



To use this template, be guided by the pink text and arrows, but once you're ready to use this template for laying up your design, delete all of the pink elements.

On page 2, there are some black elements which must be left as they are.

Make sure your images are in cmyk mode and when you've finished, export as a print ready pdf with crop marks.

PAGE 1 - THE FRONT

The illustration side - show here a glimpse into life in lockdown. It could be typographical, photographic, illustrative or a sketch, but make sure it works as the 'image' side of a postcard.

It can be humourous, thought provoking, deep and sincere, light hearted or whatever works for you to show some aspect of life in lockdown.

You might want to have it tie into the message side of your card, or the image may stand-a-lone.

The area indicated by the arrows is all yours to use for your design.

If your design bleeds off the edge, make sure the background extends 3mm into the bleed area.

PAGE 2 - THE BACK

The message side - Here you can possibly describe something about your image or you may want to share some lessons learnt in lockdown.

Maybe some thoughts or ideas about what has uplifted you during Lockdown - what have you decided to do differently to create better outcomes after all we've experienced in the last 33 days.

What are the positives from all of this, what are the reasons to carry on creating.

What are the reasons to do things better, brighter, differently.

Keep it uplifting, give us all some hope and tie your message back to the '33 Reasons' concept, if you can.

The area indicated by the arrows is all yours to use for your message.



Your message design can bleed off the top, left and bottom edges, but must stop 5mm short of the black vertical line

The black vertical line, the postage stamp frame, the 4 address lines and the 33 Reasons Copyright line, must all stay in your design as they are shown here.

