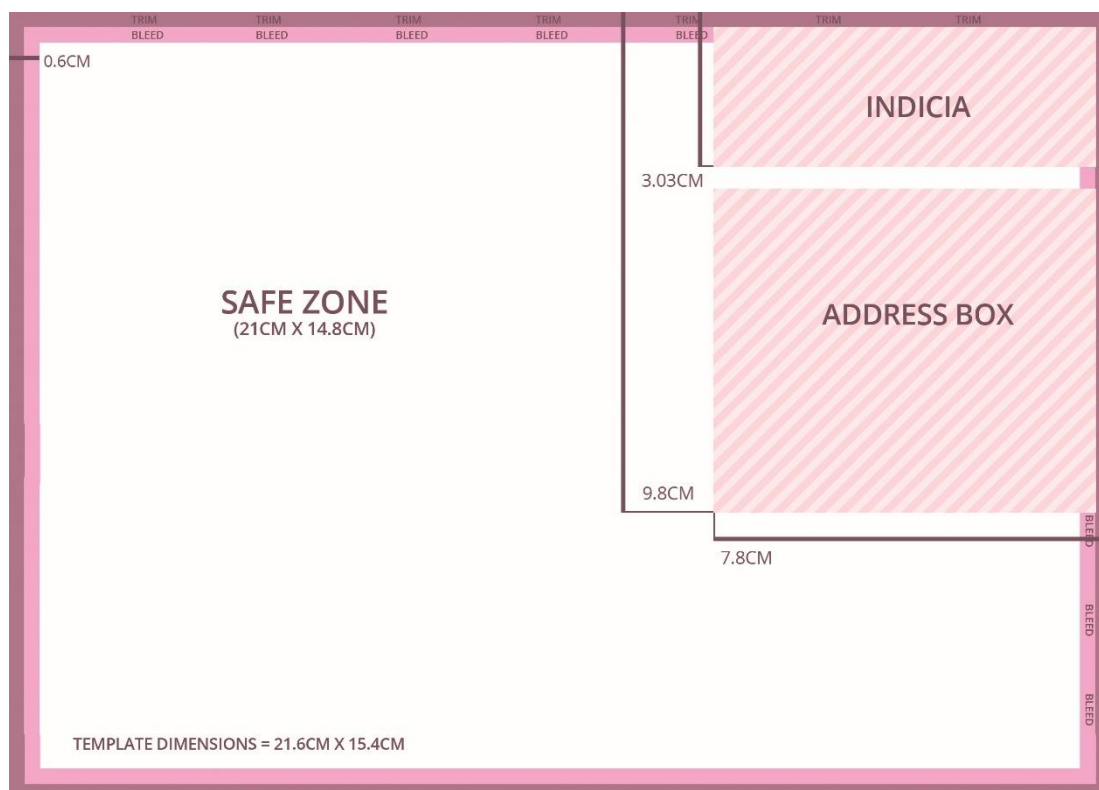


## Template guide

With the help of this document you'll be using our templates and passing our QC checks with flying colours; This short guide will explain how to use our various templates.

For this tutorial we'll be using the A5 Postcard template (as it's one of our most commonly printed formats)



### KEY:



– **Clear zones:** These areas are where we print the recipient address, return address (though this option can be disabled) and the mail indicia (postal mark).

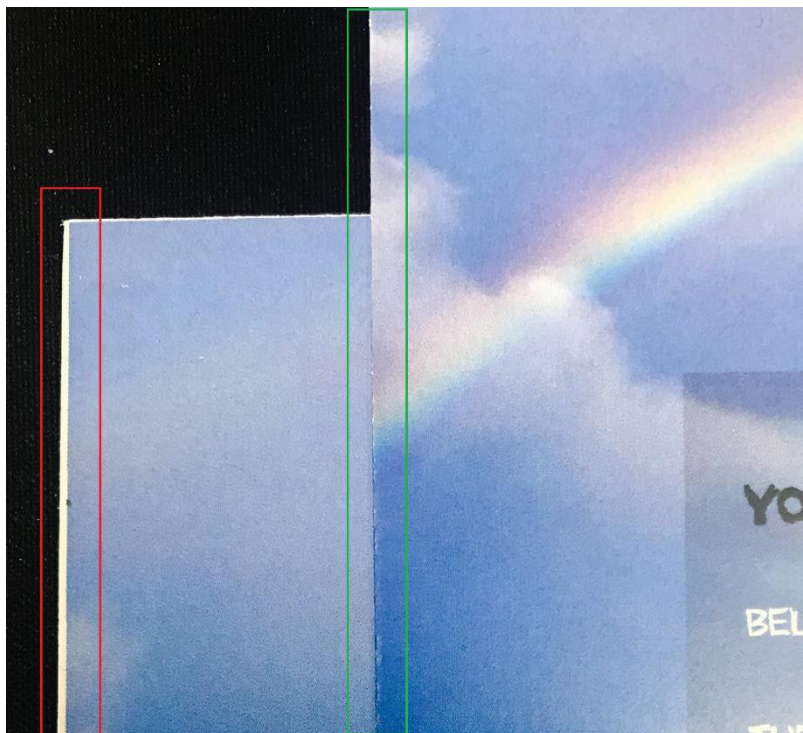
- They need to be machine readable so please do not put any text or images in these areas, and leave the background colour as close to white as you possibly can.



– **Trim & Bleed Area:** The templates we provide are slightly larger than the final paper size (in this case A5), this is because we print the our mailpieces on larger paper and then trim them down (this saves on printing costs and greatly improves the efficiency of the process).

- The Trim and Bleed areas should be filled with the colours / background image you are using so that when cut, there are no white borders or strange edge. See the image on the following page to see the difference.

Below the exact same cutting performed on the two postcards but as you can see the red (where the background does not extend to the edge) there is a visible white line. Whereas the green (where the background was edge-to-edge) there is no white line.



**= 21.6CM X 15.4CM**

**- Template dimensions :** This is how big your designs should be, the template dimensions are usually shown in centimetres and also pixels, if your design matches that size all the measurements seen on the template will be exactly right, otherwise you'll encounter issues.



**- Fold lines :** Some of our templates have fold lines where we score and bend the mailpiece (for example the A5 Greetings Card) in these cases it is unwise to put text or important information in this exact area, however we have not placed a clear zone here, as the rest of your design can be continuous. This is also the point at which divides 'Front' and 'Back' of the greetings card.



**- Directional arrows:** Some templates (including the greetings card) have direction arrows, showing you which way up the image on that section of the template should be, this is vital if you want to maintain readability and aesthetics with your design.

**@ 300DPI = - Dots Per Inch value:** Quality is one of our focus areas here at Stannp, to ensure this, we recommend a minimum DPI value of 300. If you're confused about what DPI is, effectively it's how many Printer Dots Per Inch are in the design, the higher the dots, the greater the resolution of the image (and unfortunately the size of the file).

- We print what you send us and if we receive low quality images and designs it's often the case that there's nothing we can do to improve it from there, so make sure your designs are high resolution so that they look smart and professional when they land on the doormats of your current, or future customers.

This concludes the explanation of the Templates! Get cracking with your design!

## Other design tips

- **Match your branding;** Look at your own website, your signs, take inspiration from those and make sure your recipients know not only exactly who they're dealing with, but also that you mean business.
- **Don't overcomplicate the message;** The key to great design is simplicity, the easier it is for your recipients to understand the message you're sending, the more likely you are to see a brilliant return on investment, Direct Mail is proven to be highly effective, but it's always more effective when the design is professional, clear and simple (see some of our case studies on [our website](#)).
- **Streamline campaign creation;** Use our 'Designs' section to speed up the creation of new campaigns, set up a letterhead and a few text boxes with dummy content, and simply fill them in with your content when you create a new campaign!
- **Use dynamic text;** For the greatest possible text quality, try using our platform for the text, this way you can also insert things like the recipient's name, their dog's name, the car they drive, their favourite food or any other data you may have on them dynamically! (simply include the data when you upload the recipients to our platform). This will all be rendered on-the-fly when we print your job so go nuts with the personalisation and make your mailpiece really connect. (you can upload your own fonts provided they are in .ttf file format)
- **Use Sans-Serif;** Cursive fonts are beautiful, and Serif fonts are Smart, but neither one has the readability and has the ability to hold the attention of a consumer that Sans-Serif has (there's a reason why FaceTime on your phone's screen doesn't look like *FaceTime* or FaceTime...)