

Zap Handwritten Note

Best Practices When Designing Your ZAP

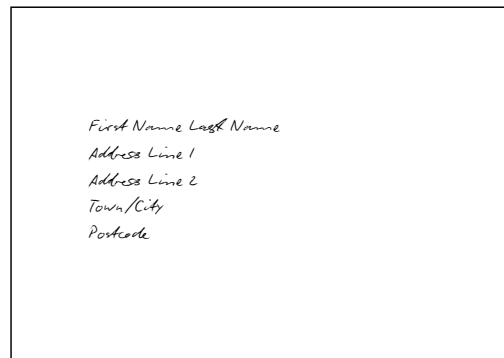
Our Handwritten Notes use contextual alternates, glyphs and ligatures to perfectly replicate different handwriting styles. The recommended minimum font size is 16. We recommend formatting discount code variables to 'all caps' for optimum legibility i.e L vs I vs l vs 1. You must treat the proof as the source of truth as the canvas does not display the cursive text - please run a proof to see the final output.

If any handwriting font exists in a text box, it is considered a handwriting flow text box. The styling options available to this type of box are: colour, size and font. Whilst possible, we advise against adjusting line height, character spacing and using underlines. All other styles will not work - whilst you may see them working on the designer, please note they will not translate to the proof.

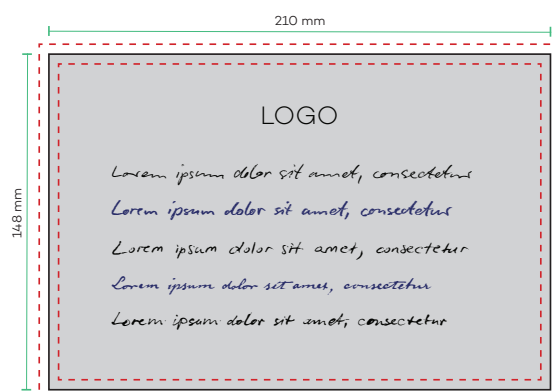
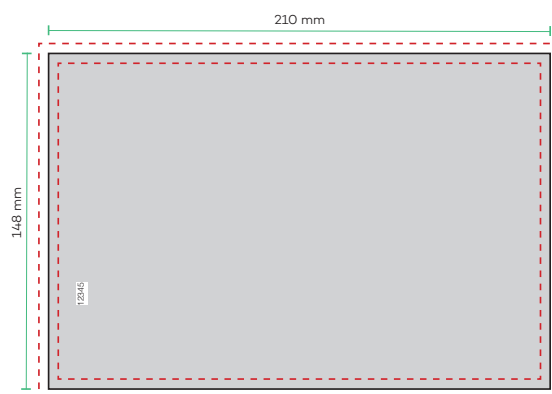
Handwriting text boxes can only have one style applied, and this style applies to all characters. E.g. in a string of text "abc", 'a' cannot be font size 20, 'b' coloured red and 'c' in a different font style. For both App performance and your design consistency, this must be formatted correctly. Therefore, you may have mixed boxes on one design - the handwriting flow only applies to the text box. You may have one handwriting text box and one non-handwritten text box (e.g. in the font 'Poppins') on the same panel.

We recommend placing your brand logo centre-aligned at the top of the postcard, but positioning isn't fixed so you have full flexibility. The reverse of your note is blank with a unique matching number so the envelope can be paired with the postcard. You may upload imagery for use on this side if desired.

Refrain from placing text or barcodes outside the inner red dashed safety line, as anything placed outside of this box will risk being cut off. There is also a bleed area extending out an extra 3mm from the solid black trim line to the outer red dashed line. All images or colour that print to the edge of your design should be fully extended into this area. The solid black trim line shows the finished size of the document. Anything placed outside of this area will be trimmed off.



CS Envelope



To significantly reduce the size of your print files, please separate customisations into their own text boxes. E.g. "Hi <firstname>, text text text text....." would ideally be 3 text boxes: 1 for "Hi", one for "<firstname>" and one for the remaining text.

Your handwritten card is inserted into a premium envelope matching the card stock, with address printed in the same handwritten font & mailed.