

AUTOMATED POSTCARD PROGRAM (APP) DESIGN SPECIFICS

All guidelines must be strictly followed to ensure the templates will work and the postcards will be processed by Canada Post. If you have any questions, please email app@colourtech.com

**Before you begin, download the front and back templates from #15 here:
<https://www.colourtech.com/app/FAQ.php>**

- A. Use the APP Front and APP Back Adobe Photoshop® Templates as a base - **Do Not Modify The Image Size**
- B. Refer to Figures 1 and 2 before creating **5 landscape templates** as listed below (*the system does not accommodate portrait templates and requires all 5 in order to work*):
1. Back (*do not include a box for the indicia or address*) - filename should be e.g.,
SMITH-JOHN-BACK
 2. Just Listed with Property Photo - filename should be e.g., **SMITH-JOHN_JLPH**
 3. Just Listed no Property Photo - filename should be e.g., **SMITH-JOHN-JL**
 4. Just Sold with Property Photo - filename should be e.g., **SMITH-JOHN-JSPH**
 5. Just Sold no Property Photo - filename should be e.g., **SMITH-JOHN-JS**
- C. **JUST LISTED TEXT:** this text will appear on the front of ***all*** Just Listed cards - **must not be property specific**
JUST SOLD TEXT: this text will appear on the front of ***all*** Just Sold cards - **must not be property specific**
- D. Allocate space for data that is uploaded automatically at the time the postcard is created. That data is as follows:
- Property Photo (numbers 2 & 4 above) – *landscape only, do not create a frame, photo must not bleed off the edge*
 - Property Address (numbers 2 & 3 above) – *house number and street name only*
- E. Legalities - Realtor Logos, Company/Office Name and Logos, etc. must be included and are the responsibility of the Agent
- F. Canada Post Scanner Zone – leave a blank space of 19mm high, on both sides of card, in white or a percentage (*20% maximum*) of the background colour used in the rest of the card
- G. Save each template as an individual file (300 dpi), using the file naming convention as shown in section B. We accept the following formats in the preferred order as shown:
- High Resolution jpg at 300dpi
 - A working native file (Quark Xpress or Adobe InDesign with fonts and images)
 - a layered .psd
 - an Illustrator .eps
 - a high-res PDF
- H. Submit a sample, along with the files, showing placement of the property photo and address. Include the font name and colour of the address (*in RGB values*). Please note that the final files submitted ***must*** have these elements removed. If the font name you supply is not available to us, we will substitute it with the closest possible font.
- I. Email your 5 files and the samples to app@colourtech.com (***do not send them by piece mail***)
- J. We will review your templates to ensure they meet our specifications. If, for any reason, the templates are incorrect, they will be returned to you for the required revision.

Figure 1 - Front of Postcard (4 x 9):



Figure 2 - Back of Postcard (4 x 9):

