Card Layout

A visual guide to layout to help you with your campaigns

Margins

Company Logo

Dear Scribe,

Your writing should leave a margin so the words don't come too close to the edge of the card :)

For example, the red zone on this card applies even when there is no company footer. There should still be some space at the end of the card to keep everything clean and neat.

For the sign off, follow the client copy in the platform or example
The Inkpact Team

Company Footer

It's a great idea to practice writing the copy on a piece of printer paper first, so that you can practice a layout that fits without using up your cards. You may need to write a little smaller to fit the card best.

Occasionally certain campaigns have vertical cards, these are slightly different but still need a small margin to avoid the words looking cramped.

Envelopes

Ms. J Smith
Willow Cottage
Dunlievy
EH9 7DP

Addresses should be neatly staggered down each line and aligned in the middle of the envelope.

Common Problems

If you are using your phone to access the platform, your phone may squish the client copy to fit on your phone screen. You may have to turn it landscape or look at the platform via computer to see how the layout is supposed to look.

Not uploading as you go or not waiting for the first card to be QA approved. Waiting for that first card is essential, and it's a great idea to upload as you go to make sure you don't write dozens of cards with the same error. For example, write 5 cards and upload the photos before 5 more etc. This also helps the review process!

Examples of Cards that may fail QA due to margins.

COMPANY LOGO

Dear Customer

Thank you for your recent purchase from our online store and for supporting us over the last year. It means a lot to us and we are so glad that you enjoy our products.

As a token of our appreciation, we would like to give you 20% off any purchase until the 19/11/2021. Use code TREAT21 at checkout.
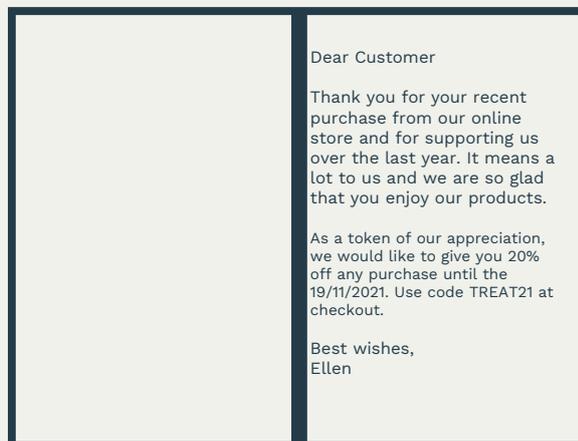Best wishes,
Ellen

COMPANY FOOTER

Copy comes too close to the logo and footer of the card. You may need to write a little smaller and on some occasions we advise on whether to have line breaks in the copy so as to fit the card.

COMPANY LOGO

Dear Customer

Thank you for your recent purchase from our online store and for supporting us over the last year. It means a lot to us and we are so glad that you enjoy our products.

As a token of our appreciation, we would like to give you 20% off any purchase until the 19/11/2021. Use code TREAT21 at checkout.
Best wishes,
Ellen

COMPANY FOOTER

Not leaving margins for the card may cause your card to fail QA. Particularly where words are squashed at the end of the line.

COMPANY LOGO

Dear Customer

Thank you for your recent purchase from our online store and for supporting us over the last year. It means a lot to us and we are so glad that you enjoy our products.

As a token of our appreciation, we would like to give you 20% off any purchase until the 19/11/2021. Use code TREAT21 at checkout.

COMPANY FOOTER

Best wishes,
Ellen

The sign off on the wrong place of the card or a sign off that is larger in size than the main body of writing.

Dear Customer

Thank you for your recent purchase from our online store and for supporting us over the last year. It means a lot to us and we are so glad that you enjoy our products.

As a token of our appreciation, we would like to give you 20% off any purchase until the 19/11/2021. Use code TREAT21 at checkout.

Best wishes,
Ellen

Beginning too close to the fold of the card.

Ideally there should be a neat margin from the fold and also a nice margin at the edge of the card :)

The Review Process

When uploading your cards for review, please upload clear photos of your card so the review team can see all of the writing and margins clearly.

Our review team work tirelessly to get through every card and offer advice and feedback to help your writing process.
Please bear in mind that if you have more than one job you may have a different reviewer on each job. So please upload a 1st card for approval on each job and wait for QA approval to proceed.

Often you can find an example image underneath the job brief on your portal to give some help and guidance for layout and you can always ask for help from the team or from the lovely Scribe group on facebook!