



Guidelines for usage of Secured Group indicia

Step 1

Choosing an indicium

There are two available indicia. There is no difference between the two indicia in terms of the postal service, it is simply a matter of choosing the one that best suits a client's brand:



Step 2

Choose a size

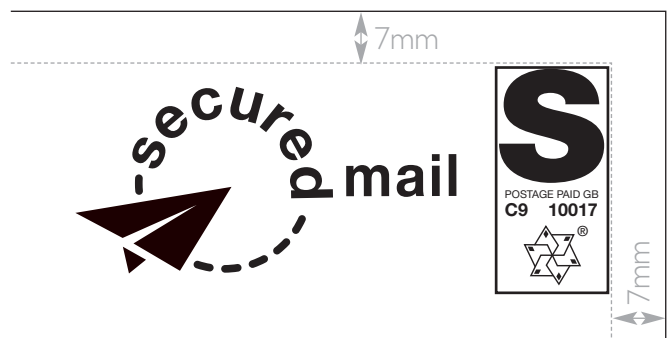
The indicia must be used at one of the two sizes. The DSA element (the box containing the large 'S') must be either 30mm deep, or 20mm deep. The relative size of the 'Secured Mail / Group' element cannot vary from that shown below:



Step 3

Position the indicia on your artwork

The top right hand edge of the indicia should be aligned exactly to the top and right hand edges of the envelope. 7mm down and 7mm in from the right hand edge.



Notes

The Indicia can appear in any colour provided there is sufficient contrast between the indicia colour and the substrate for the small type in the DSA box to be clearly legible:



If the indicia is to appear reversed out of a darker background, then the DSA element should be placed in a white box with a clear 2mm border - however, the Secured Mail / Group element can be reversed out of the background colour:



Availability of master artwork

You can obtain master artwork files of the four indicia, each at the two allowable sizes, either by downloading from our website, www.securedmail.co.uk or by contacting your Secured Group account manager:



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