POSTAL INDICIA REQUIREMENTS

All Postal Indicia items must be accompanied by an *Order* (*Statement of Mailing*) and must be deposited at a Canada Post facility and not in a street letterbox. The indicia must be created using Canada Post-supplied artwork, which can be downloaded from canadapost.ca/indicia. Canada Post brand elements cannot be altered.

The following requirements **must be met** when using Canada Post Postal Indicia.

DESIGN FORMATS

Formats	NON-barcoded		BARCODED	
	• Postal Code Targeting • Publications Mail™ • Letter-post		• Lettermail™ • Personalized Mail™ The indicia artwork on our website are based on optimal sizes. The artwork can be resized provided the "2D Barcode Mandatory Characteristics" are met.	

POSTAL INDICIA DIMENSIONS

Straight and Perforated Edge	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
	(H) 19 mm x (W) 36 mm	(H) 35 mm x (W) 73 mm	(H) 19 mm x (W) N/A	(H) 35 mm x (W) N/A

Customized	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
Horizontal	(H) 31 mm x (W) 64 mm	(H) 35 mm x (W) 74 mm	(H) 25 mm x (W) N/A	(H) 42 mm x (W) N/A
Vertical	(H) 31 mm x (W) 46 mm	(H) 35 mm x (W) 54 mm	(H) 25 mm x (W) N/A	(H) 42 mm x (W) N/A
Stamp-like (Personalized Mail only)	N/A	N/A	(H) 30 mm x (W) N/A [Dimensional items: (H) 33 mm x (W) N/A]	(H) 50 mm x (W) N/A [Dimensional items: (H) 55 mm x (W) N/A]

CONTENT

The indicia must be bilingual and can be printed in any colour provided there is contrast with the background (we recommend a white background).

	Indicia artwork elements
Canada Post elements	• Service name • Customer number (Agreement number for Publications Mail service) • 2D static barcode (Personalized Mail and Lettermail services)
Additional elements for Customized postal indicia	• Customer logo, text, graphic or image • Canada Post reserves the right to refuse any Customized Postal Indicia design that it, at its sole discretion, deems non-mailable (see Non-mailable Matter in the *Canada Postal Guide*).

2D BARCODE

2D Static Barcode	2D barcode characteristics
	• Minimum Print contrast ratio: 40 % or greater • Minimum Print quality: Grade 3 (B) or better [as specified by ISO/IEC 14415] • Individual barcode cell size: Min. 0.381 mm (15 mils); Max. 0.661 mm (26 mils) • Minimum barcode size: 6.1 mm x 6.1 mm (240 mils x 240 mils) • Maximum barcode size: 10.6 mm x 10.6 mm (416 mils x 416 mils) • Minimum clear zone around barcode: 0.7 mm (30 mils)

LOCATION

Location	Location of indicia on each item
	• In the Postage Zone (upper-right hand corner); or • Above and to the right of the Destination Address (not applicable for Postal Code Targeting service).