

POSTCARD INSTRUCTIONS (FOR INDESIGN USERS)

These instructions are designed for use with Adobe InDesign. If you use Illustrator, Photoshop or Quark instead of InDesign, please download the high-resolution PDF and follow the attached instructions.

Postcard A

Size: 8 1/2 x 5 1/2 inches

Instructions for Customizing (Front)

- Enter your logo and event, as well as the month, day and year of the event into the editable portion of the postcard using Arial Bold. Font size will vary based on event name.

Instructions for Customizing (Back)

- Where indicated in the postcard body, enter your headline using Arial Bold, and your copy using Arial Regular. Font size will vary based on headline length.
- Where indicated on the bottom left-hand side of the postcard, enter your logo and event, as well as the month, day and year of the event using Arial Bold. Font size will vary based on event name.
- Enter your URL (if applicable) in the provided space after "VISITDENVER.ORG" using Arial Bold. Font size will vary based on URL length.

Note:

- Permanent headlines will be outlined, and non-editable.
- To meet Postal Regulations, postcards must be printed on 100 lb. cover stock and be laser or ink jet compatible. Paper recommendations include Productolith 30% Recycled Paper and Sterling Ultra 10% Recycled Paper. Postage will vary depending on Postal Regulations, which the sender will need to verify in advance.
- Artwork includes 1/8 inch bleed. Final postcard size will be 8 1/2 x 5 1/2.



Postcard B

Size: 8 1/2 x 5 1/2 inches

Instructions for Customizing (Front)

- Place your headline where indicated, using Arial Bold font. Font size will vary based on headline.
- Enter your logo and event, as well as the month, day, and year of the event into the editable portion of the postcard using Arial Bold. Font size will vary based on event name.

Instructions for Customizing (Back)

- Where indicated in the postcard body, enter your headline using Arial Bold, and your copy using Arial Regular. Font size will vary based on headline length.
- Where indicated on the bottom left-hand side of the postcard, enter your logo and event, as well as the month, day and year of the event using Arial Bold. Font size will vary based on event name.
- Enter your URL (if applicable) in the provided space after "VISITDENVER.ORG" using Arial Bold. Font size will vary based on URL length.

Note:

- Permanent headlines will be outlined, and non-editable.
- To meet Postal Regulations, postcards must be printed on 100 lb. cover stock and be laser or ink jet compatible. Paper recommendations include Productolith 30% Recycled Paper and Sterling Ultra 10% Recycled Paper. Postage will vary depending on Postal Regulations, which the sender will need to verify in advance.
- Artwork includes 1/8 inch bleed. Final postcard size will be 8 1/2 x 5 1/2.



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Postcard C

Size: 8 ½ x 5 ½ inches

Instructions for Customizing (Front)

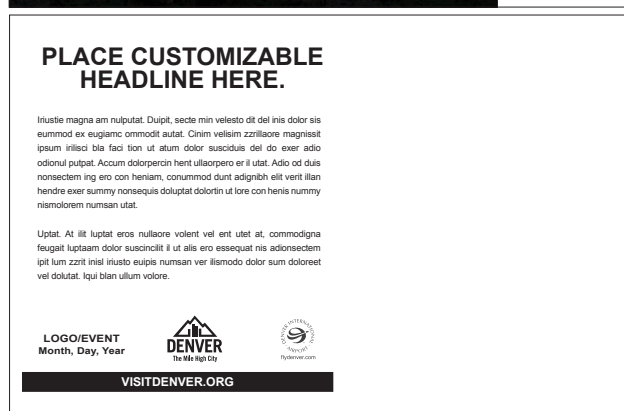
- Enter your logo and event, as well as the month, day and year of the event into the editable portion of the postcard using Arial Bold. Font size will vary based on event name.

Instructions for Customizing (Back)

- Where indicated in the postcard body, enter your headline using Arial Bold, and your copy using Arial Regular. Font size will vary based on headline length.
- Where indicated on the bottom left-hand side of the postcard, enter your logo and event, as well as the month, day and year of the event using Arial Bold. Font size will vary based on event name.
- Enter your URL (if applicable) in the provided space after “VISITDENVER.ORG” using Arial Bold. Font size will vary based on URL length.

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- Permanent headlines will be outlined, and non-editable.
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- Artwork includes 1/8 inch bleed. Final postcard size will be 8 ½ x 5 ½.



Postcard D

Size: 8 ½ x 5 ½ inches

Instructions for Customizing (Front)

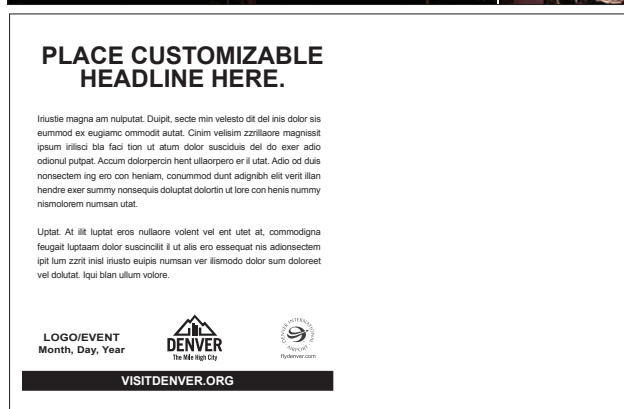
- Enter your logo and event, as well as the month, day and year of the event into the editable portion of the postcard using Arial Bold. Font size will vary based on event name.

Instructions for Customizing (Back)

- Where indicated in the postcard body, enter your headline using Arial Bold, and your copy using Arial Regular. Font size will vary based on headline length.
- Where indicated on the bottom left-hand side of the postcard, enter your logo and event, as well as the month, day and year of the event using Arial Bold. Font size will vary based on event name.
- Enter your URL (if applicable) in the provided space after “VISITDENVER.ORG” using Arial Bold. Font size will vary based on URL length.

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- Artwork includes 1/8 inch bleed. Final postcard size will be 8 ½ x 5 ½.



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Postcard E

Size: 8 ½ x 5 ½ inches

Instructions for Customizing (Front)

- Enter your logo and event, as well as the month, day and year of the event into the editable portion of the postcard using Arial Bold. Font size will vary based on event name.

Instructions for Customizing (Back)

- Where indicated in the postcard body, enter your headline using Arial Bold, and your copy using Arial Regular. Font size will vary based on headline length.
- Where indicated on the bottom left-hand side of the postcard, enter your logo and event, as well as the month, day and year of the event using Arial Bold. Font size will vary based on event name.
- Enter your URL (if applicable) in the provided space after “VISITDENVER.ORG” using Arial Bold. Font size will vary based on URL length.

Note:

- Permanent headlines will be outlined, and non-editable.
- To meet Postal Regulations, postcards must be printed on 100 lb. cover stock and be laser or ink jet compatible. Paper recommendations include Productolith 30% Recycled Paper and Sterling Ultra 10% Recycled Paper. Postage will vary depending on Postal Regulations, which the sender will need to verify in advance.
- Artwork includes 1/8 inch bleed. Final postcard size will be 8 ½ x 5 ½.



PLACE CUSTOMIZABLE HEADLINE HERE.

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LOGO/EVENT
Month, Day, Year



VISITDENVER.ORG