
INTERNATIONAL STANDARD



416

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION • МЕЖДУНАРОДНАЯ ОРГАНИЗАЦИЯ ПО СТАНДАРТИЗАЦИИ • ORGANISATION INTERNATIONALE DE NORMALISATION

Picture postcards — Area reserved for the address

Cartes postales illustrées — Zone réservée à l'adresse

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ISO 416:1974

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UDC 676.813.7 : 656.831.2

Ref. No. ISO 416-1974 (E)

Descriptors : papers, postcards, postal addresses, layout.

FOREWORD

ISO (the International Organization for Standardization) is a worldwide federation of national standards institutes (ISO Member Bodies). The work of developing International Standards is carried out through ISO Technical Committees. Every Member Body interested in a subject for which a Technical Committee has been set up has the right to be represented on that Committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work.

Draft International Standards adopted by the Technical Committees are circulated to the Member Bodies for approval before their acceptance as International Standards by the ISO Council.

Prior to 1972, the results of the work of the Technical Committees were published as ISO Recommendations; these documents are now in the process of being transformed into International Standards. As part of this process, Technical Committee ISO/TC 6 has reviewed ISO Recommendation R 416 and found it suitable for transformation. International Standard ISO 416 therefore replaces ISO Recommendation R 416-1965.

ISO Recommendation R 416 was approved by the Member Bodies of the following countries :

Belgium	Germany	New Zealand
Canada	India	Poland
Chile	Indonesia	Portugal
Colombia	Italy	Romania
Czechoslovakia	Japan	Sweden
Denmark	Korea, Rep. of	Switzerland
Egypt, Arab Rep. of	Morocco	Turkey
Finland	Norway	United Kingdom
France	Netherlands	U.S.A.

The Member Body of the following country has subsequently approved this Recommendation :

South Africa, Rep. of

The Member Bodies of the following countries expressed disapproval of the Recommendation on technical grounds :

Australia
U.S.S.R.
Yugoslavia

No Member Body disapproved the transformation of ISO/R 416 into an International Standard.

Picture postcards – Area reserved for the address

1 SCOPE AND FIELD OF APPLICATION

This International Standard specifies the area reserved for the address of the addressee on the address face of picture postcards (recto according to postal terminology), and the position of the first line of the address.

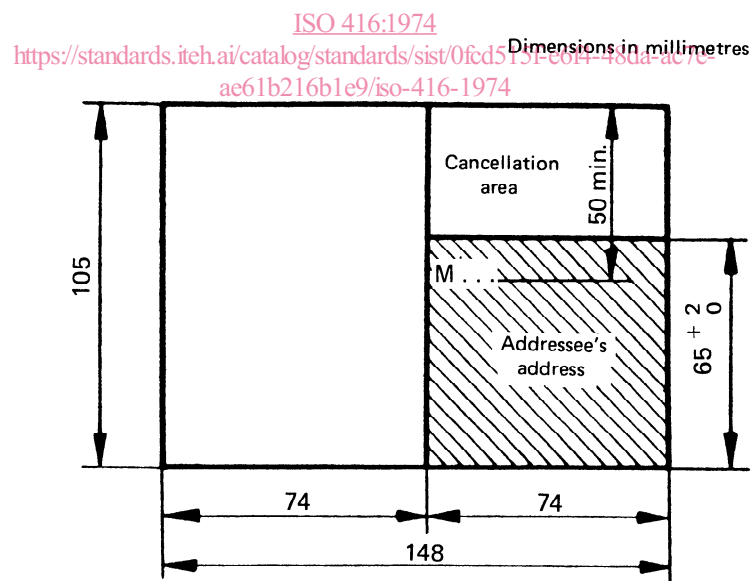
2 REFERENCE

ISO/R 415, *Envelopes, postcards and similar articles – Cancellation area*.

3 SPECIFICATIONS

Taking into account the area reserved for affixing the postage stamp(s) and the cancellation mark laid down in ISO/R 415, the right-hand half of the address face of picture postcards (recto, according to postal terminology), measured along the longer dimension, shall be reserved for the address of the addressee.

The first line of the addressee's address shall appear at least 50 mm from the top edge of the picture postcard (see figure).



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