface of the online shop in a pull-down menu or as radio buttons. The delivery method is usually selected in the shopping cart.

[Read more](#)

about integrating parcel services directly in your online shop



PICK-UP PARCELS



Pick-up from a Posti's parcel locker

Pick-up from a Posti's parcel locker of your choice. Posti's dense network and the long opening hours of shops and shopping centers in the evenings and at weekends ensure that you can pick-up the parcel close to you at a time that suits you best. When the parcel arrives, you will receive pick-up instructions by text message. Nearest pick-up might be at your apartment house locker. You will get parcel in your own apartment building at the price of normal parcel delivery.

See the locations. <https://www.posti.fi/henkilosiakkaat/apu-ja-tuki/toimipisteet-ja-aukiolot.html>

The Posti product you use: Posti Postal Parcel



Pick-up from a postal outlet

Pick-up from a Posti outlet of your choice. Posti's dense network and the long opening hours of shops and shopping centers in the evenings and at weekends ensure that you can pick-up the parcel close to you at a time that suits you best. When the parcel arrives, you will receive pick-up instructions by text message.

See the locations.

The Posti product you use: Posti Postal Parcel



Pick-up from store

Online retailer provides the description.

The Posti product you use: Express Parcel - e.g. from a warehouse to your store

DELIVERY TO RECIPIENTS



Delivery with daily mail

Delivered to a mailbox/mail slot or, if the item is too large, to the nearest postal outlet.

The Posti product you use: Posti Small Parcel, Letter or Small Item

· We recommend that you offer this option to customer in shopping basket. In this case mailbox is alternative delivery method eg. for parcel point pickup. Your customer allows you to send small enough parcel to home address ie. letter-box. Pre-prepared text to add in this case is: [] It is ok to send my purchases to my letter-box if shipment is small enough.en.



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.

The Posti product you use: Posti Home Parcel, Posti Express Freight Evening or Posti Freight Home delivery

· Additional services for freight services are Installation, Transport to recycling and Transport Package Removal.

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.

Installation 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.

Remember: The installation service is tax-deductible for domestic costs.



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.



Delivery to a workplace

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.

The Posti product you use: Posti Express Parcel

Note: the time of day xxx and the delivery time offered depend on the online store's own process

INTERNATIONAL ONLINE RETAILING



Pick-up from a postal outlet abroad

Pick up the products you have ordered from a postal outlet. Bring your personal ID with you.

The Posti product you use: Priority parcel



Postal Home Delivery abroad

Items are delivered to the recipient's address after import clearance, if any, has been taken care of.

The Posti product you use: EMS



Parcel to Europe

Pick up the products you have ordered from a service point regarding the country. You will receive an SMS when the parcel has arrived.

The Posti product you use: Parcel Connect



Pick-up from SmartPOST parcel point in Estonia

Pick up the products you have ordered from the SmartPOST parcel point you have selected. You will receive an SMS when the parcel has arrived. See the location of points.

The Posti product you use: SmartPOST

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

160 x 600 px



250 x 250 px



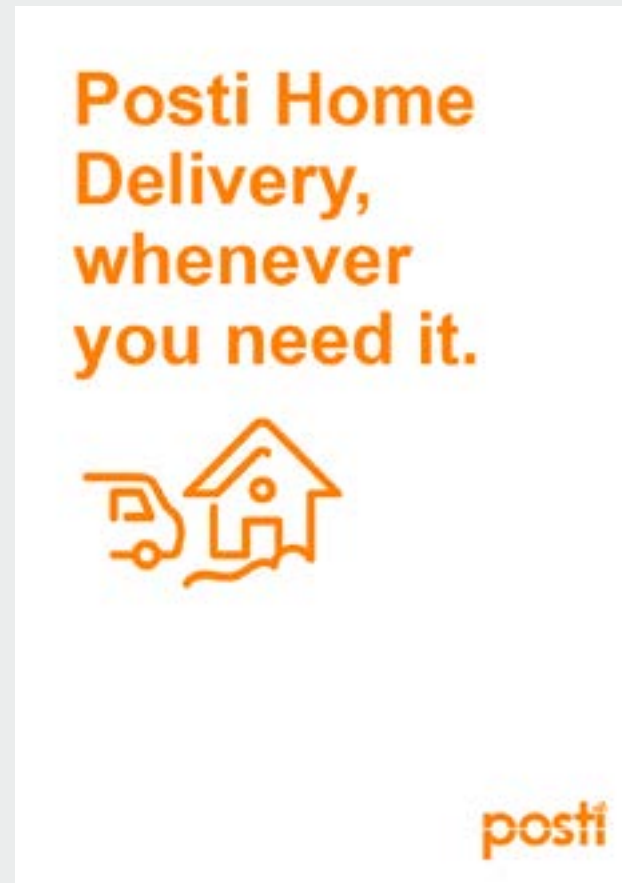
728 x 90 px



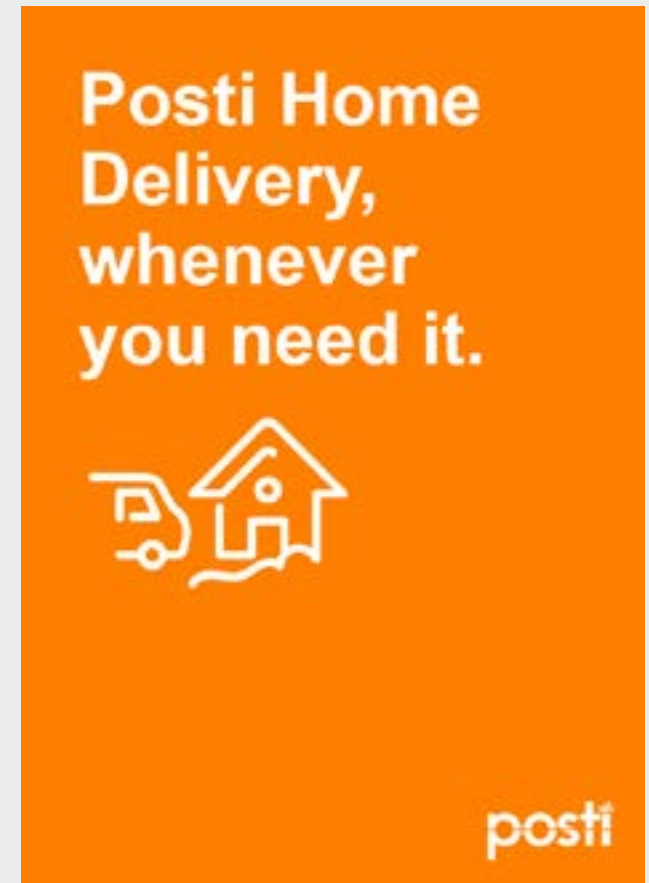
ADVERTISEMENT – POSTI HOME DELIVERY

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



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

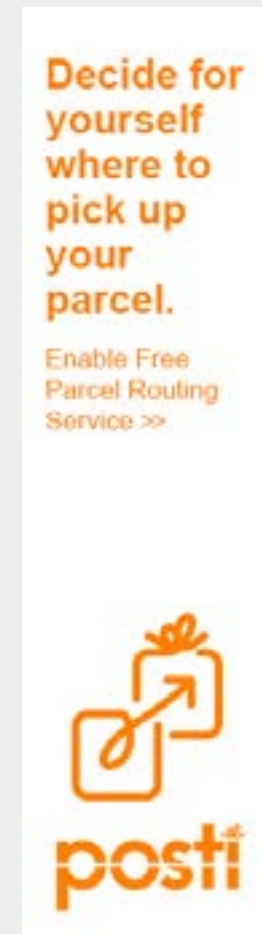
172 x 241 px



450 x 450 px



160 x 600 px



361 x 120 px



BANNERS – DELIVERY TO A POSTI'S PARCEL LOCKER

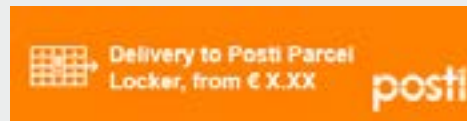
Banners

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

300 x 75 px



300 x 75 px



300 x 75 px



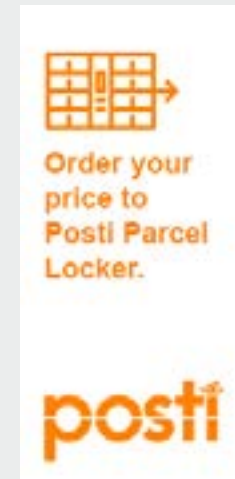
300 x 75 px



140 x 300 px



140 x 300 px



ADVERTISEMENT – POSTI'S PARCEL LOCKER

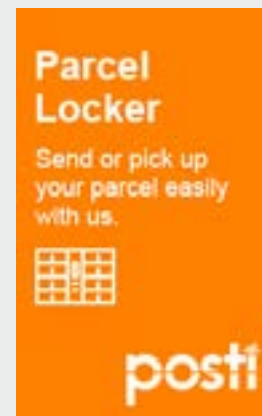
The Arial typeface in orange, grey or white is used for the additional information texts. The texts must be clearly written, short and with a succinct message. The clearances determined for the logo must be taken into consideration when planning marketing materials.

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 Posti parcel lockers, 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

