

Posti

**materials for distance
and online stores**

January 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

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

- 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 the products you have ordered from the Posti Parcel Point you have selected. You will receive an SMS when the parcel has arrived. See the location of points.

c) Icon in connection with delivery type description

Pick-up from a Posti Parcel Point



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

b) Logo in connection with delivery type description



Pick-up from a Posti Parcel Point

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

d) Delivery type description only as text

Pick-up from a Posti Parcel Point

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

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



Pick-up from a Posti Parcel Point



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



Pick-up from a postal outlet

Pick up the products you have ordered from Posti's service point. Bring your personal ID with you.



Posti Home Delivery

Posti brings the products you have ordered to the desired address and agrees on a delivery time with you.



Posti Home Delivery + installation service

The device is delivered to your home and installed so that it is ready for use. Posti agrees on a delivery time with you. Read more about the installation service.



Letter

Delivered to your address or to the nearest outlet if the item does not fit in your mail slot.



Posti's Refrigerated Transport home

You will receive the products you have ordered at the desired address Tue–Fri 12 noon–3 p.m. or 5–7 p.m., according to your wishes.

Posti Express Parcel to a corporate address

You will receive the products you have ordered by xx at your workplace already on the day of order by 5 p.m. No advance notification. If you are not there, you can pick the item up at the postal outlet nearest to your workplace against a notice of arrival. Bring your personal ID with you.

Posti delivery to a corporate address

You will receive the products you have ordered at your workplace by 2 p.m. on the weekday following the mailing. If you are not there, you can pick the item up at the postal outlet nearest to your workplace against a notice of arrival. Bring your personal ID with you.

Payment method icons

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

Posti
POSTIENNAKKO

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

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



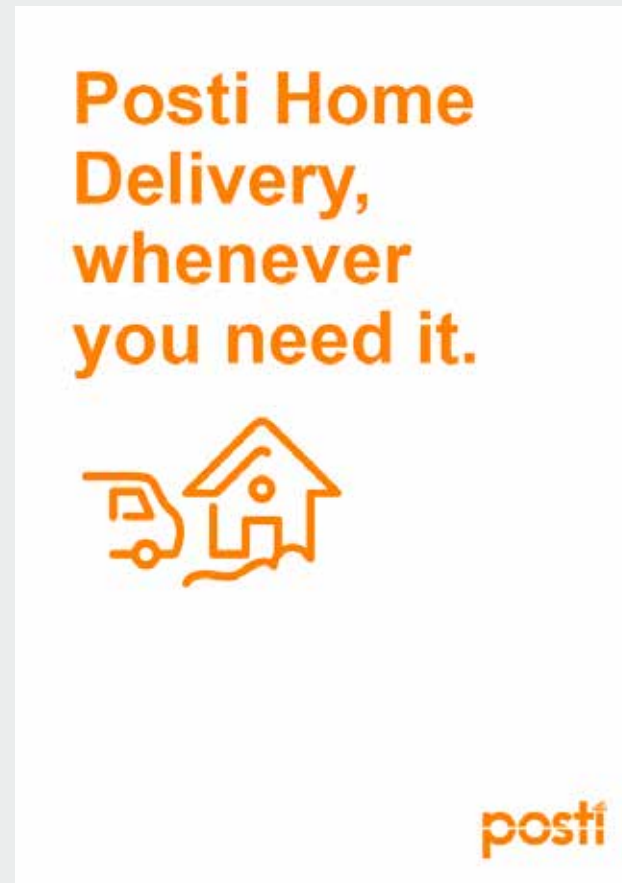
Posti's deliveries
starting from EUR X.XX

posti

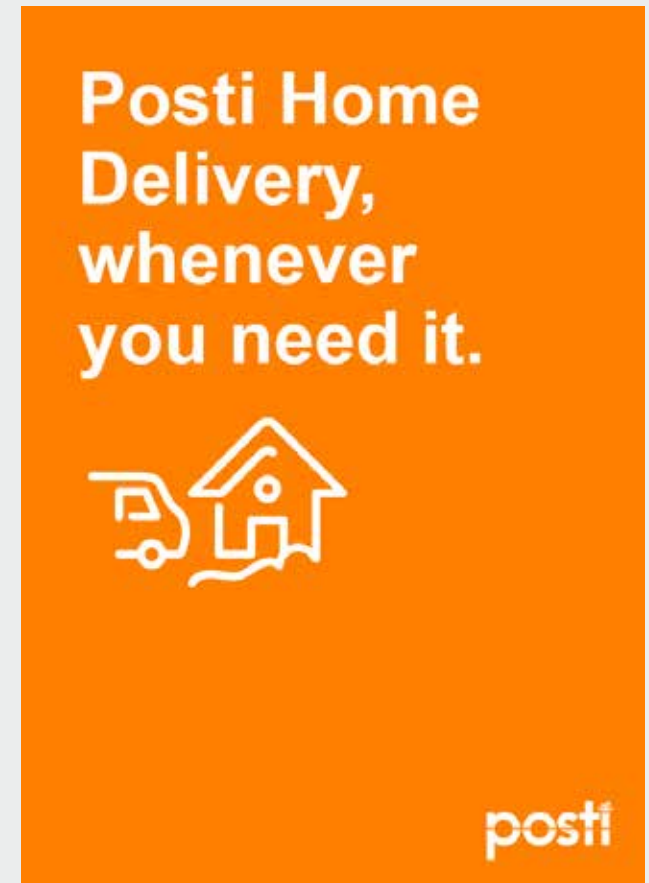
ADVERTISEMENT – POSTI HOME DELIVERY

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

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

Select
Posti
Home
Delivery
–delivery
on the
agreed
time.



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



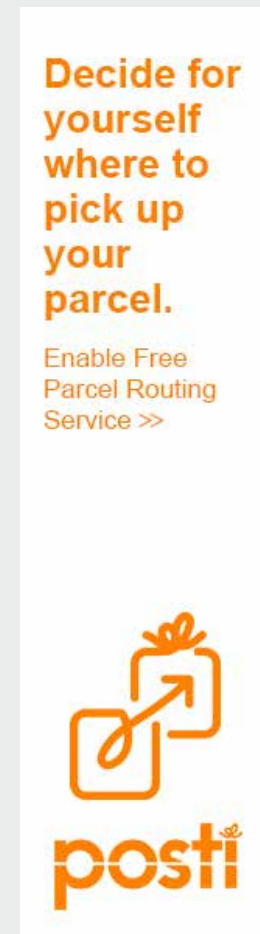
450 x 450 px



361 x 120 px



160 x 600 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

300 x 75 px



300 x 75 px



300 x 75 px



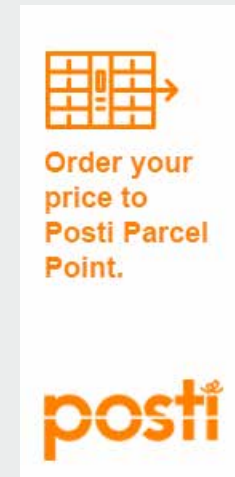
300 x 75 px



140 x 300 px



140 x 300 px



ADVERTISEMENT – PARCEL POINT

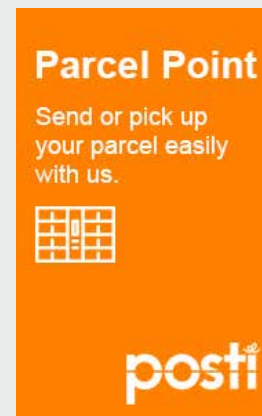
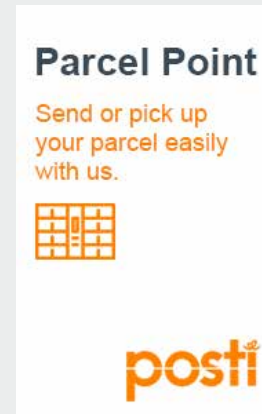
The Arial typeface in orange, grey or white is used for the additional information texts. The texts must be clearly written, short and with a succinct message. The clearances determined for the logo must be taken into consideration when planning marketing materials.

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

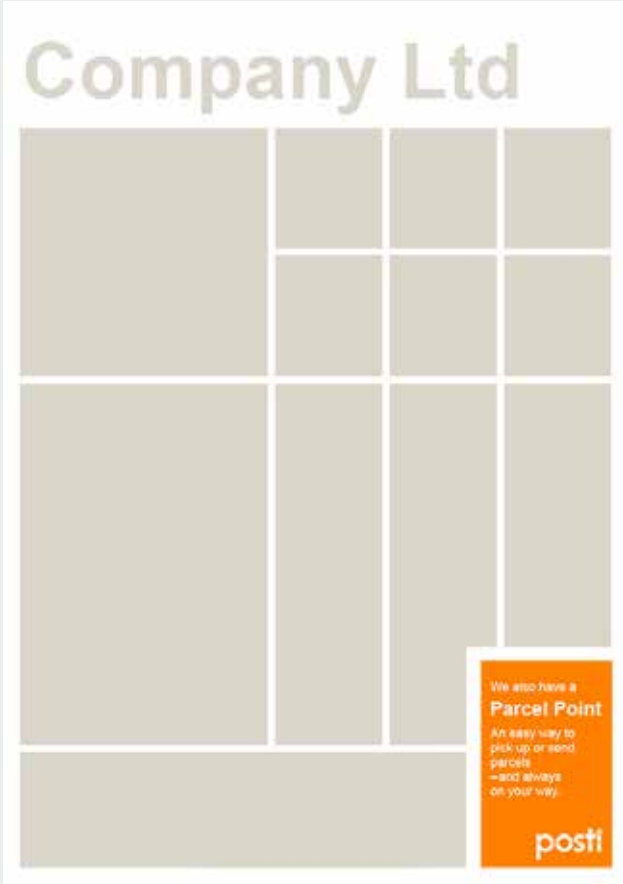
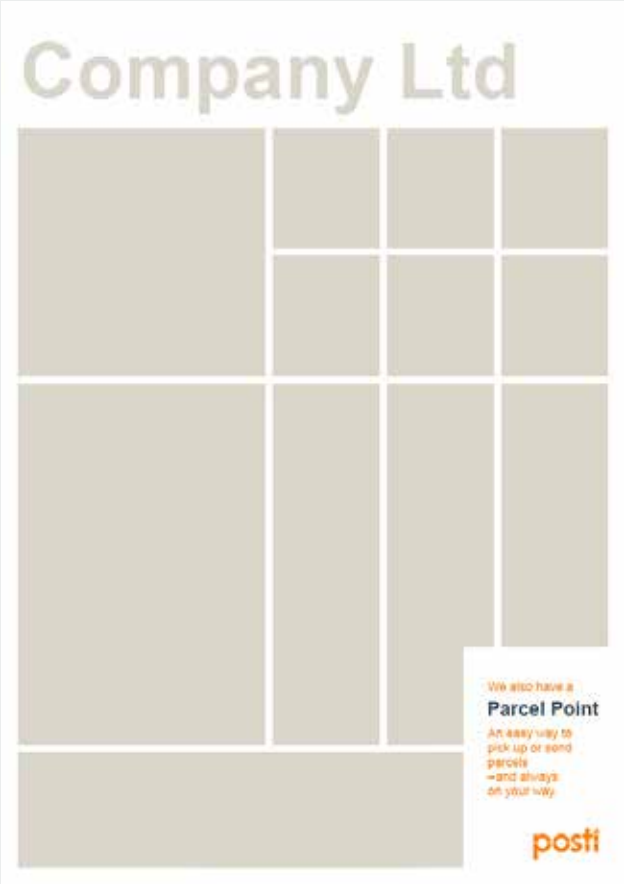
Examples of element styles



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.



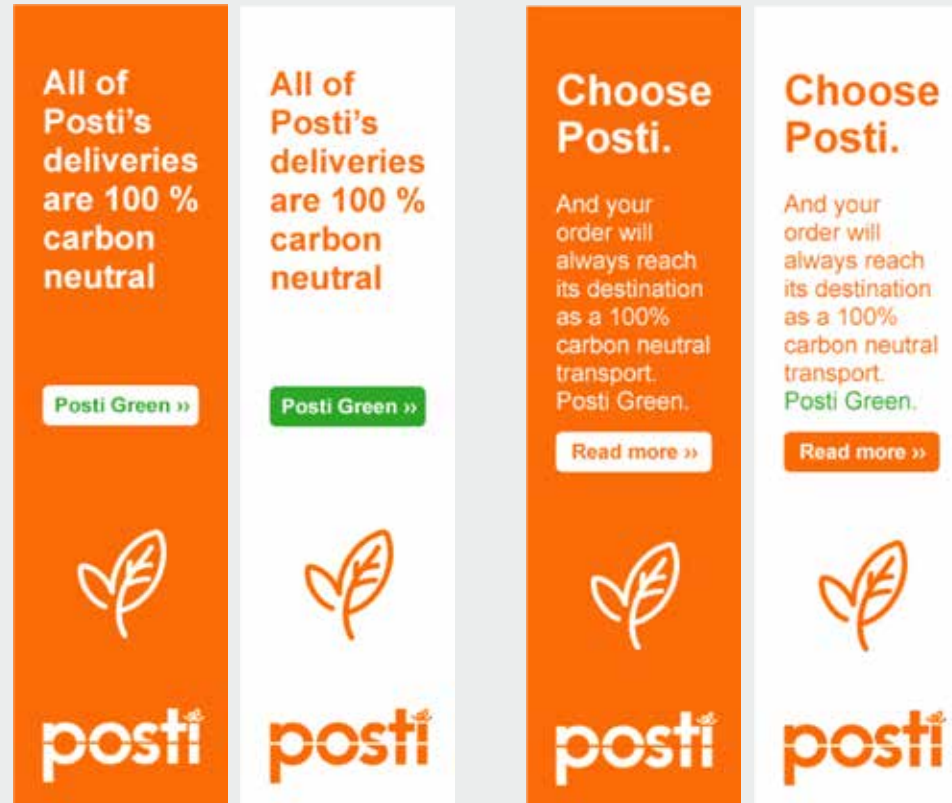
BANNERS – POSTI'S DELIVERIES

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

Choose Posti.

And your order will always be delivered as a 100% carbon neutral transport.

Posti Green »

posti

Choose Posti.

And your order will always be delivered as a 100% carbon neutral transport.

Posti Green »

posti

300 x 250 px

All of Posti's transports are 100% carbon neutral.

Posti Green »

posti

All of Posti's transports are 100% carbon neutral.

Posti Green »

posti

Choose Posti.

And your order will always reach its destination as a 100% carbon neutral transport.

Posti Green »

posti

Choose Posti.

And your order will always reach its destination as a 100% carbon neutral transport.

Posti Green »

posti

160 x 600 px