# sgi™

# Marketing Toolbox CD

| TEMPLATES | # OF CONCEPTS | US SIZE | INTERNATIONAL SIZE | FILE FORMATS |
|---|---|---|---|---|
| 4/C Full Page Ad | 4 concepts | Live area: 7" x 10"<br>Trim: 8" x 10 7/8" | Live area: 185mm x 263mm<br>Trim: 210mm x 297mm | Quark 3.3, PDF |
| B/W Full Page Ad | 1 concept | Live area: 7" x 10"<br>Trim: 8" x 10 7/8" | Live area: 185mm x 263mm<br>Trim: 210mm x 297mm | Quark 3.3, PDF |
| 4/C 1/2 Page Ad | 2 concepts | Live area: 7" x 4 7/8" | n/a | Quark 3.3, PDF |
| B/W 1/2 Page Ad | 2 concepts | Live area: 7" x 4 7/8" | n/a | Quark 3.3, PDF |
| 4/C 1/4 Page Ad | 1 concept | Live area: 3 3/8" x 4 7/8" | | Quark 3.3, PDF |
| B/W 1/4 Page Ad | 1 concept | Live area: 3 3/8" x 4 7/8" | | Quark 3.3, PDF |
| Postcard | 4 concepts | 6" x 4 1/4" | A5 = 148mm (wide) x 105mm (high) | Quark 3.3, PDF |
| Invite | 5 concepts | 7" (wide) x 10" (high)<br>folds to 7" (wide) x 5" (high) | A5 = 148mm (wide) x 210mm (high)<br>folds to 148mm (wide) x 105mm (high( | Quark 3.3, PDF |
| Envelope | none | A-7 = 7 1/4" (wide) x 5 1/4" (high) | C6 = 162mm (wide) x 114mm (high) | none (for size reference only) |
| Flyer | 2 concepts | 8 1/2" x 11" | A4 = 210mm (wide) x 297mm (high)<br>A5 = 148mm (wide) x 210mm (high) | Quark 3.3, PDF<br>Quark 3.3, PDF |
| Event Banner | 5 concepts<br>5 concepts<br>3 concepts<br>1 concept | 8' (wide) x 3' (high)<br>10' (wide) x 2' (high)<br>3' (wide) x 8' (high)<br>16 1/2' (wide) x 2' (high) | n/a<br>n/a<br>n/a<br>n/a | Illustrator 6.0, PDF<br>Illustrator 6.0, PDF<br>Illustrator 6.0, PDF<br>Illustrator 6.0, PDF |
| Web Banner | 5 concepts<br>6 concepts | 468 x 60 pixels<br>234 x 60 pixels | n/a<br>n/a | Photoshop, PDF<br>Photoshop, PDF |
| Fax Flyer | 1 concept | 8 1/2" (wide) x 11" (high) | A4 = 210mm (wide) x 297mm (high) | Quark 3.3, Word, PDF |
| Fax Invite | 1 concept | 8 1/2" (wide) x 11" (high) | A4 = 210mm (wide) x 297mm (high) | Quark 3.3, Word, PDF |
| Direct Mail | 1 concept | 7 3/4" (wide) x 17 1/2" (high)<br>folds to 7 3/4" (wide) x 4 3/8" (high) | 199mm (wide) x 444mm (high)<br>folds to 199mm (wide) x 112mm (high) | Quark 3.3, PDF |
| Newsletter (2/c) | 1 concept | 17" x 11" folds to 8 1/2" x 11" | 420mm (wide) x 297mm (high) folds to (A4) 210mm (wide) x 297mm (high) | Quark 3.3, Word, PDF |
| Certificate (B/W) | 1 concept | 11" (wide) x 8 1/2" (high) | A4 = 297mm (wide) x 210mm (high) | Quark 3.3, Word, PDF |

| ADDITIONAL FILES | FILE INFORMATION |
|---|---|
| Font | SGI_Font folder contains fonts for both the Mac and PC |
| Logo Folder | Logos folder contains logos for: apparel; use as a graphic element; officially sanctioned lockups; corporate sign-off |
| PowerPoint Templates | PowerPoint_Templates folder contains four different templates for PowerPoint presentations |

## General Notes

All files will be available for download at http://www.brand.corp.sgi.com.

Most "quick print" shops and service bureaus (e.g., Kinko's) have the software used for the design of these templates (QuarkXpress, Photoshop, Illustrator, etc.).

When SGI is used as a graphic element, any letter of the SGI can be replaced with a product photo or other appropriate photo.

"FPO" as indicated on the placed graphics means "For Position Only." This means that the image that is placed is low resolution. It should be replaced by an appropriate high-resolution graphic.

Both the Word and the Quark templates were created using text boxes. To replace text in the text boxes just select the text inside the text boxes and paste your own text on top. (Select the headings separately to keep the font attributes.)

## Ads

The URL on all U.S. ads should be www.sgi.com. For ads outside of the U.S., the URL should be www.sgi.com/(country), as appropriate.

## Newsletter

In both the Quark and the Word versions, there are two cover options and you may mix and match the text pages to create different layouts.

*Quark:*
· Please note that these pages are set up as facing pages. There are pages designed for right-hand position and left-hand position and the headers and footers are placed accordingly, so you'll want to pay close attention as you move pages around.

*Word:*
· On the cover with "education news" running horizontal, "education news" is created as normal text.
· On the cover with "education news" rotated sideways, "education news" is a graphic element. Replacement graphic elements can be created in either Photoshop or Illustrator.
· There is no variance in the headers and footers, so you can mix up the page order without any concern.
· The gray squares are placemats for images. Just select the gray box, delete it, and insert your own image in its place.
· To replace text in the text boxes, just select the text inside the text boxes and paste your own text on top (make sure to include the return at the end of the paragraph to maintain font attributes; for this same reason, select the headlines, subheads, etc. separately).
· If you need to link text boxes (so that text flows from one box to another), follow the these instructions:

  1. Switch to print layout view.
  2. On the Insert menu, click Text Box.
  3. Click or drag in your document where you want to insert the first text box.
  4. Repeat steps 2 and 3 to insert additional text boxes where you want the text to flow.
  5. Click the first text box.
  6. On the Text Box toolbar, click Create Text Box Link .
  7. Click in the empty text box that you want the text to flow to.  When you move the upright pitcher over a text box that can receive the link, the pitcher turns into a pouring pitcher.
  8. To link to additional text boxes, click the text box that you just created the link to, and then repeat steps 6 and 7 to create links.
  9. In the first text box, type or paste the text that you want. As the text box fills, the text will flow into the other text boxes that you've linked.

· To use the Text Box shortcut menu, move the pointer over the border of the text box until the pointer becomes a four-headed arrow, and then right-click the border.
· If you click Create Text Box Link  and then decide you don't want to link to another text box, press ESC to cancel the linking process.
· Text boxes can easily be resized (by dragging from the side, the top, the bottom, or a corner) so the text flows like you want it to.
· Please consult your SGI Corporate Identity Guidelines for any design changes to stay within the new look and feel.

## Invitations

There is a supply of approximately 40,000 blank A-7 envelopes available through PROMO under part # 2518. These envelopes will fit the U.S. versions of the invitations. Size: 7 1/4" x 5 1/4". Paper Stock: 70# Smooth Solar White Classic Crest Text. Cost: free, while supplies last.

## *For additional information:*

Email brandteam@corp.sgi.com or consult your Branding Resource Tree contact at the brand.corp Web site for branding execution issues. Access brand.corp to download additional copies of these files and fonts, and high-res product photos. Additional CDs are available through PROMO.