

**fortyfive
downstairs**

Invitation Template Guide

Visual Guidelines Version 3.0
Updated on 29 May 2008
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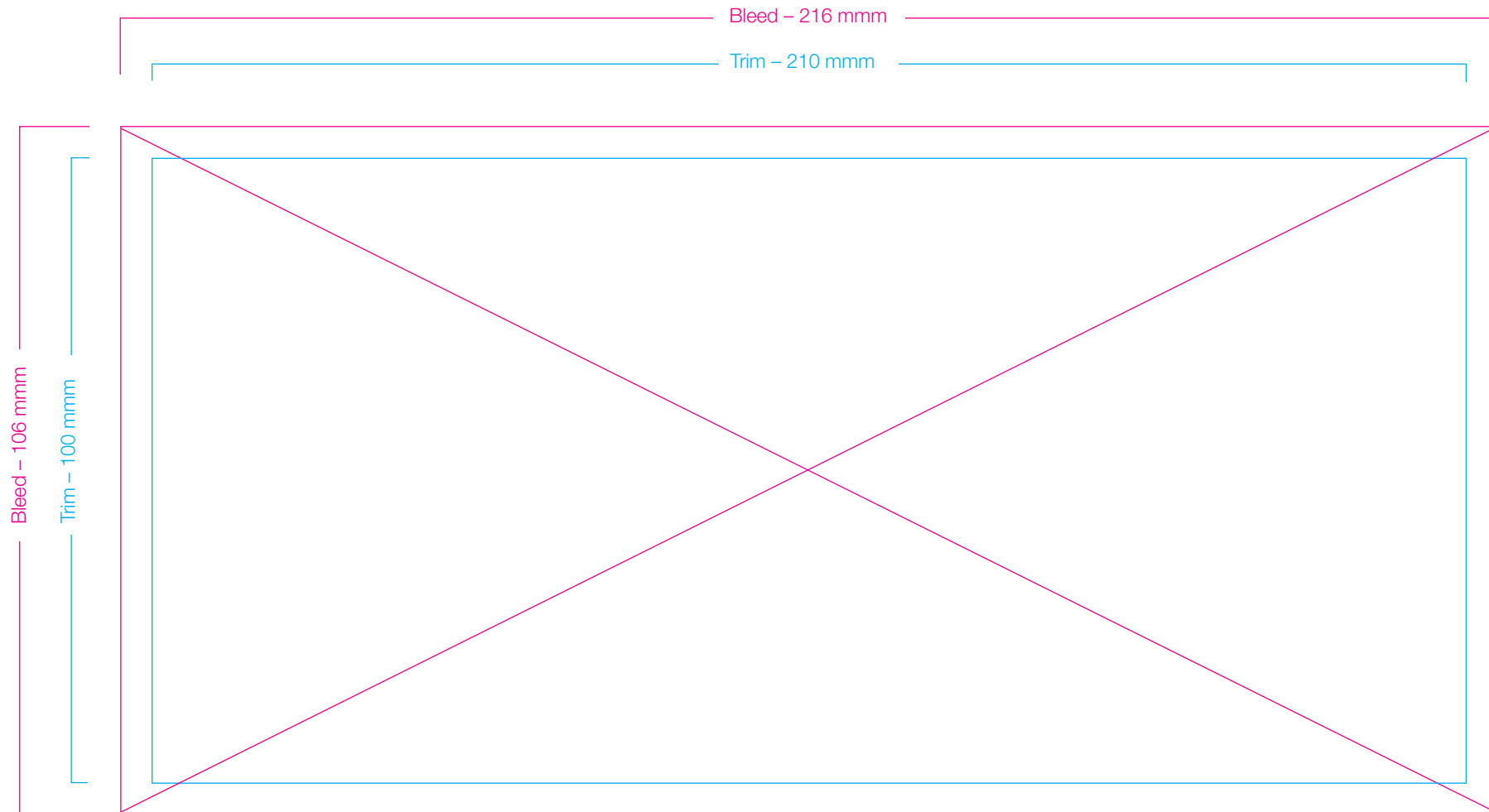
1.0 The Mechanical Construction

Front of Invitation Template – Landscape

The measurements for the invitation are as follows:

Trim Area (finished size): 210mm x 100mm

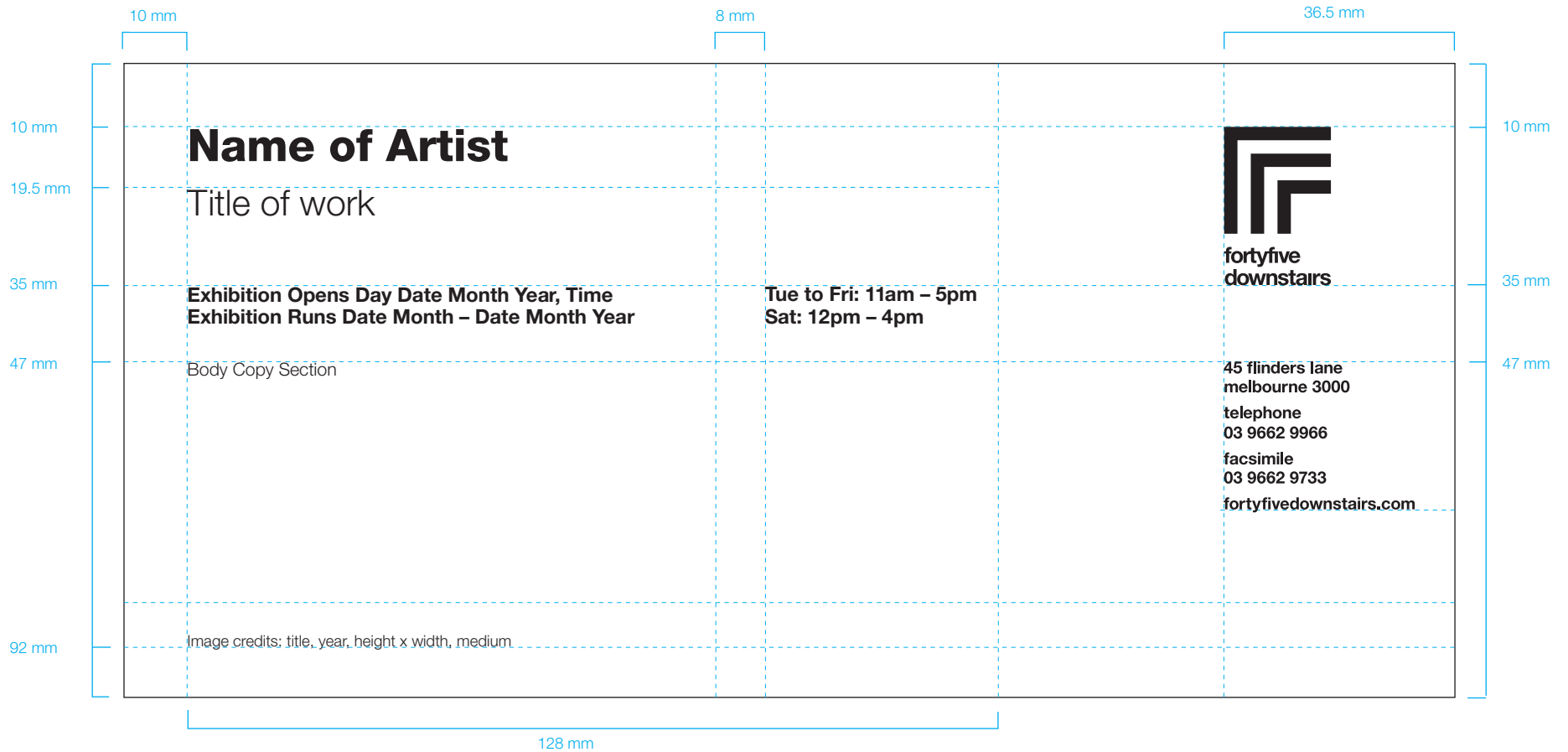
Bleed (5mm all round): 216mm x 106mm



1.1 The Mechanical Construction

Invitation template – Landscape

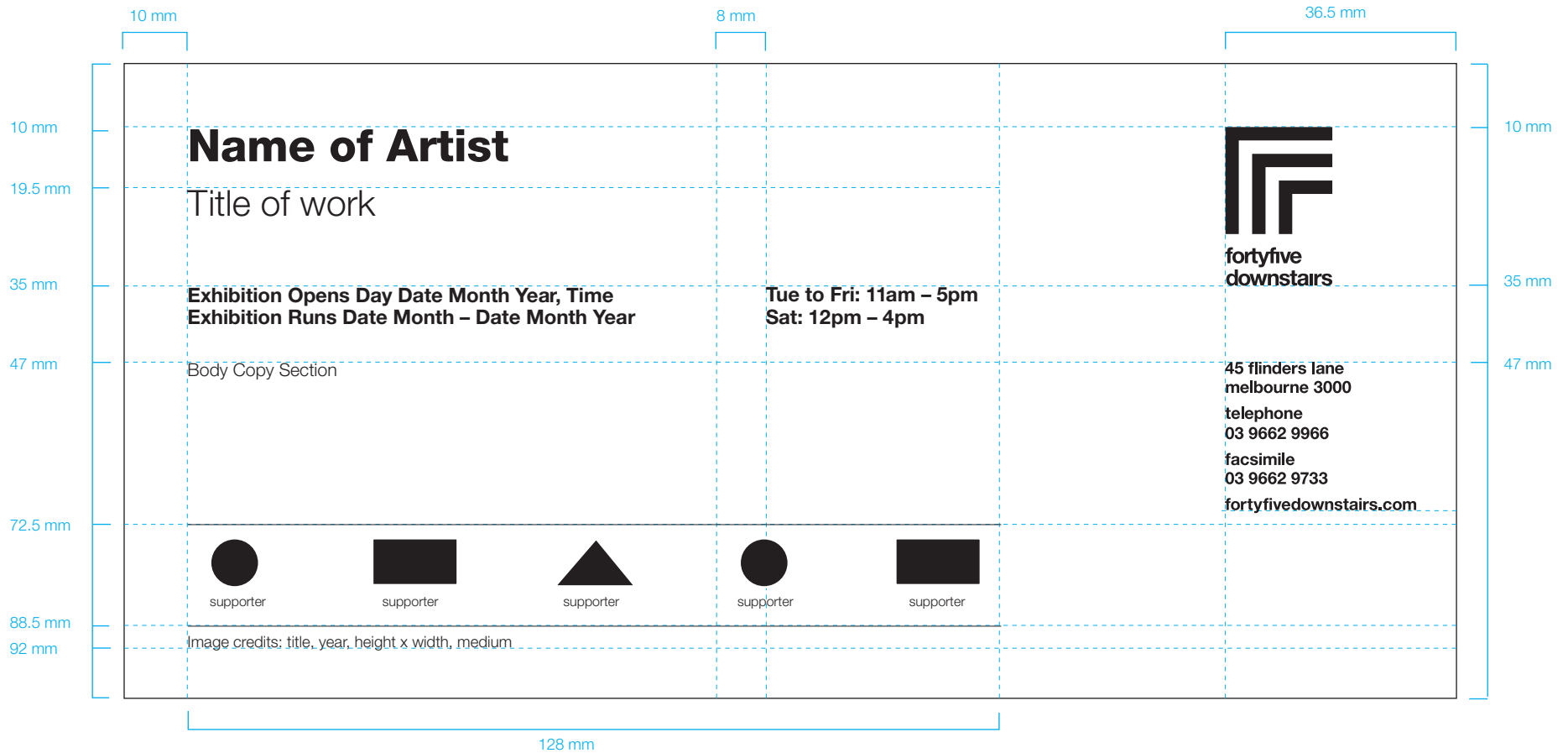
Below are the mechanical constructions for the reverse of the landscape Invitation template.



1.2 The Mechanical Construction

Invitation template – Landscape (Sponsors)

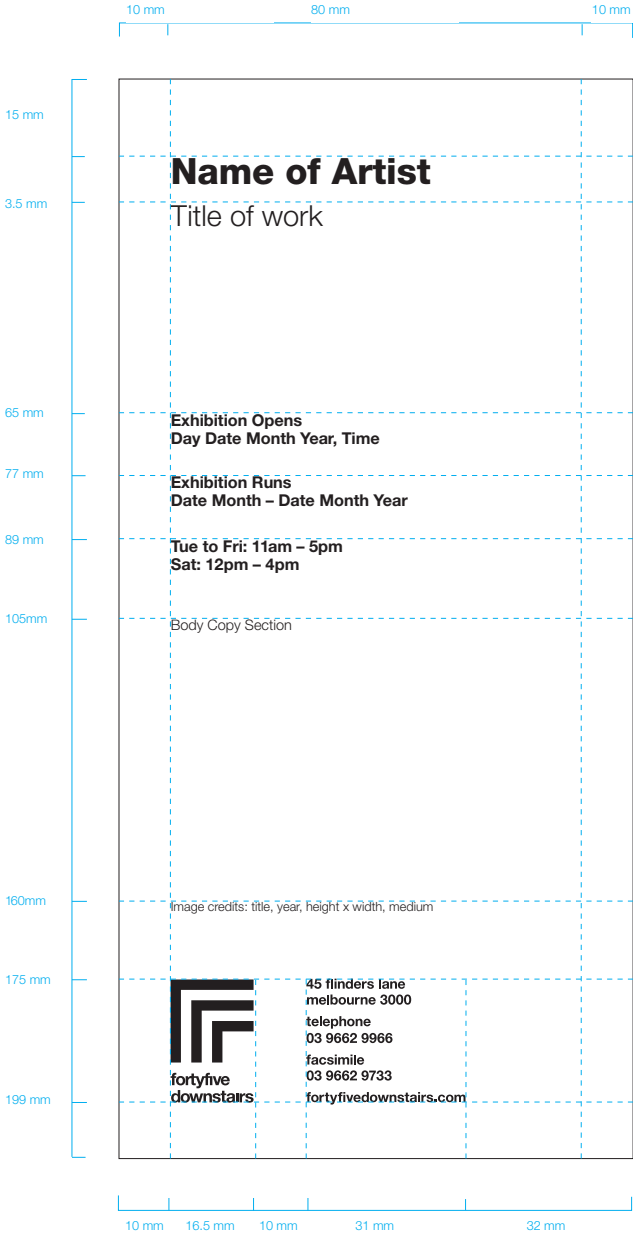
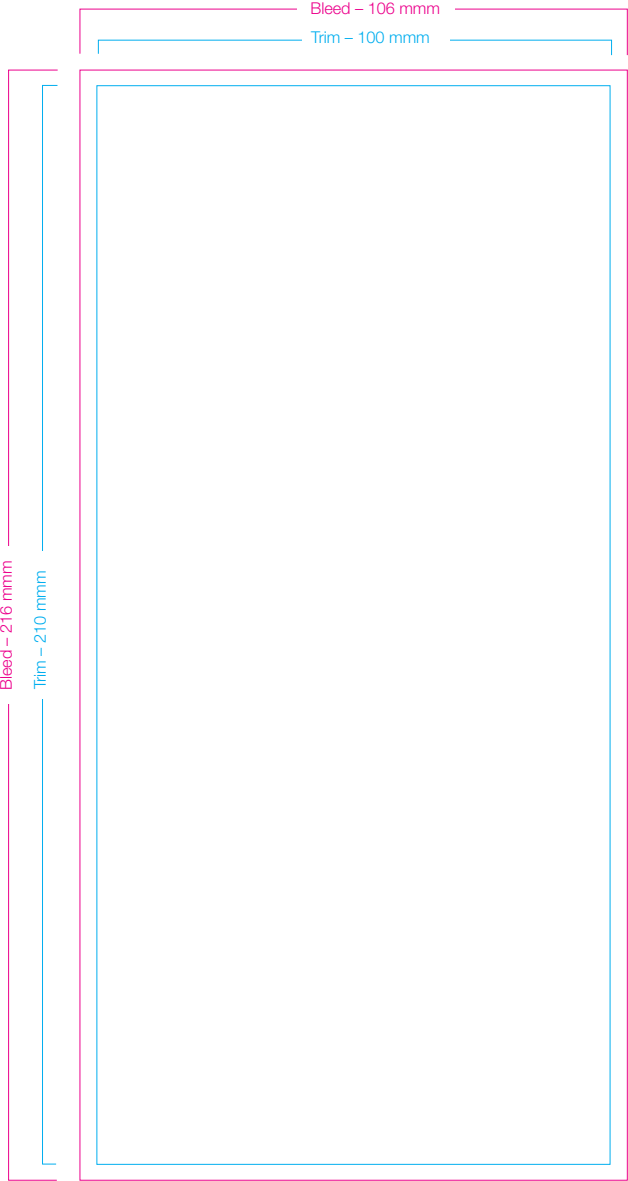
Below are the mechanical constructions for the reverse of the landscape Invitation template with sponsor logos.



1.3 The Mechanical Construction

Below are the mechanical constructions for the portrait Invitation template.

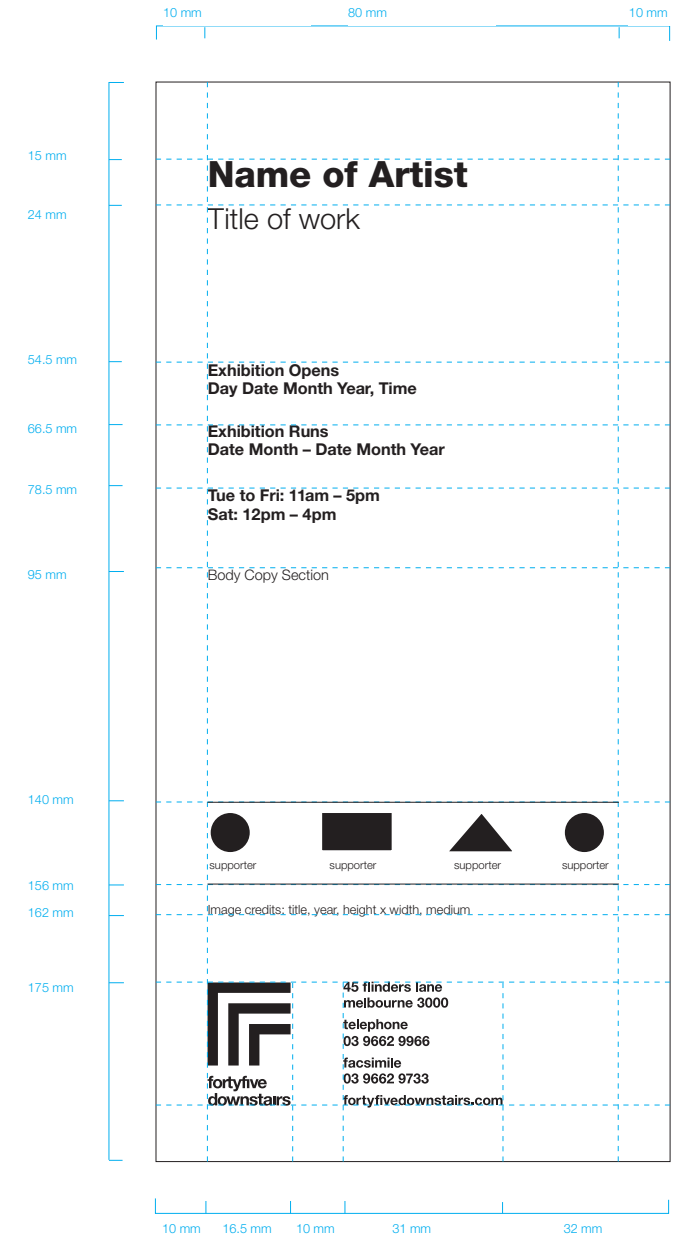
Invitation template - Portrait



1.4 The Mechanical Construction

Invitation template - Portrait (Sponsors)

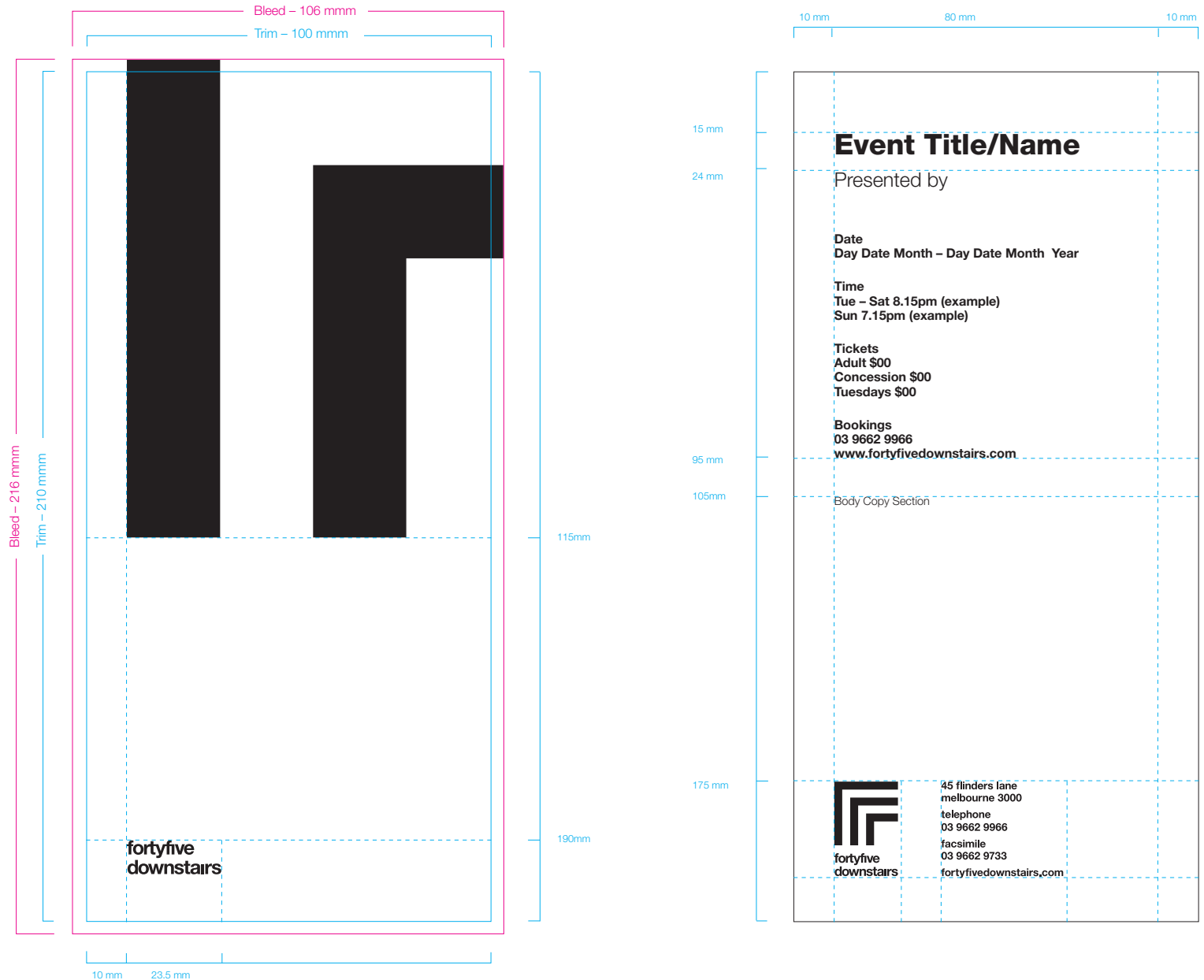
Below are the mechanical constructions for the portrait Invitation template with sponsor logos.



1.5 The Mechanical Construction

Invitation template - Events Flyer

Below are the mechanical constructions for the Events Flyer template.



2.0 Design Guidelines

Front

- The bleed area represents the image area, images where possible must fill this area ie. full bleed crop
- If the work cannot be cropped to work as full bleed, please ensure that a white border surrounds the entire image.
- Always check for awkward or unwanted crops around the trim area.
- Always ensure that the selected template is most complimentary to the image you are working with.

Reverse

- The FFD logo and address bar should not be moved or altered in any way. These are to remain black and white at all times.
- All text fields are not to be re-positioned
- All text fields are editable and adhere to strict style sheets. Please ensure that these style sheets are used at all times.
- If there is an unusually large amount of copy or sponsor logos, please consult FFD before prior to print.

2.1 Design Guidelines

Sponsor / Supporter Logos

- If there are sponsor/supporter logo's required on the invitation, please use the "sponsor" version of the template provided.
- Please keep all sponsor logos within the designated area provided.
- If there is an unusually large number of logos, please consult FFD prior to print.
- Sponsor logos should be scaled to be relative in height. Always consult individual identity guidelines for the minimum sizes and required exclusions zones, when placing.

2.2 Design Guidelines

Image Specs

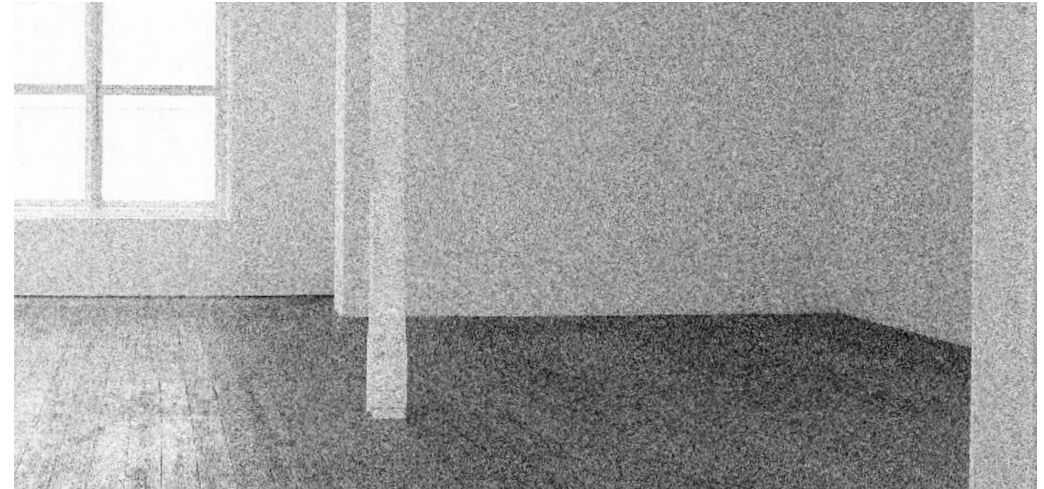
Images should be ideally supplied as

- 300dpi (or highest resolution possible)
- CMYK
- TIFF files.

The higher the resolution the image, the better it will reproduce in print.

Printing Notes

- When forwarding artwork to a printer, please ensure that you see a proof before the job is printed in full
- always check the details, spelling, size, trim marks, and fonts carefully when approving the proof.
- Ensure that no PMS colours are used in the artwork unless specified prior to supply to the printer.



Jonathan Brown

Untitled Works

Exhibition Opens Wednesday 5 March, 7.00pm
Exhibition Runs 5 March – 12 March 2008

Tue to Fri: 11am – 5pm
Sat: 12pm – 4pm

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"Untitled Work" 2006, oil on canvas



Jonathan Brown

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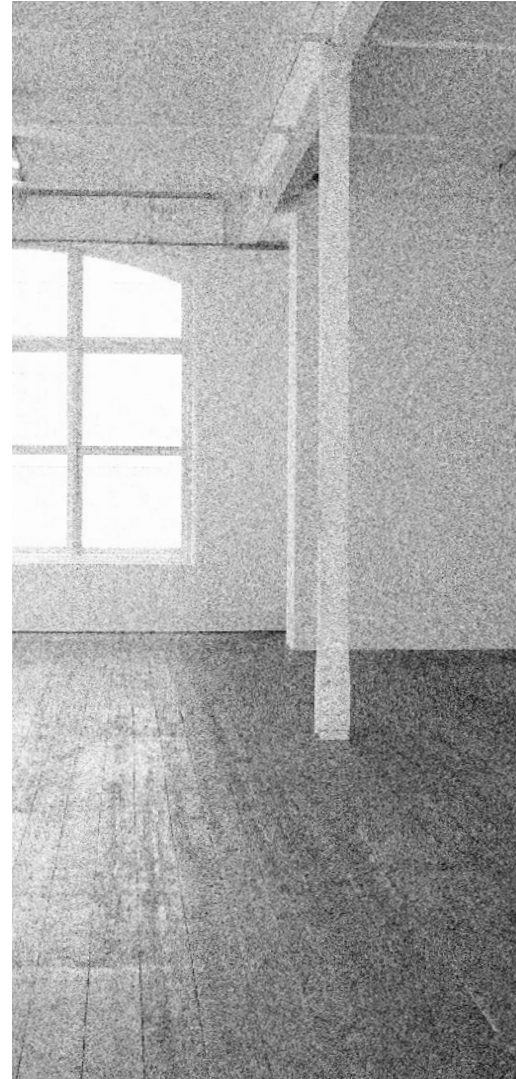
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"Untitled Work" 2006, oil on canvas



Jonothan Brown

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Johnathan Brown
 “Untitled works”

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Exhibition runs 00 Month - 00 Month 2006
Mon to Fri 11am - 5pm
Sat to Sun 12pm - 4pm





supporter supporter **fortyfive downstars**

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Johnathan Brown

“Title of work”

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Image credits here

Johnathan Brown
 “Title of work”

Exhibition opens Tuesday 17 December, 6pm - 8pm
Exhibition runs 18 - 20 December 2006

Mon to Fri 11am - 5pm
Sat to Sun 12pm - 4pm

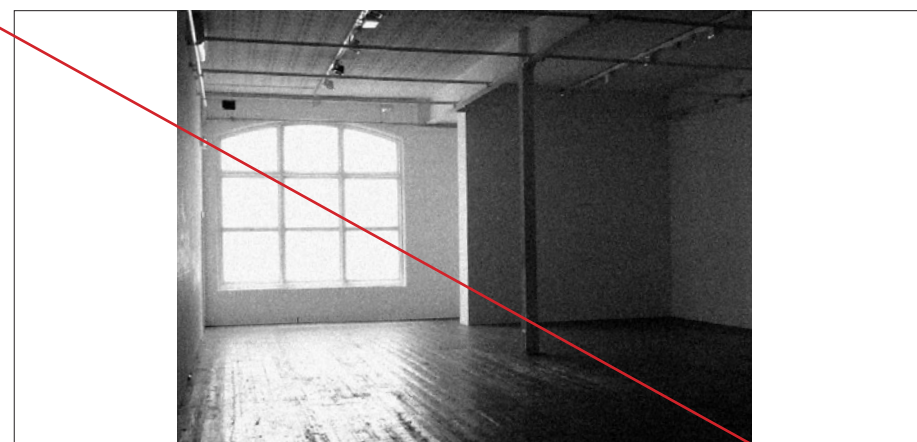


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Image credits here



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supporter supporter supporter supporter

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