

Royal Mail Hello Smilers® stamp sheets



The Royal Mail kindly asked us to design four new Hello Smilers® sheets.

As a result of customer feedback, the current landscape format of the Royal Mail Smiler® stamp sheets did not accommodate portrait images particularly well. To remedy this problem a unique circular format was needed. The new sheets were designed around the popular themes of 'Britain', 'Hello' and 'Love' as well as a generic sheet incorporating all three.

The new designs had to compliment yet broaden the existing range. An abstract, textural background was chosen so as not to distract from the existing stamp designs. Actual handwritten text was used to give a natural, informal 'postcard' feel.

"For a number of years Frontmedia have provided Royal Mail with high quality design on many stamp related products. They have consistently provided a very professional service for many of our print needs."

Dean Price
Design Manager
Royal Mail