

Ford Amphitheatre Postcards

## **SPECIFICATIONS FOR FORD ARTISTS DESIGNING THEIR OWN POSTCARDS**

### **ATTENTION ARTISTS**

Please email these instructions to your designer.

### **ATTENTION DESIGNERS**

You must submit files that meet the following specifications. If you have any questions, please contact **Priscilla Jaworski**, Productions Marketing Manager, [pjaworski@arts.lacounty.gov](mailto:pjaworski@arts.lacounty.gov), 213-202. 5934.

#### **Technical info for digital file submission**

What follows are guidelines for preparing and submitting your files for printing. We can accept digital files from Adobe programs CS2 or later and Quark Xpress 6.0 and later for Mac OSX. Please be sure to include all Photoshop/Illustrator links and all fonts (please do not use TrueType fonts). Colors must be CMYK; no RGB or Pantone colors will be accepted, All photographs/artwork must be 300 dpi; bitmap images 1200 dpi. You can also submit a print optimized Adobe Acrobat .pdf file (the default print optimization setting which embeds fonts and images is acceptable). PC users please use the Acrobat option. Please also include contact information in the event we have questions.

**Please send files on a CD with a laser printout of the electronic file to (emailing will clog up Priscilla's mailbox):**

ATTN: Priscilla Jaworski  
Los Angeles County Arts Commission  
1055 Wilshire Blvd., Suite 800  
Los Angeles, CA 90017  
213.202.5934

OR

You may send files (up to 100MB) via [yousendit.com](http://yousendit.com) to our designer at: [mcneilgroup@cox.net](mailto:mcneilgroup@cox.net)

#### **General Tips for Creating Your Desktop Files**

##### **Postcard specifications:**

**Trim size:** 4.25" X 10" (vertically oriented) or 10" X 4.25" (horizontally oriented), including branding strip (see below)

**Bleeds:** If you want your artwork to extend to the edges, you must add 1/8 inch bleed to all four sides. Remember, the 1/8 bleeds will be trimmed at press so do not include any essential elements or text in the bleed area.

**Color:** 4 color process (no Pantone or RGB colors)

**Margins:** Please keep all essential elements, especially type, at least ¼ inch from the trim

**Fonts:** Postscript or Open Type (no True Type)

##### **Ford Branding Strip:**

Your design must leave space for the Ford branding strip that is at the bottom of all postcards: 1 inch on vertical cards, and 3/4 inch on horizontal cards. If you prefer, you can specify a CMYK color for this strip; otherwise our designer will choose a harmonious color. The Ford branding information will be placed in the strip by the Ford's designer; please do not add any of your own copy, logos or design elements to the strip.