Address block format –

• uniform left margin
• city and state (2 letter state abbreviation) in uppercase letters
• 10 – 12 point type
• uniform line spacing
• 1 space between city and state
• 2 spaces between state and ZIP + 4 code
• letter spacing: 1 point character spacing recommended
• word spacing: the width of 1 full-size character, such as an “M”
• 2 – 3 point line spacing
• simple sans serif (Helvetica, Arial) typeface with uniform stroke thickness
• no punctuation (except hyphen in ZIP+4 code)
Business Reply Label artwork is used for all BRM labels and BRM oversized envelopes.

The Business Reply Legend Box must contain the word “Label” and not “Mail” regardless of use.

Facing Identification Marks and the POSTNET Barcode are not used because mail/packages using the label designation are not sorted using automated equipment.