

3.14 Self-adhesive labels - layout

(Applies for all envelope sizes for these products)

3.14.1 Labeling requirements

- a. the label must be adhered to the item parallel to an edge
- b. the label or text cannot be skewed
- c. the label is best applied in an area where there is little surrounding background graphics and text, to enable it to be detected and read correctly

3.14.2 Customised PermitPost impression

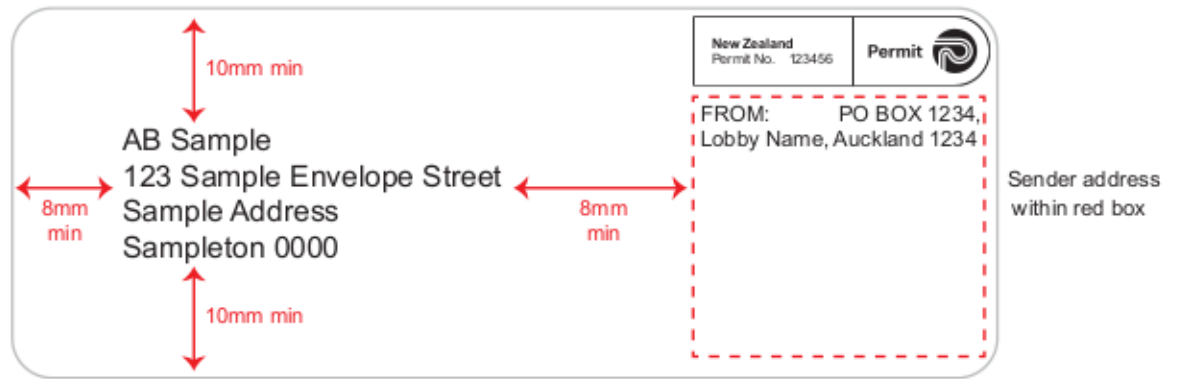
- a. must be located in the upper right corner of the label (if printed on the label)
- b. must contain, permit number, the words New Zealand and the NZ Post Button (as pictured). It can be any size as long as it is legible

3.14.3 Sender address area and lines

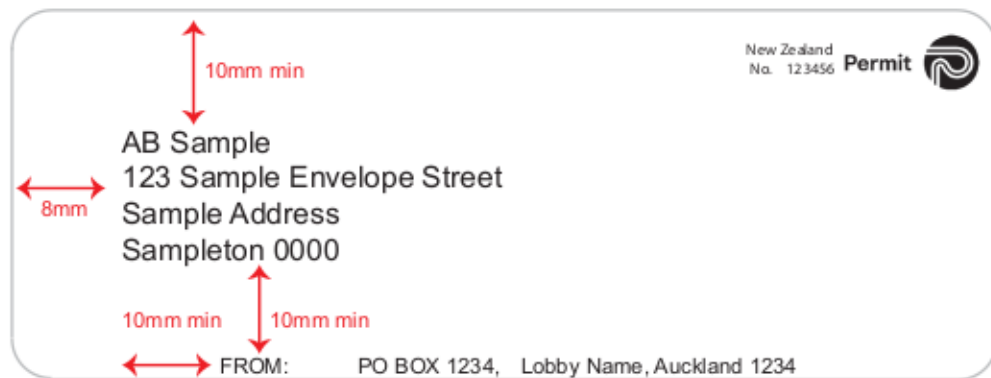
- a. the sender address area must be one or two address lines only
- b. Pt 8 Font or smaller
- c. 10mm from the Recipient address block
- d. if above or under the recipient address it must be indented 8mm
- e. any 90 degree orientation

3.14.4 Delivery address clear zones for labels - sliding scale

- a. see section 3.2.1 for clear zones around the address block for Medium, Large and Oversize (With labels, this is a clear zone free of text and graphics, so that the address block is clearly distinguishable) Also see 3.14.1-c above.



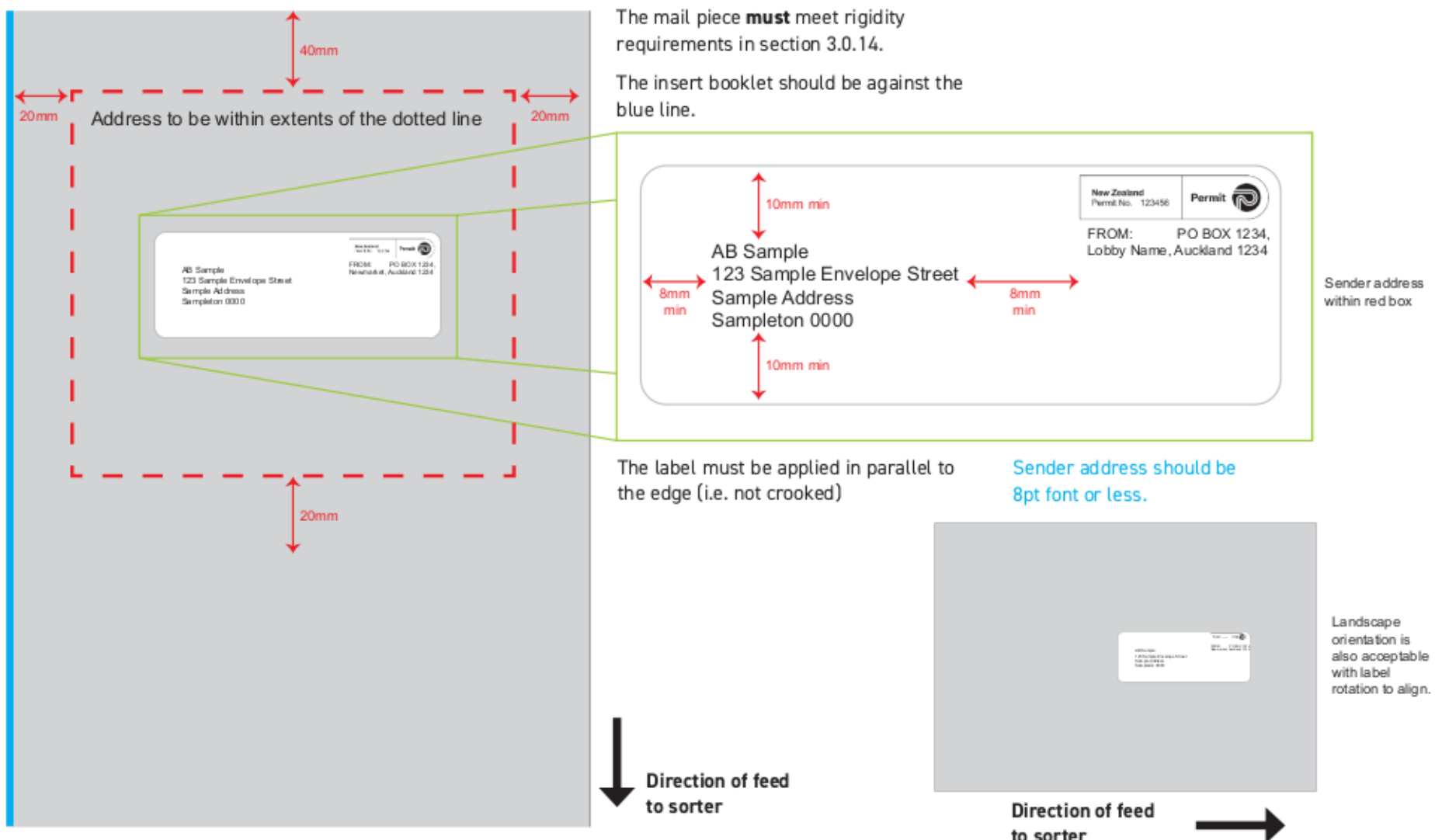
Sender address within red box



Got a question or need to approve your mail piece design? Please contact us via elsapprovals@nzpost.co.nz or on 0800 501 501

Self-adhesive labels - continued

The labeling requirements in the below diagram apply to all sized mail pieces but see section 3.14.4 for label clear zones.



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