

# Posti Ltd's payment indications January 1, 2020

User instructions: letters, direct mail, publications and reply mail

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# Posti Priority and Economy letters in Finland and abroad



Payment indications must always be imprinted or otherwise printed out in blue (Priority), green (Economy) or black-and-white, as shown below. A customer code (6 characters) is always included in payment indications, on the basis of which the mailing list for invoicing must be made.

Recommended size:

- For C and E series envelopes 24 mm x 37.5 mm
- Minimum width 20 mm
- The aspect ratios of the indications must not be changed

The colors to be used are:

- Posti blue: C:90 M:48 Y:0 K:0
- Posti green: C:80 M:0 Y:98 K:0
- Black: K:100
- White

# Priority and Economy letter indications in text format on the item

- The indication can be imprinted or printed out in text format using Arial, for example, as a text font.
- No handwritten indication is acceptable. Also, it is not allowed to use a pressure stamp.
- The indication should be typed on four lines. The minimum font size for the indication is 12 pts.
- Any color used in the indication is acceptable, provided that it is distinct from the item cover and easily readable.

Priority	Economy
Priority PP Finlande Posti Oy 000000 Posti Green	Economy PP Finlande Posti Oy 000000 Posti Green
Priority PP Finlande Posti Ab 000000 Posti Green	Economy PP Finlande Posti Ab 000000 Posti Green
Priority PP Finlande Posti Ltd 000000 Posti Green	Economy PP Finlande Posti Ltd 000000 Posti Green

# Priority and Economy indication in text format on a window envelope or self-adhesive address label

- The indication must be printed above the address information on the window envelope or self-adhesive address label, so that it is easily readable and distinct from addressee information.
- The minimum font size for the payment indication is 12 pts.
- The indication should be typed on one line, e.g.

Priority PP Finlande 000000 Posti Oy

1234 9876 4567

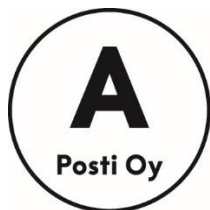
Matti Vastaanottaja

Kotiosoite 124 as 34

00000 POSTITOIMIPAIKKA



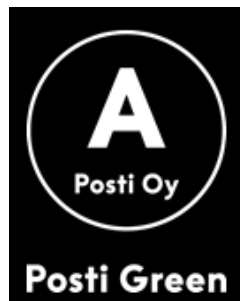
# Posti Customer Direct



**Posti Green**



**Posti Green**



The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, provided that it is distinguishable.

The indication can also be printed on a window envelope's address field or self-adhesive address label.

Recommended size:

- For C and E series envelopes 27 mm x 35.5 mm
- Minimum width 20 mm
- The aspect ratios of the indications must not be changed

# Customer Direct indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts. Do not write the indication by hand. Any color used in the indication is acceptable, provided that it is distinct from the item cover.
- The indication must be printed on the window envelope's address field or self-adhesive address label in such a way that it is easily readable and distinct from sender and/or addressee information. The minimum font size is 12 pts.

Customer Direct		
Recommendation	<< A - Posti Oy << Posti Green	<< A - Posti Ltd << Posti Green
	A - Posti Oy Posti Green	A - Posti Ltd Posti Green

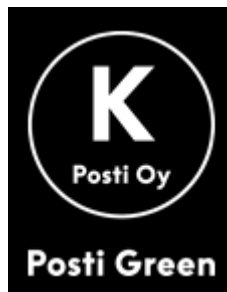
# Posti Home Direct



**Posti Green**



**Posti Green**



The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, provided that it is distinguishable. A payment indication is not mandatory, but its use is recommended.

Recommended size:

- Minimum width 20 mm
- The aspect ratios of the indications must not be changed



# Home Direct indication in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts. Do not write the indication by hand. Any color used in the indication is acceptable, provided that it is distinct from the item cover.
- The indication must be printed on the window envelope's address field or self-adhesive address label in such a way that it is easily readable and distinct from sender and/or addressee information. The minimum font size is 12 pts.

Home Direct		
Recommendation	<< K - Posti Oy << Posti Green	<< K - Posti Ltd << Posti Green
	K - Posti Oy Posti Green	K - Posti Ltd Posti Green

# Posti Publication



**Posti Green**



**Posti Green**



The payment indication can be imprinted or printed out on the item cover. Any color used in the indication is acceptable, provided that it is distinguishable.

Do not write the indication by hand.

Recommended size:

- 27 mm x 35.5 mm
- Minimum width 20 mm
- The aspect ratios of the indications must not be change

# Publication indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts. Do not write the indication by hand.
- Any color used in the indication is acceptable, provided that it is distinct from the item cover.

Publication		
Recommendation	<< LHT - Posti Oy << Posti Green	<< LHT - Posti Ltd << Posti Green
	LHT - Posti Oy Posti Green	LHT - Posti Ltd Posti Green

# Posti Magazine Pro



**Posti Green**



**Posti Green**



The payment indication can be imprinted or printed out on the item cover. Any color used in the indication is acceptable, provided that it is distinguishable.

Do not write the indication by hand.

Recommended size:

- 27 mm x 35.5 mm
- Minimum width 20 mm
- The aspect ratios of the indications must not be change

# Magazine Pro indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts. Do not write the indication by hand.
- Any color used in the indication is acceptable, provided that it is distinct from the item cover.

Magazine Pro		
Recommendation	<< AKL - Posti Oy << Posti Green	<< AKL - Posti Ltd << Posti Green
	AKL - Posti Oy Posti Green	AKL - Posti Ltd Posti Green

# Posti Economy Publication



Posti Green



The payment indication can be imprinted or printed out on the item cover. Any color used in the indication is acceptable, provided that it is distinguishable.

Do not write the indication by hand.

Recommended size:

- 27 mm x 35.5 mm
- Minimum width 20 mm
- The aspect ratios of the indications must not be change

# Economy Publication indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts. Do not write the indication by hand.
- Any color used in the indication is acceptable, provided that it is distinct from the item cover.

Publication		
Recommendation	<< EL - Posti Oy << Posti Green	<< EL - Posti Ltd << Posti Green
	EL - Posti Oy Posti Green	EL - Posti Ltd Posti Green

# Posti Daytime Publication Delivery



**Posti Green**



**Posti Green**



The payment indication can be imprinted or printed out on the item cover. Any color used in the indication is acceptable, provided that it is distinguishable.

Do not write the indication by hand.

Recommended size:

- 27 mm x 35.5 mm
- Minimum width 20 mm
- The aspect ratios of the indications must not be change



# Daytime Publication Delivery indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts. Do not write the indication by hand.
- Any color used in the indication is acceptable, provided that it is distinct from the item cover.

Daytime Publication Delivery		
Recommendation	<< PPJ - Posti Oy << Posti Green	<< PPJ - Posti Ltd << Posti Green
	PPJ- Posti Oy Posti Green	PPJ - Posti Ltd Posti Green

# Posti Long-distance Publication Delivery



Posti Green



Posti Green



The payment indication can be imprinted or printed out on the item cover. Any color used in the indication is acceptable, provided that it is distinguishable.

Do not write the indication by hand.

Recommended size:

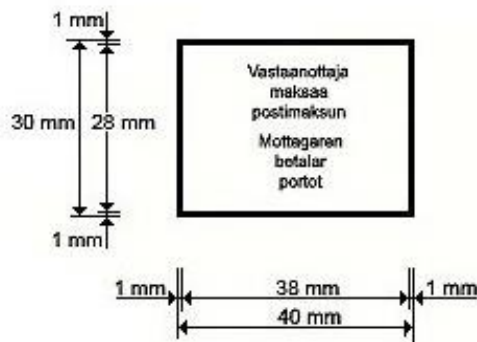
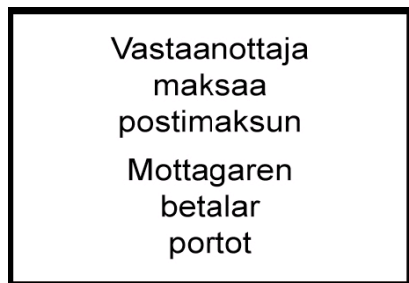
- 27 mm x 35.5 mm
- Minimum width 20 mm
- The aspect ratios of the indications must not be change

# Long-distance Publication Delivery indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts. Do not write the indication by hand.
- Any color used in the indication is acceptable, provided that it is distinct from the item cover.

Long-distance Publication Delivery		
Recommendation	<< PET - Posti Oy << Posti Green	<< PET - Posti Ltd << Posti Green
	PET - Posti Oy Posti Green	PET - Posti Ltd Posti Green

# Domestic Posti Economy Reply, 00003



- Reply Mail's payment indication marking is rectangular, border line must be flat. The payment indication may not contain logos etc.
- Color: black
- Rectangle line thickness: min. 1mm and max. 2mm
- Height: 30mm
- Width: 40 mm

Free text should fit inside the rectangle (no logos, etc.)

Rectangle (h x w) 30 mm x 40 mm (+/- 1 mm)

Rectangle line thickness 1 mm (no less than 1 mm, max. 2 mm)

Payment indication color: black

The postal code 00003 VASTAUSLÄHETYS is always used in Domestic Economy Reply items.

posti