



October 2021

PPI Prints
Rules of graphic
representation

Contractual Mail

S1

DL

DP

C5

C4

Introduction

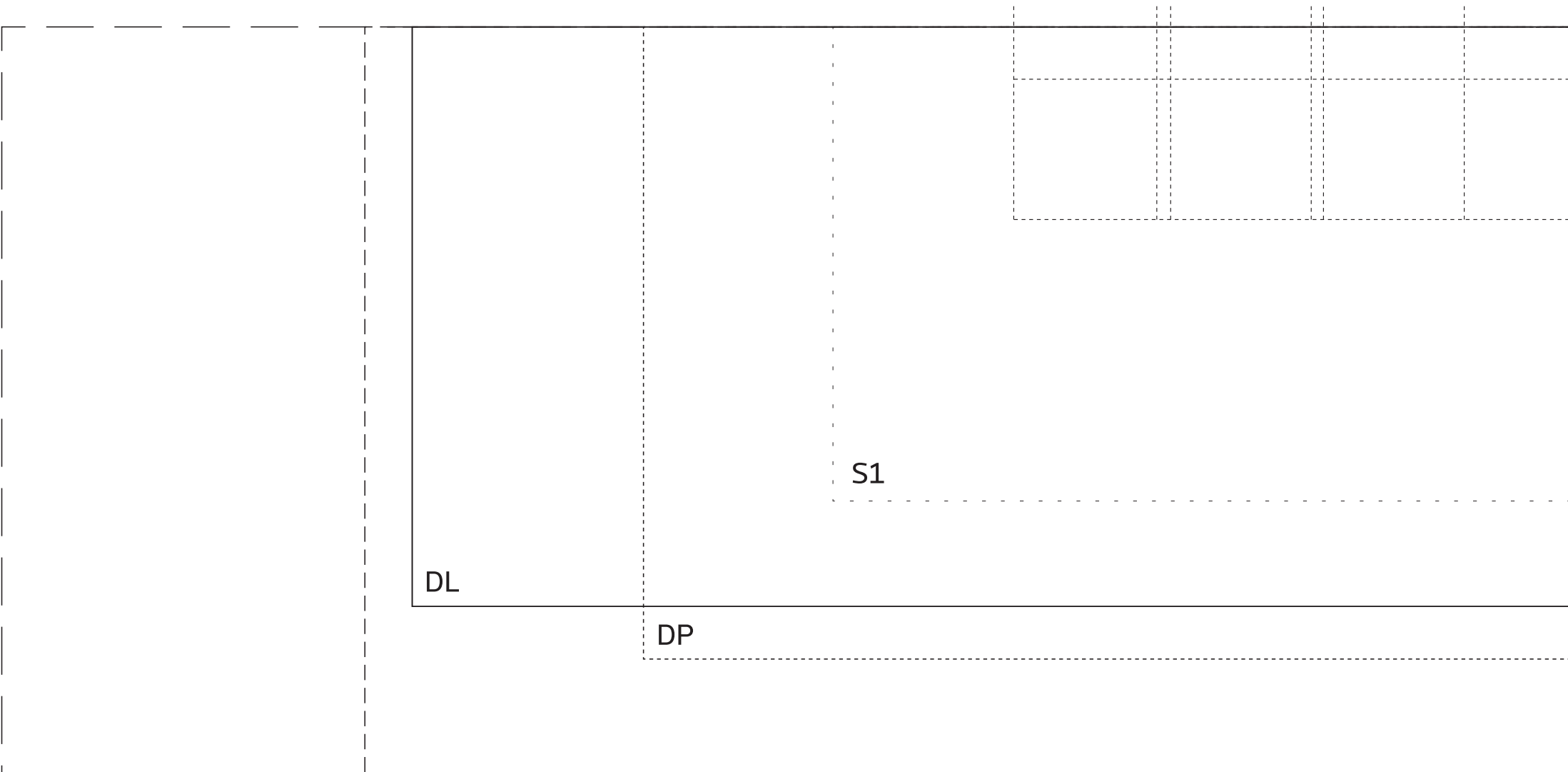
This manual sets graphic rules for CTT contractual mail, in order to standardize the graphic and visual coherence of CTT Correios identity.

The consistent application of these rules allows creating a clear and recognizable image of CTT-Correios de Portugal SA

CTT PPI (Postage Paid Indicia)

The print PPI's of value, product and function showed on Taxa Paga (Postage Paid) envelopes are made up of several elements.

The characteristics and relations between these elements were carefully studied and should not be changed, as far as possible.



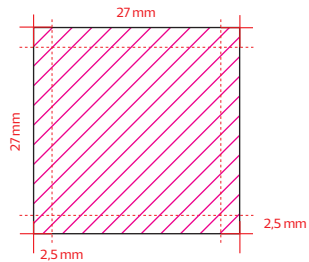
Value PPI prints

The print Taxa paga (postage paid) should mention:
 • The contract n^o for contract customers that use credit or prompt-payment;

- The customer n^o or the acceptant Post Office in the pre-active contract;
- The acceptant Post Office designation for occasional customers;

This PPI print may be pre-printed or stamped by the Post Office rubber stamp.

This print shall be applied always on a white background and printed in black.



Variable information*
1. Acto CTT Bold, 7,5 pt
 CO M0 Y0 K100
2. Acto CTT Book, 5,5 pt
 CO M0 Y0 K100



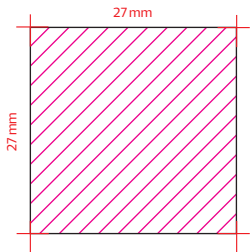
Variable information*
1. Acto CTT Bold, 5,5 pt
 CO M0 Y0 K100
2. Acto CTT Book, 4,5 pt
 CO M0 Y0 K100



Variable information*
1. Acto CTT Bold, 5,5 pt
 CO M0 Y0 K100
 Related only to RSF, RSFI, RL and Resposta Registada

Product PPI print

All CTT PPI prints are available for download at www.ctt.pt



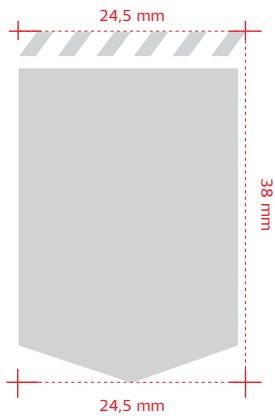
Pantone Cool Gray 5
Four colour printing
C 0% M 0% Y 0% K 35%



Pantone 2718C, 2718U
Four colour printing
C 70% M 45% Y 0% K 0%



Pantone 1795
Four colour printing
C 0% M 100% Y 100% K 0%



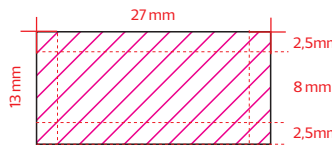
Red - Pantone 186/ Azul - Blue 2738
Four colour printing
C 0% M 100% Y 81% K 4%
C 100% M 87% Y 0% K 2%

Product PPI print

This print shall be applied always on a white background and printed in black.

If the background is not white, CTT must approve it.

Construction basis



DM-DMi	DM	DMi	SACO M
Correio Editorial	Publicações Periódicas	Livros	
Pode abrir-se para verificação postal	Pode abrir-se para verificação postal	Pode abrir-se para verificação postal	
Correio Editorial	Publicações Periódicas	Informação	
Pode abrir-se para verificação postal Autorizado a circular fechado DE XXXXX/mês	Pode abrir-se para verificação postal Autorizado a circular fechado DE XXXXX/mês		

* Use without authorization for closed envelope

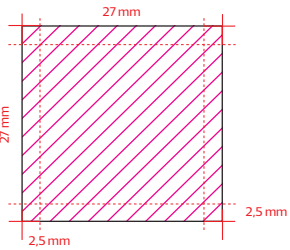
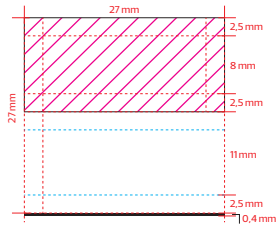
* * Use with printed authorization number for closed envelope

Product PPI print

This print shall be applied always on a white background and printed in black.

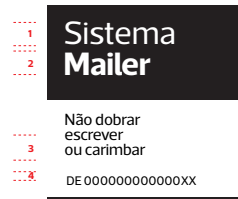
If the background is not white, CTT must approve it.

Construction basis



Information
COMO YOK100

1. Acto CTT Book 13 pt Tracking 0
2. Acto CTT bold 13 pt Tracking -5
3. Acto CTT Book 6,5 pt Tracking 0



Information
COMO YOK100

1. Acto CTT Book 13 pt Tracking 0
2. Acto CTT bold 13 pt Tracking -5
3. Acto CTT Book 6,5 pt Tracking 0
4. Acto CTT Book 5 pt Tracking 0



Information
COMO YOK100

1. Acto CTT Book 13 pt Tracking 0
2. Acto CTT bold 13 pt Tracking -5
3. Acto CTT Book 5 pt Tracking 0



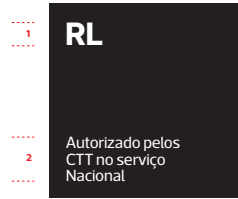
Information
COMO YOK100

1. Acto CTT bold 13 pt Tracking -5
2. Acto CTT Book 5 pt Tracking 0



Information
COMO YOK100

1. Acto CTT bold 13 pt Tracking -5
2. Acto CTT Book 6,5 pt Tracking 0



Information
COMO YOK100

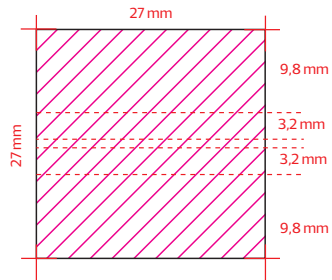
1. Acto CTT bold 13 pt Tracking -5
2. Acto CTT Book 6,5 pt Tracking 0



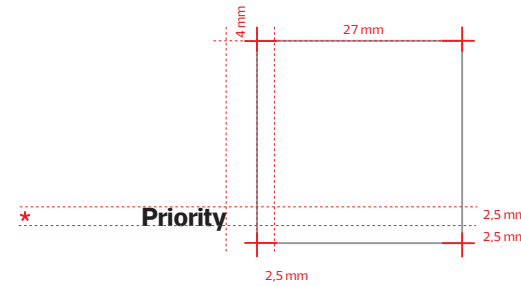
Information
COMO YOK100

1. Acto CTT Book 13 pt Tracking 0
2. Acto CTT bold 13 pt Tracking -5

Function PPI print

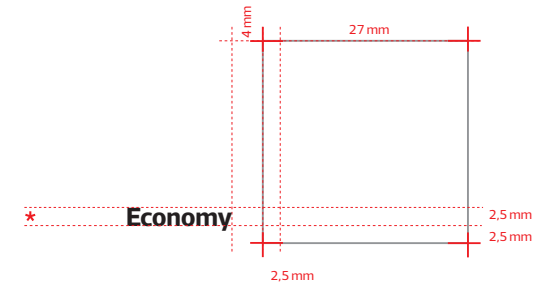


Pantone Reflex Blue
Four colour printing
C 100% M 70% Y 0% K 0%



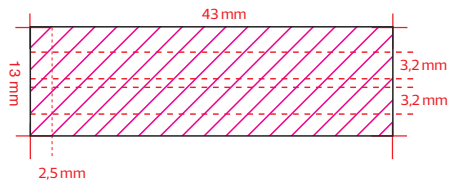
*** Variable information**
 Acto CTT **Bold**, 13 pt
 ■ C0 M0 Y0 K100

Use the recommended typography
 as much as possible.
 In case of absence, use:
 Arial **Bold**

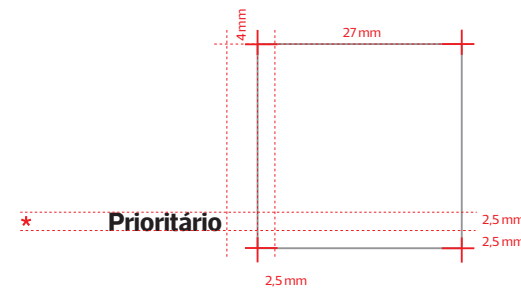


*** Variable information**
 Acto CTT **Bold**, 13 pt
 ■ C0 M0 Y0 K100

Use the recommended
 typography as much as possible.
 In case of absence, use:
 Arial **Bold**



Pantone Black C
Four colour printing
C 0% M 0% Y 0% K 100%



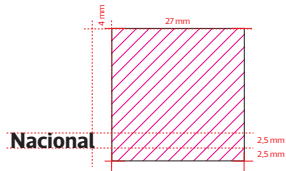
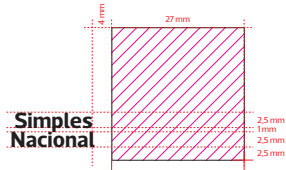
*** Variable information**
 Acto CTT **Bold**, 13 pt
 ■ C0 M0 Y0 K100

Use the recommended typography
 as much as possible.
 In case of absence, use:
 Arial **Bold**

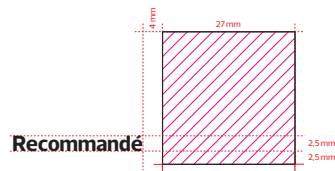
Registered mail PPI prints

This type of letter mail may be indicated by means of a post stamp, by pre-printing or by handwriting.

Domestic



International

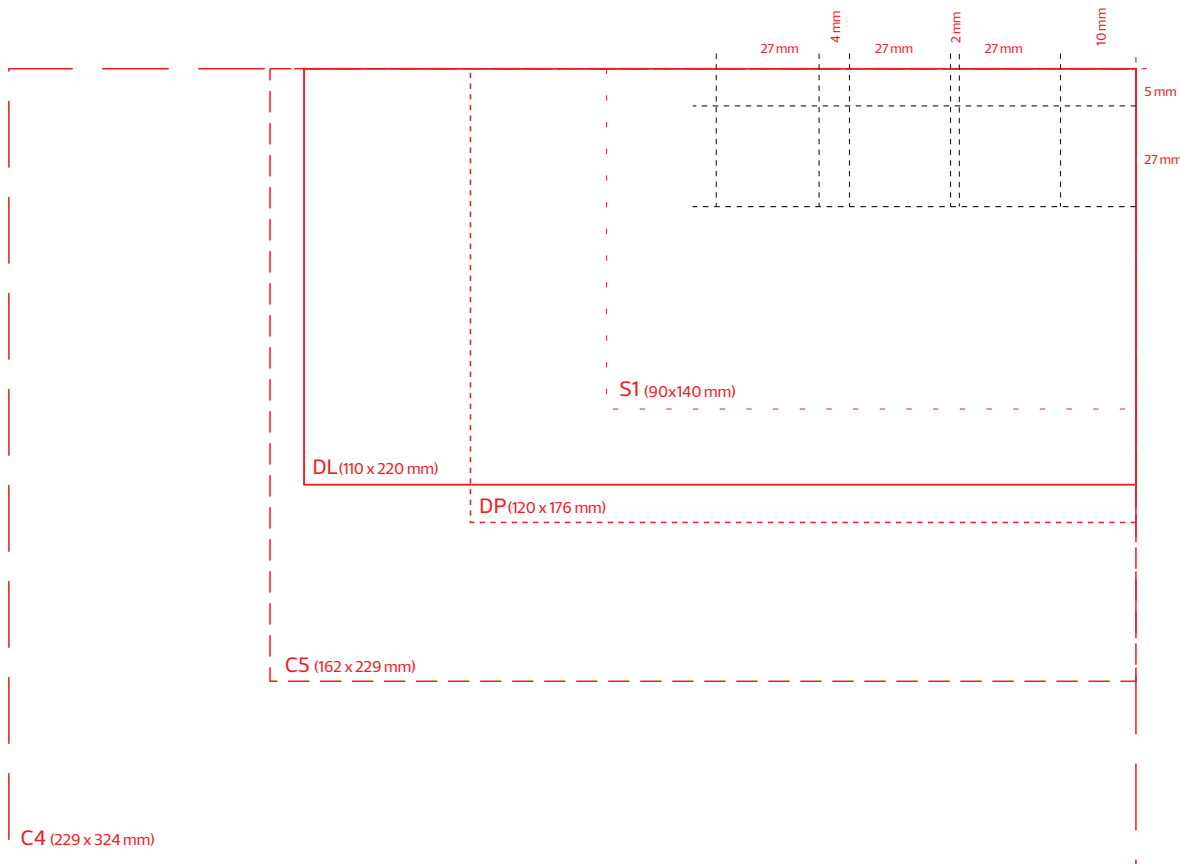


in alternative

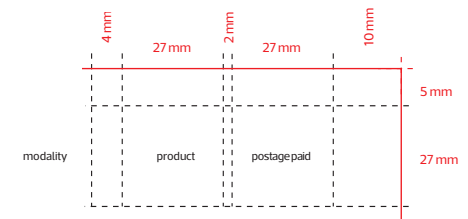


Contractual Mail - Envelopes layout

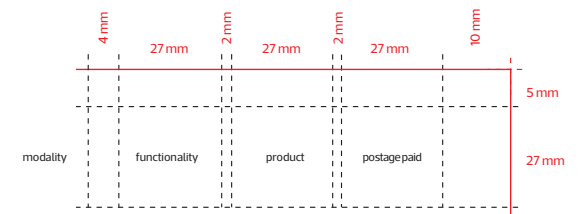
Envelopes are made up of several elements.
 The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible. These characteristics are kept within the different shapes of the envelopes.



Domestic



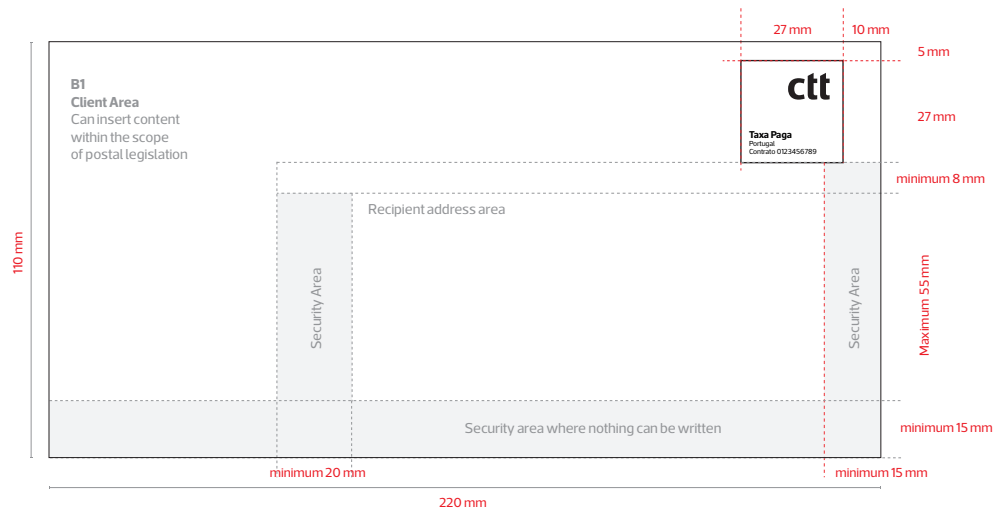
International



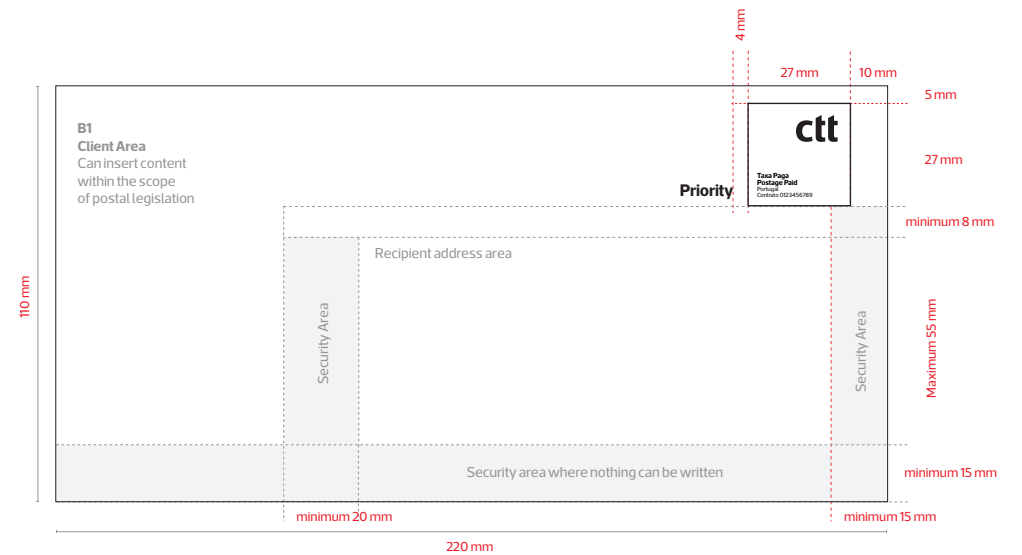
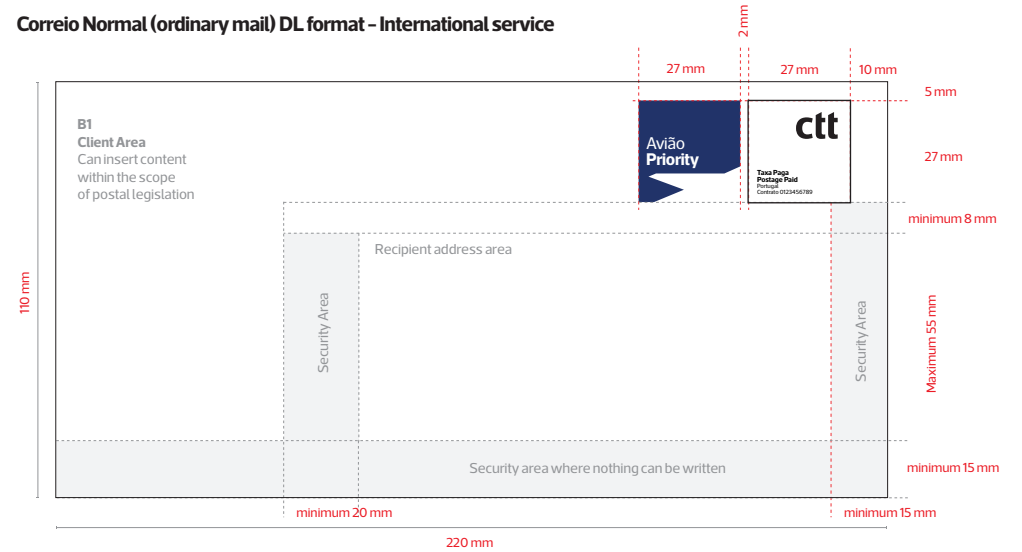
Correio Normal (ordinary mail) – Envelopes layout

Envelopes are made up of several elements.
The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

Correio Normal (ordinary mail) DL format – Domestic service



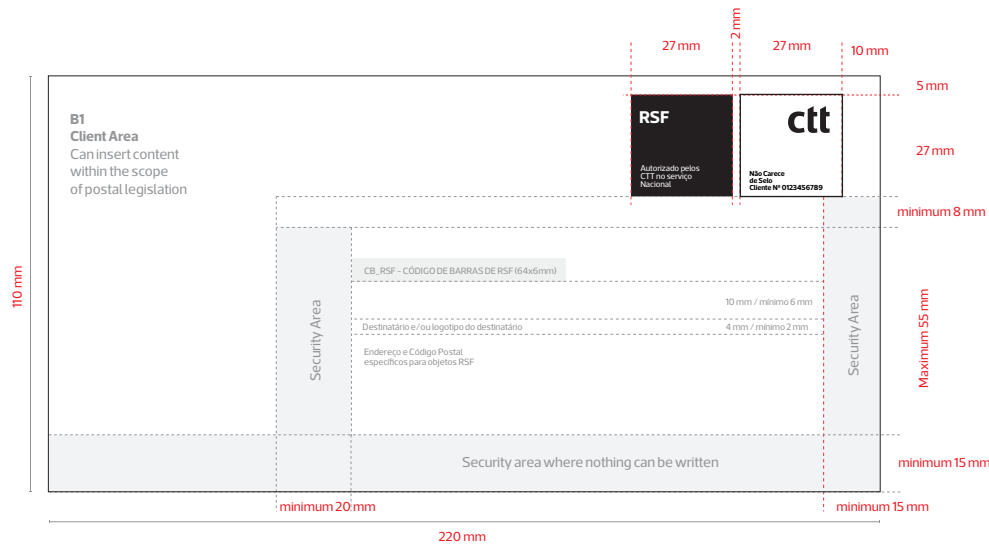
Correio Normal (ordinary mail) DL format – International service



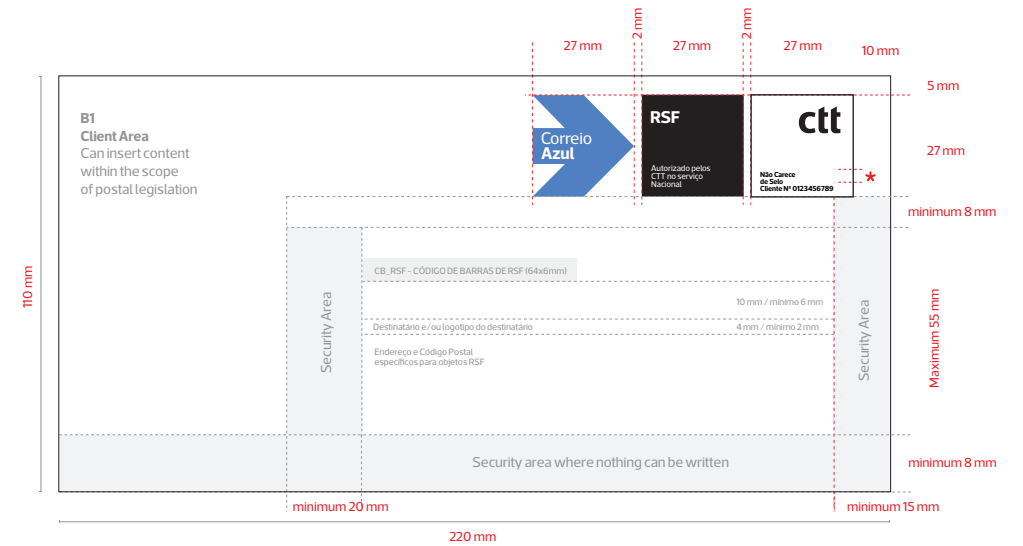
RSF (local reply bussiness service) – Envelopes layout

Envelopes are made up of several elements.
The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

RSF (local reply business service) DL format – Non-priority mail domestic service



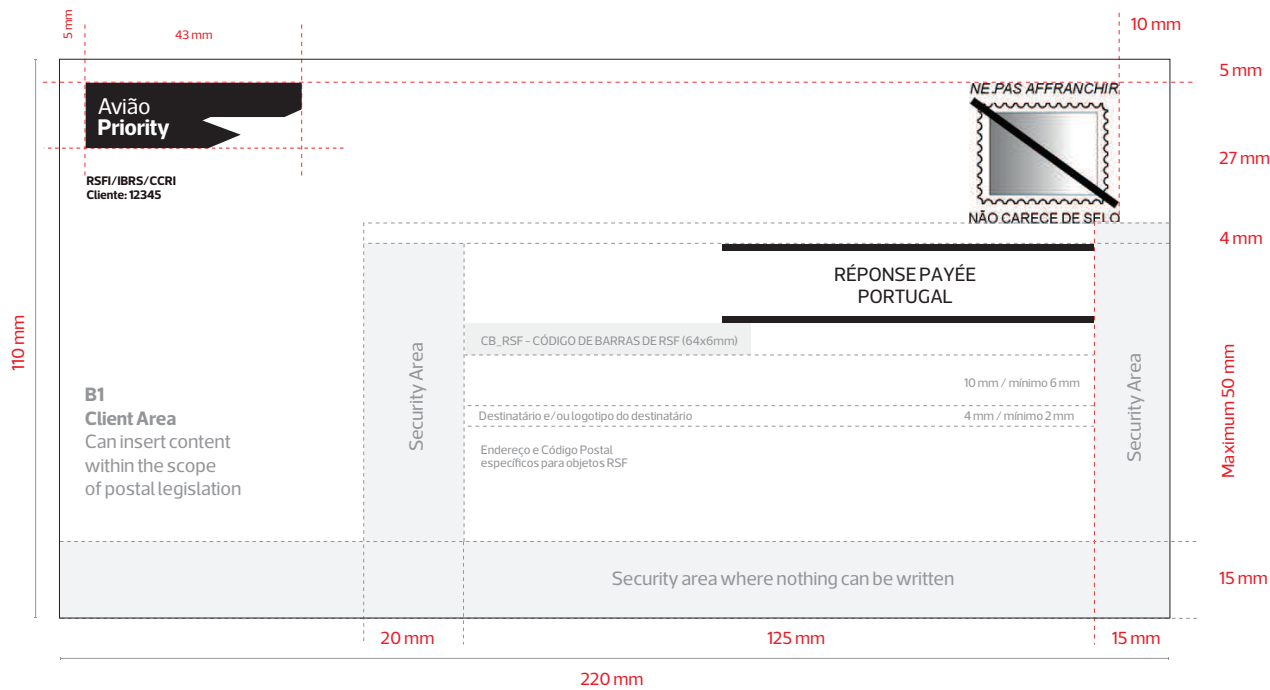
RSF (local reply business service) DL format – Priority mail domestic service



RSFI (IBRS – International Business Reply Service) – Envelope layout

Envelopes are made up of several elements.
The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

RSFI (IBRS – International Business Reply Service) DL format – International service

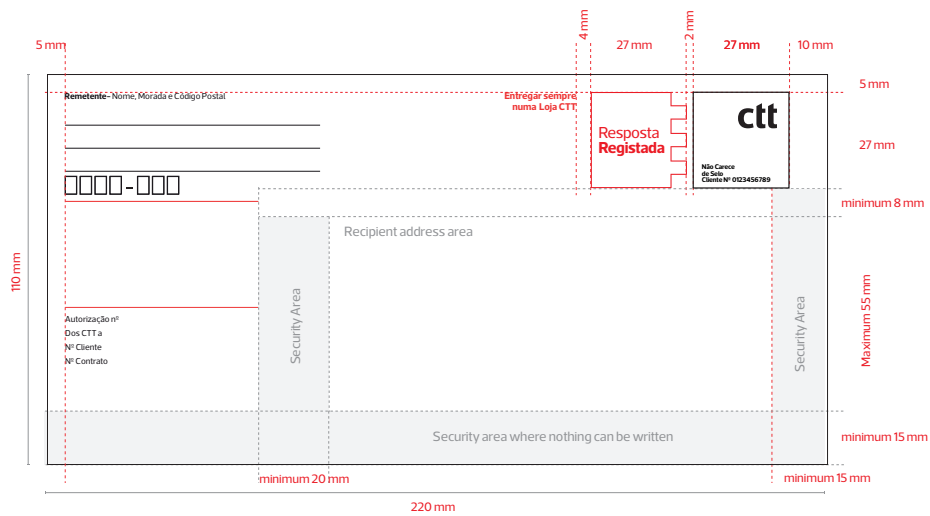


Resposta Registada (local reply registered mail service) – Envelope layout

Envelopes are made up of several elements. The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

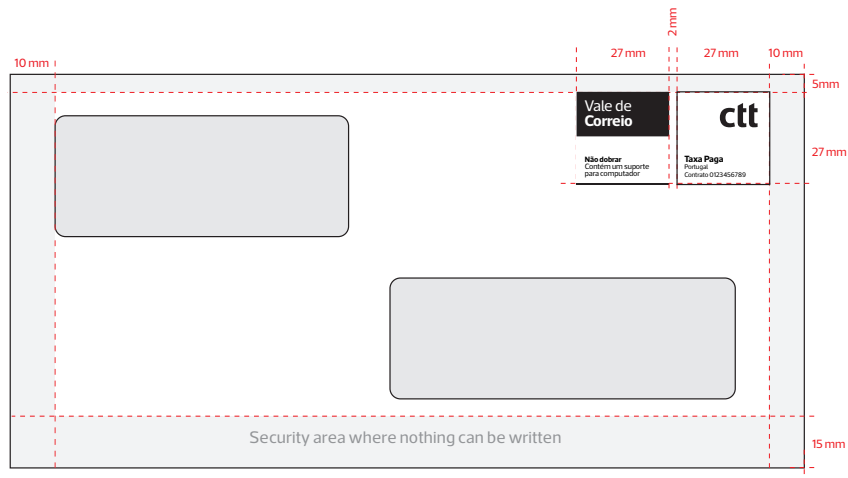
The PPI print of these CTT products may be pre-printed; a sticking label or stamp may be used.

Local Reply registered mail DL format – Domestic service

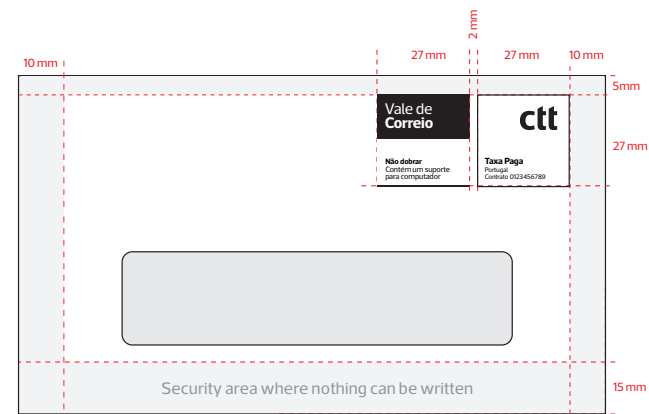


Vale postal Correio Normal (money order ordinary mail) – Envelopes layout

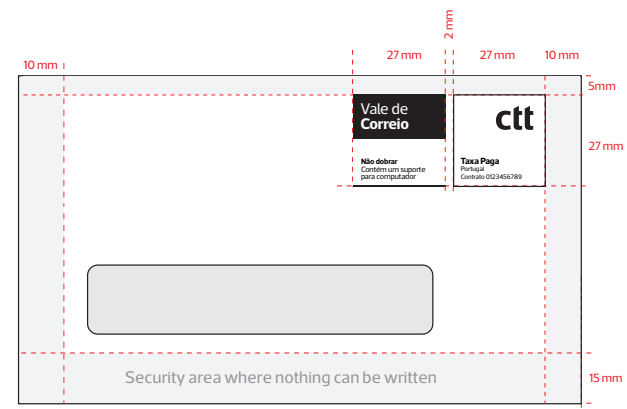
Money order Ordinary Mail DL format – Domestic service



Money order Ordinary Mail format 98x170 mm – Domestic service



Money order Ordinary Mail format 95x163 mm – Domestic service

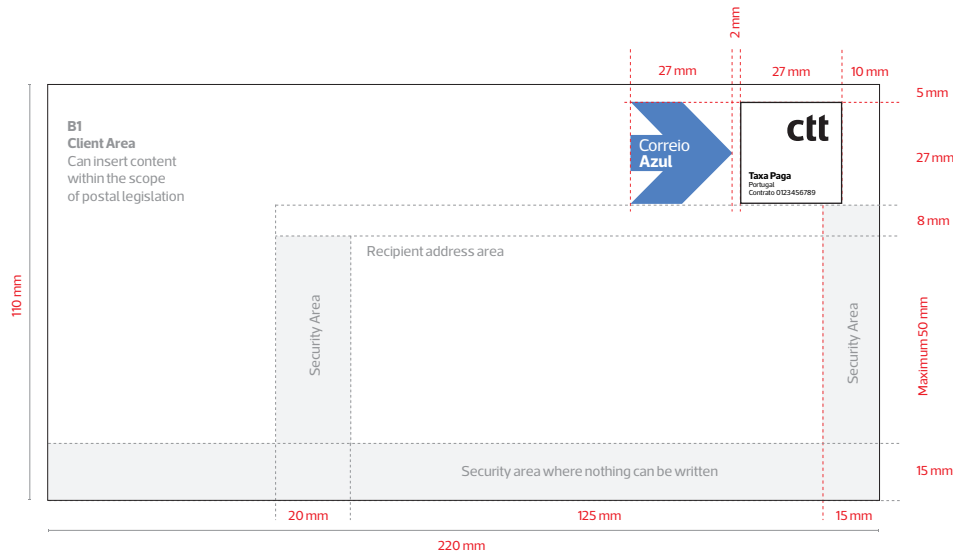


Correio Azul (Priority mail) – Envelopes layout

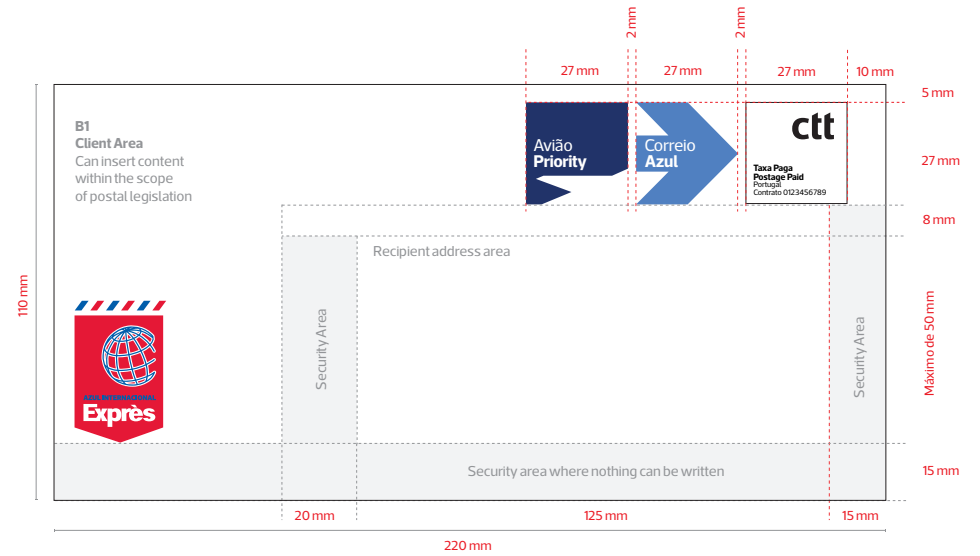
Envelopes are made up of several elements. The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

The PPI product print for priority mail may be preprinted or may be a label sticker

Correio Azul (Priority Mail) DL format – Domestic service



Correio Azul (Priority Mail) DL format – International service

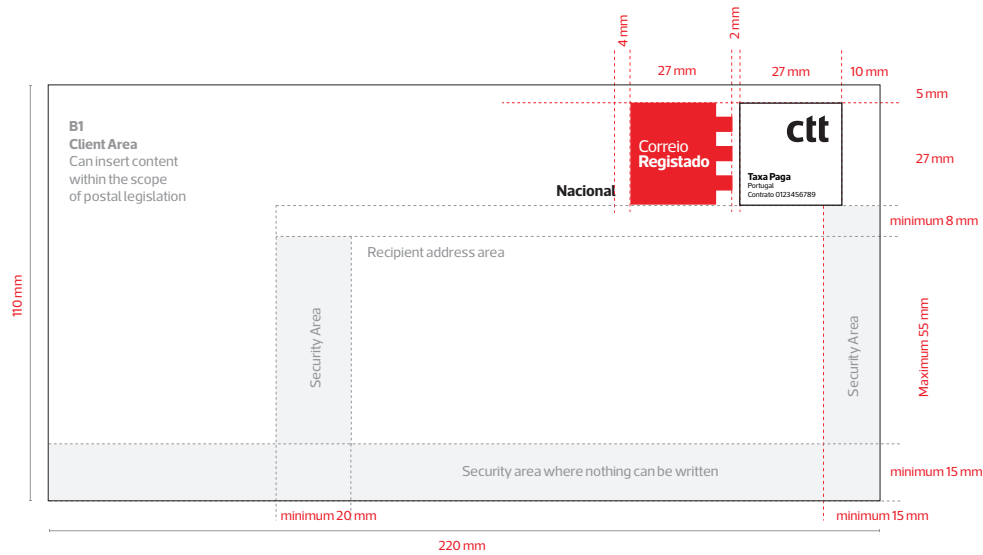


Correio Registado (Registered Mail) – Envelopes layout

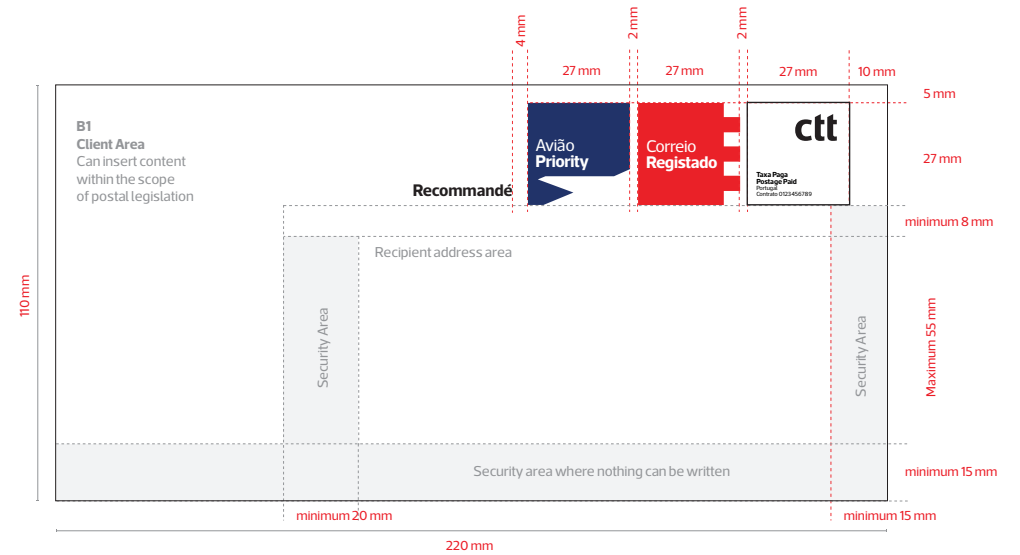
Envelopes are made up of several elements.
The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

The PPI product print for registered mail may be preprinted or may be a label sticker

Correio Registado (Registered Mail) DL format – Domestic service



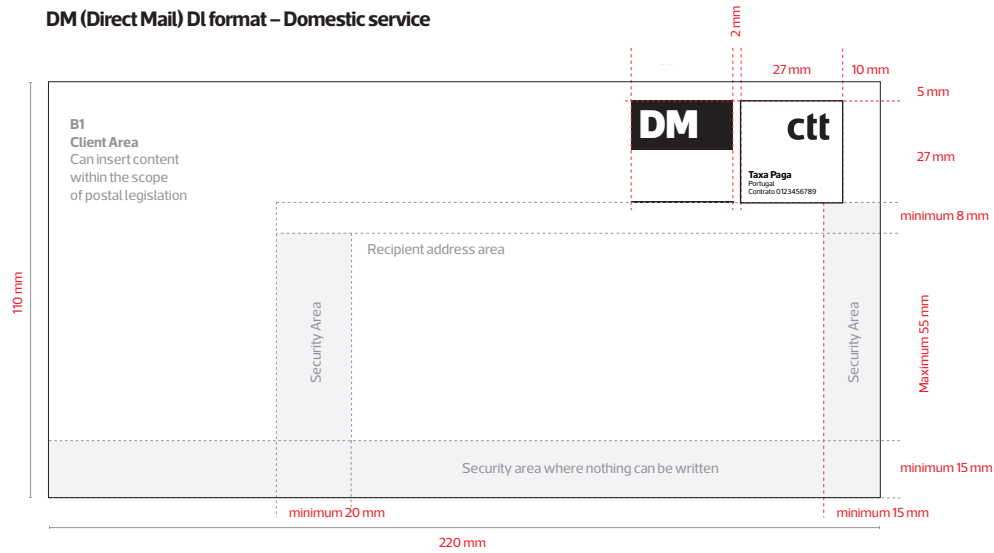
Correio Registado (Registered Mail) DL format – International service



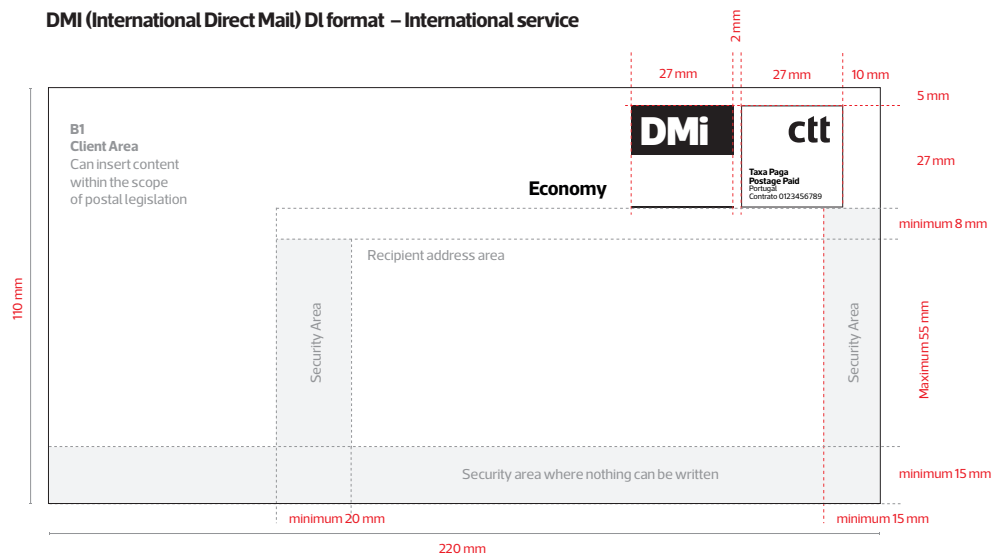
DM and DMI (Direct Mail) – Envelopes layout

Envelopes are made up of several elements.
The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

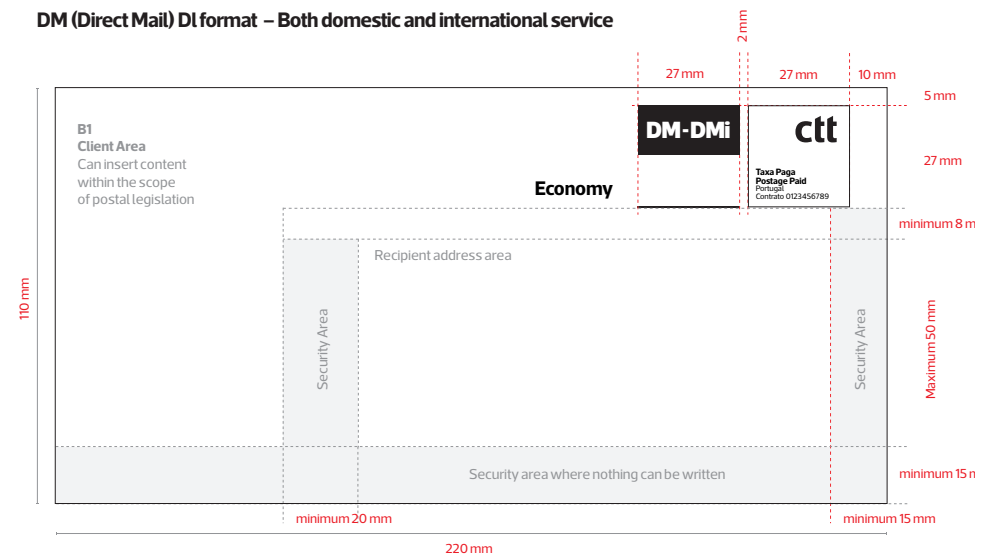
DM (Direct Mail) DI format – Domestic service



DMI (International Direct Mail) DI format – International service



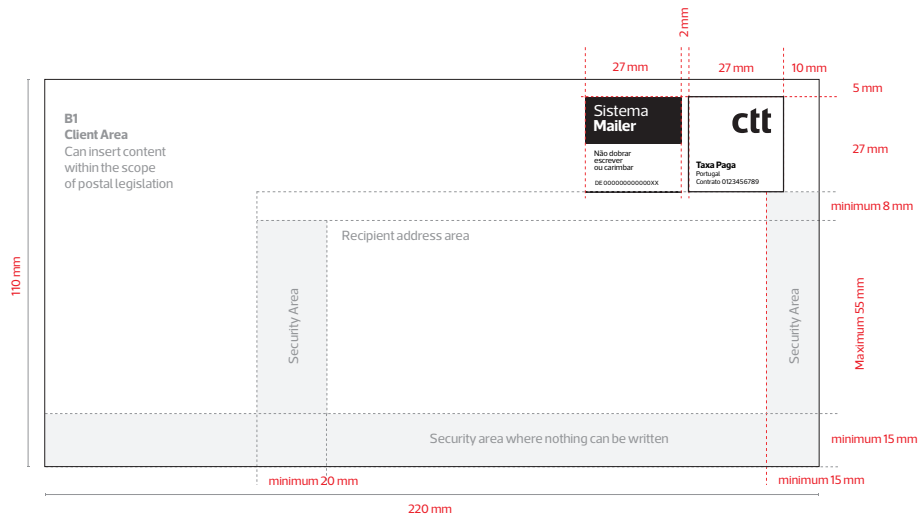
DM (Direct Mail) DI format – Both domestic and international service



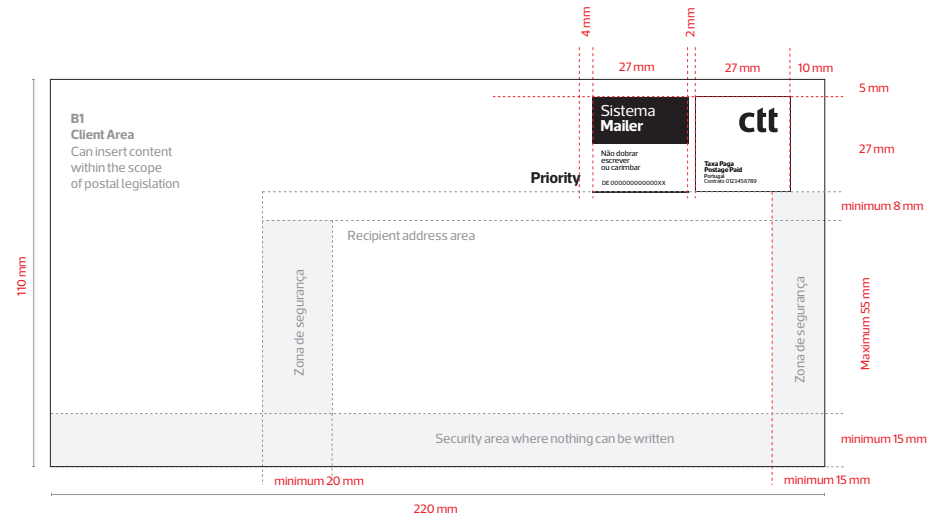
Mailer system – envelopes layout

Envelopes are made up of several elements.
The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

Mailer system – Domestic service Ordinary Mail



Mailer system – International service Ordinary Mail

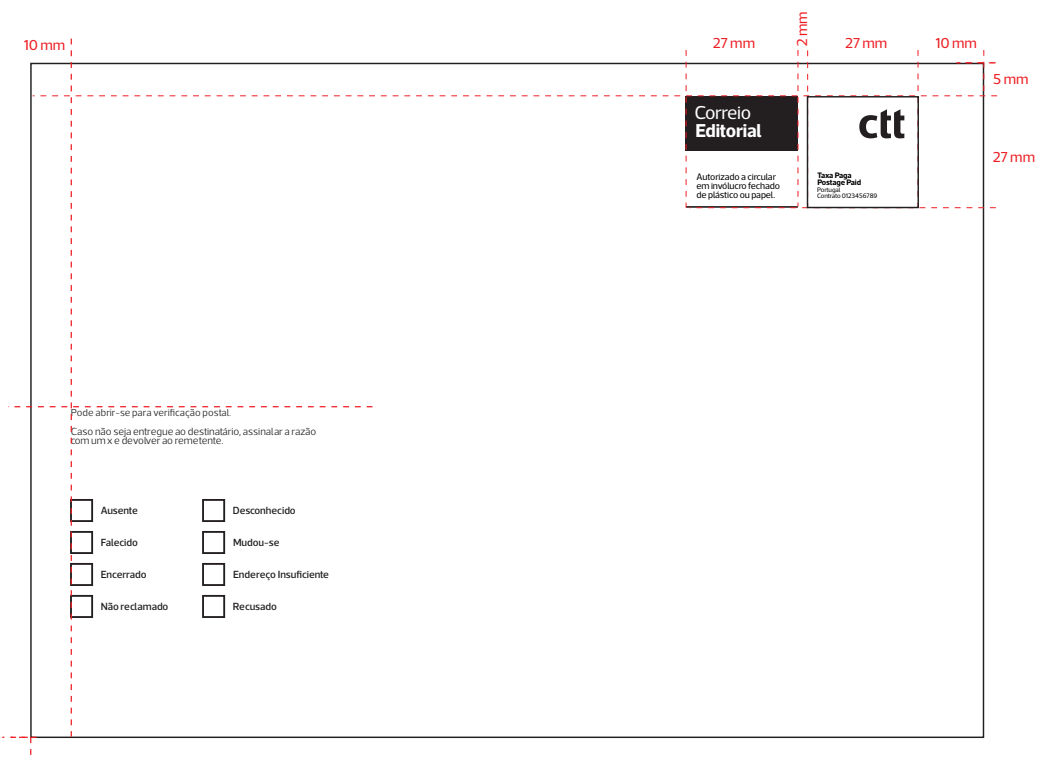


Editorial Mail – envelopes / cover page layout

Editorial Mail cover sheets are made up of several elements.

The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

Editorial Mail – Domestic service layout

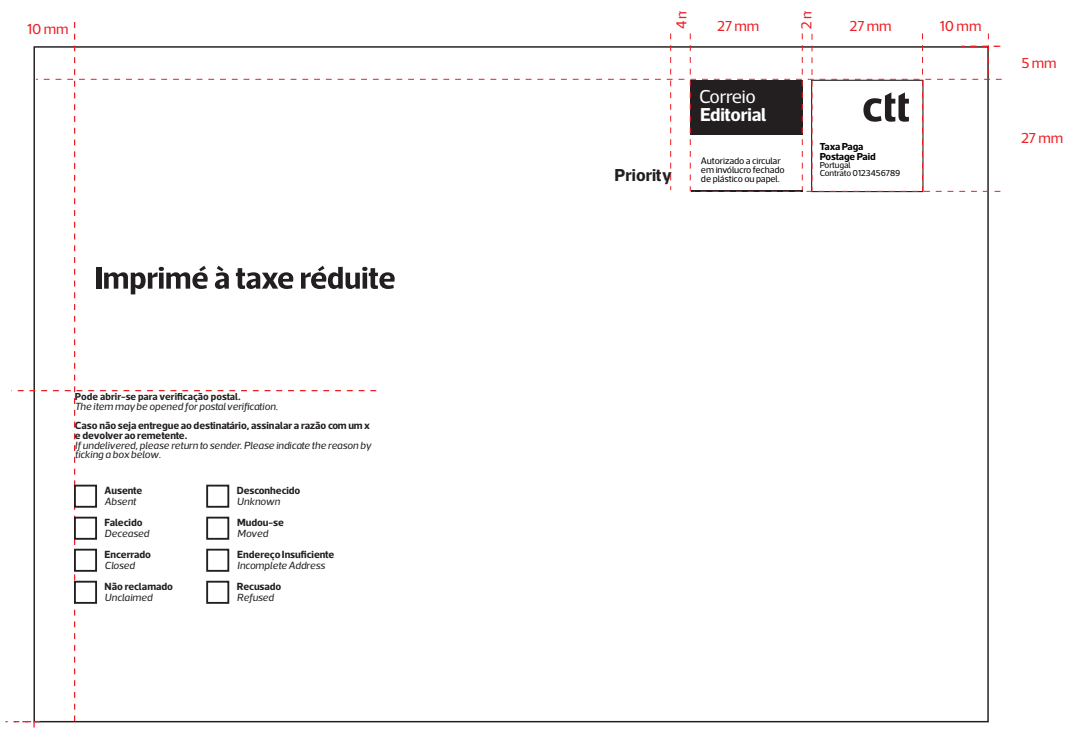


Editorial Mail – envelope / cover sheet layout

Editorial Mail cover sheets are made up of several elements.

The characteristics and the relations between these elements were carefully studied and should not be changed, as far as possible.

Editorial Mail - International service

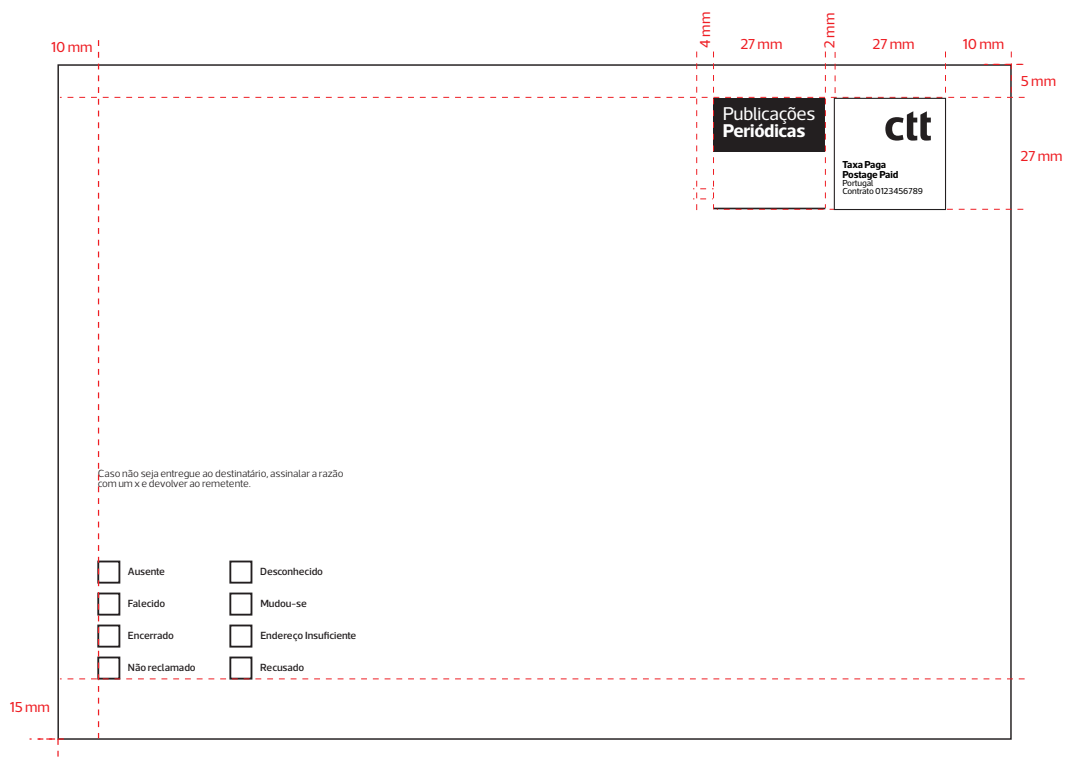


Periodicals – envelopes / cover page layout

Periodicals cover sheets are made up of several elements.

The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

Periodicals – Domestic service (for newspapers and magazines with other periodicities)

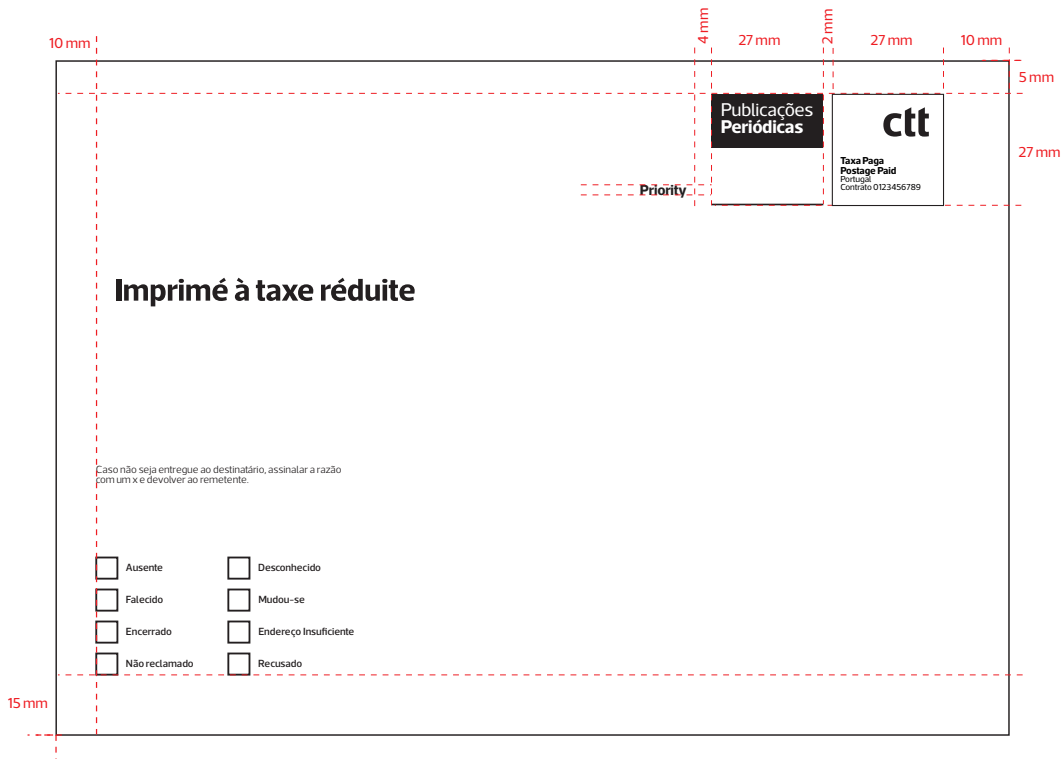


Periodicals – envelopes / cover page layout

Periodicals cover sheets are made up of several elements.

The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

Periodicals – Priority Domestic service (only for daily and weekly newspapers and magazines)

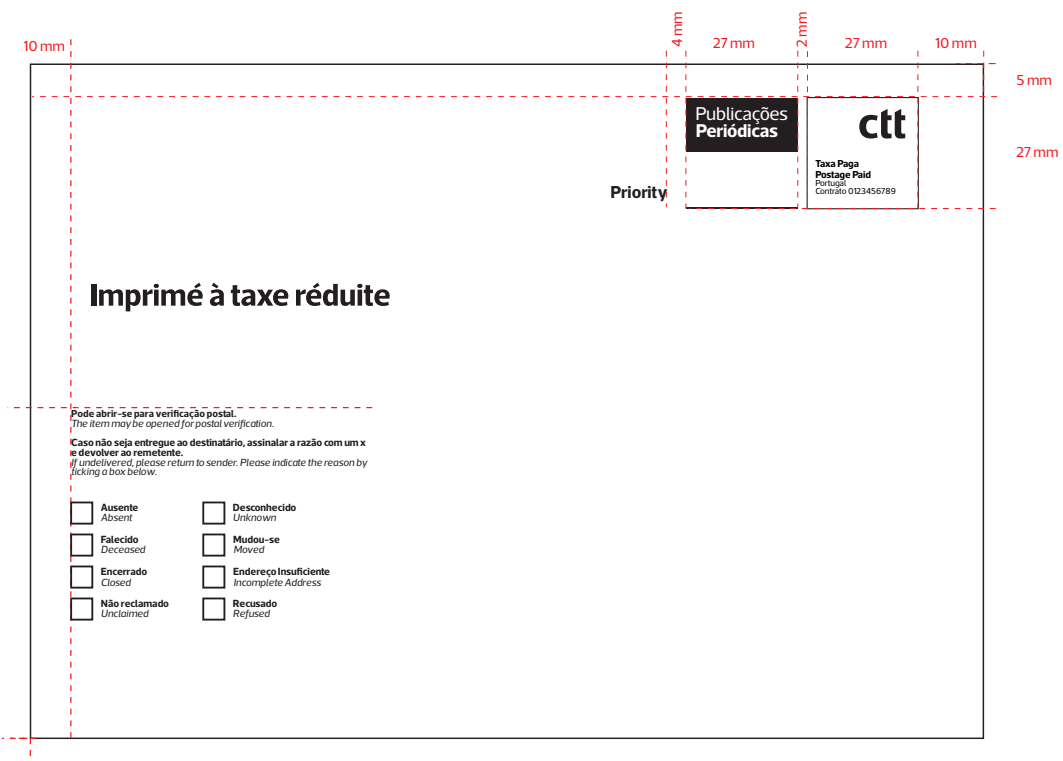


Periodicals – envelopes / cover page layout

Periodicals cover sheets are made up of several elements.

The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

Periodicals - International priority service

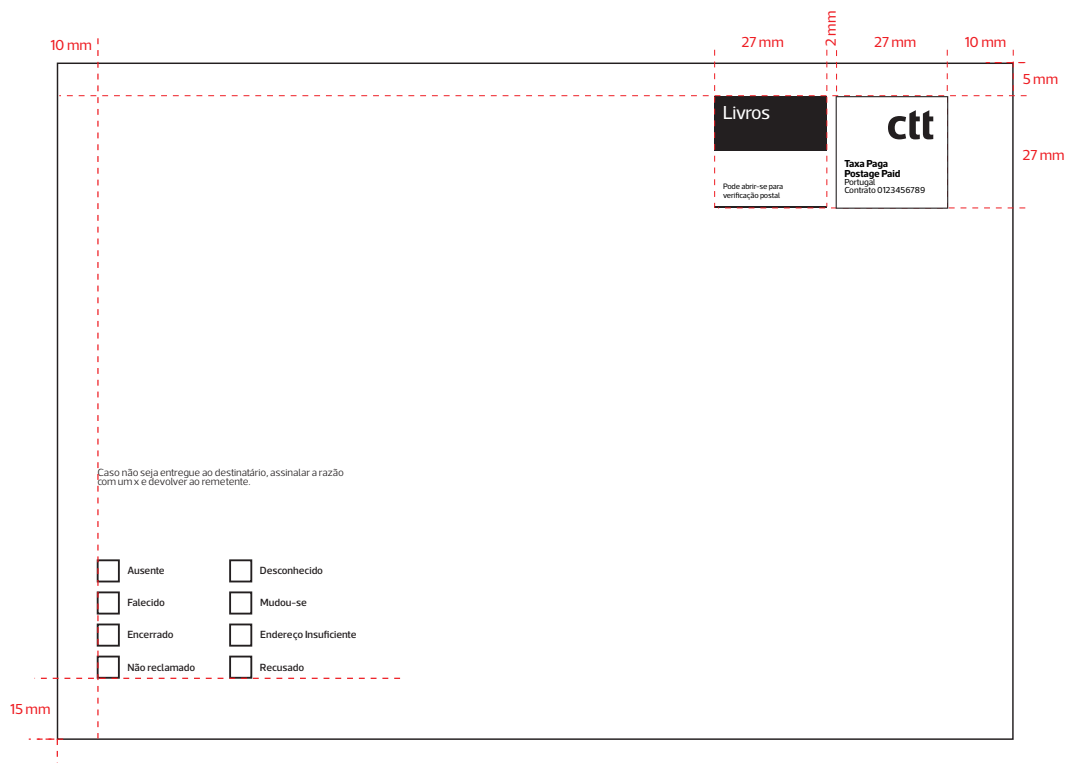


Books – envelopes / cover page layout

Books cover sheets are made up of several elements.

The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

Books – Domestic service

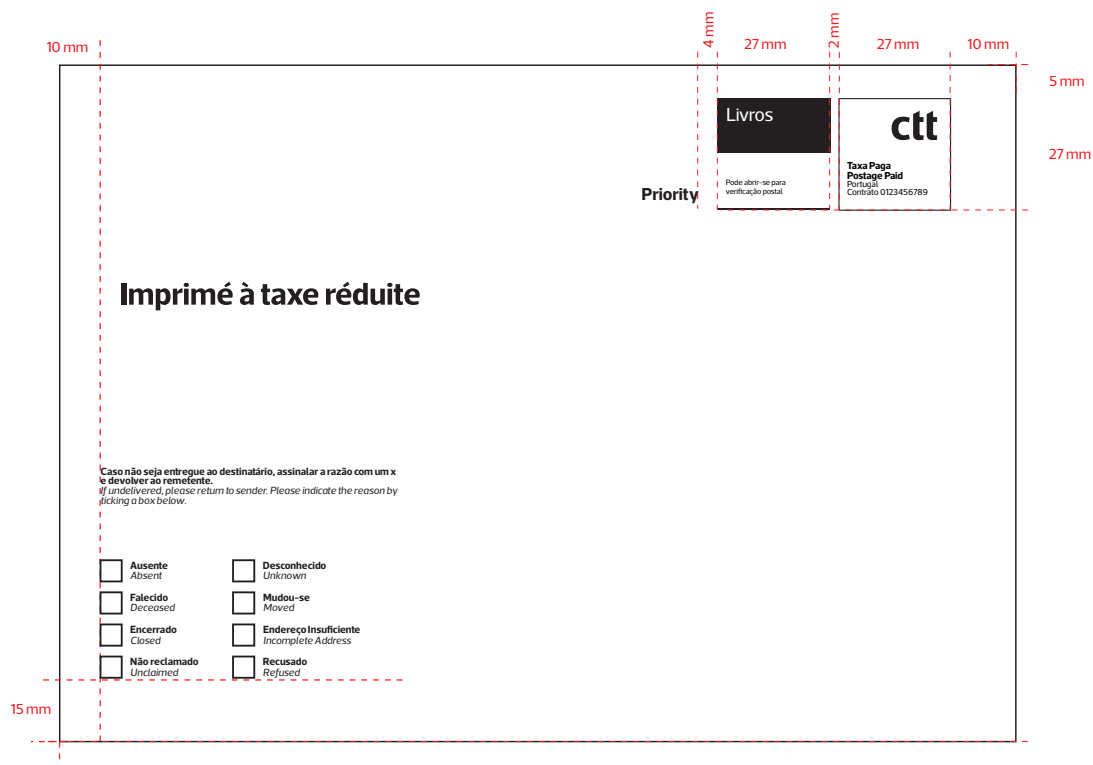


Books – envelopes / cover page layout

Books cover sheets are made up of several elements.

The characteristics and the relations between these elements were carefully studied and should not be changed as far as possible.

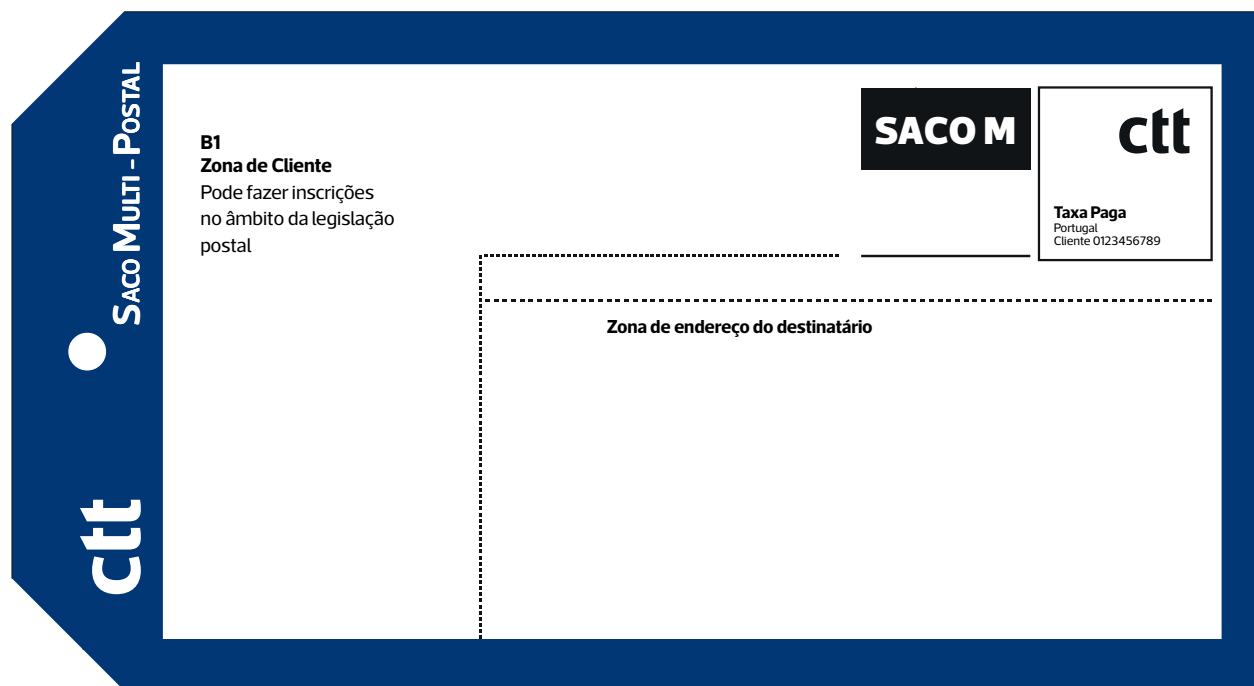
Books – International priority service



MBAG – labels layout

MBAG labels are composed of several elements.
The characteristics and relationships between the elements have been carefully studied and should not be changed, as far as possible.

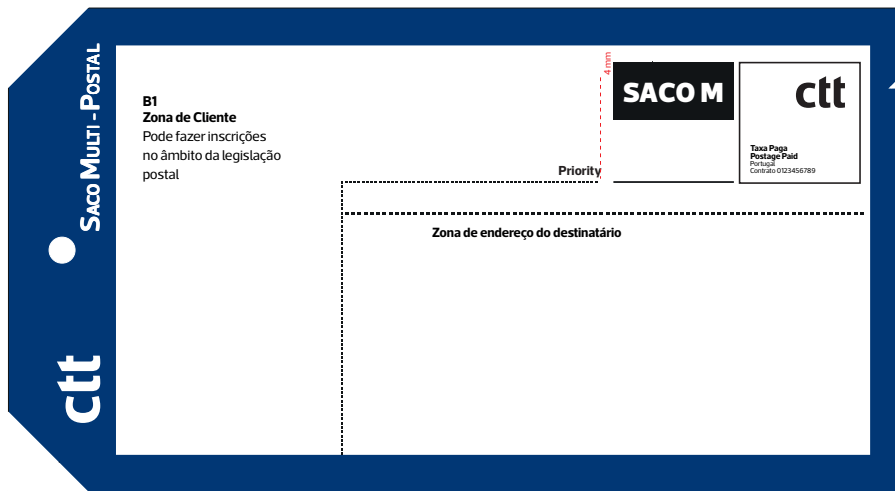
MBAG - Domestic service



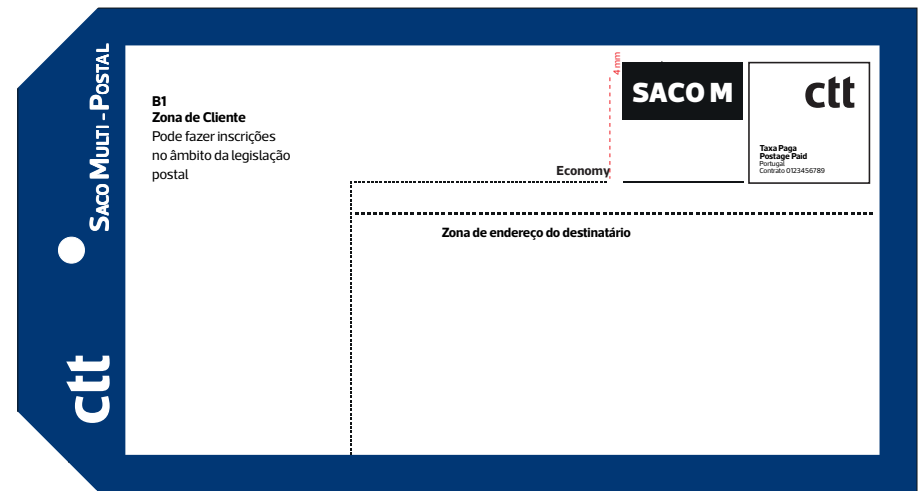
MBAG – International service labels layout

MBAG labels are composed of several elements.
The characteristics and relationships between the elements have been carefully studied and should not, as far as possible, be changed.

MBAG - International priority service



MBAG - International economy service



Returns information

In case of non-delivery, for a better information on the returns, we recommend that you state the reasons for the return, respecting the security areas. They should be printed at 20mm and 10 mm from the margin.

Caso não seja entregue ao destinatário, assinale a razão com um x.
In case of no delivery, please specify.

<input type="checkbox"/> Recusado <i>Refused</i>	<input type="checkbox"/> Endereço Insuficiente <i>Incomplete Address</i>
<input type="checkbox"/> Mudou-se <i>Moved</i>	<input type="checkbox"/> Desconhecido <i>Unknown</i>
<input type="checkbox"/>	

15 mm

10 mm

ctt

ctt.pt