**Spring 2018 Higher Ed Postcard #1 for LockDown Browser & Respondus Monitor**

Specs: 6” high x 9” wide, full color, full bleed, horizontal layout, 2 sided

**FRONT**

3 elements: tagline, photo or other image, product names with sub-text. Also any design elements you decide to include.

**1. Tagline**

[SELECT ONE of these to use as the tagline:]

How 1,000 Institutions Prevent Cheating During Online Exams

[or]

The Most Widely-Used Solution to Prevent Cheating During Online Exams

[or]

Preventing Cheating During 50 Million Online Exams Each Year

[Please be aware that we may decide on one of these as the definite final tagline, so we may ask finalists to revise their design with one of the taglines that you didn’t originally use.]

**2. Photo in background:**

Preferable for a photo to be used as the primary image or background on the front of the card. We’re seeking a crisp, clean, bright, high quality photo. The photo should show one person sitting at a computer or laptop. They must look like they are a college/university student, taking an online exam. No laughing/big smiles, no books or notebooks or phones (unless they can easily be edited out with Photoshop if selected as the winner), no other people looking at their computer who could be helping them. In a home or “university-looking” environment – but not a crowded room with lots of people – think of somewhere the student would likely take an online test or study for one. We are happy to purchase a royalty free stock photo if you find the right one; use a comp version if needed in your submission.

**3. Product Names** (on bottom or side? In box, bar or other element?):

**LockDown Browser**

for proctored exams

**Respondus Monitor**

for non-proctored exams

[“for proctored/non-proctored…” should be tied closely to the respective products, and smaller/more light-weight than the product names]

[We want to keep this postcard streamlined and clean, but attention-grabbing at the same time.]

[We typically stick with blues, greens, oranges….we’re definitely open to other colors, but not pastel or purple, and red can be used but should not be the primary color.]

[We lean toward clean, contemporary sans serif fonts for the most part.]

**BACK:**

[Header:]

**PREVENT CHEATING DURING ONLINE EXAMS**  
[MAIN CONTENT AREA - part 1 header]   
LockDown Browser®   
for proctored exams   
[MAIN CONTENT AREA - part 1 bullets]   
\* A custom browser that locks down online exams   
\* Prevents printing, copying, going to other websites, or accessing other applications   
  
[MAIN CONTENT AREA - part 2 header]   
Respondus Monitor®   
for non-proctored exams

[MAIN CONTENT AREA - part 2 bullets]   
\* A companion product for LockDown Browser   
\* Uses a student’s webcam to record exam sessions   
\* Automatically flags suspicious behaviors

[TOP RIGHT - Return address]   
Respondus (use small Respondus logo here, less than 1” wide – this is the only place you’ll use the Respondus logo)  
PO Box 3247   
Redmond WA   
98073   
  
[TOP FAR RIGHT CORNER - Leave blank space for USPS postage indicia, which is approximately 1" x 1". Our printer will print this on. This can be on a white area, or on a solid color.]   
  
[Somewhere on the back - a blurb, box, or call-out with this text:]   
As low as $2 per student, with no per-exam fees   
  
[Somewhere on the back - a blurb, box, or call-out with our URL:]   
respondus.com --- OR --- Pricing, videos and more at respondus.com  
  
NOTES: There must be a 2" high x 4" wide area at the bottom right of the postcard back, blank white space for the recipient's mailing address, which our printer will print on. If desired, there can be a bar across the bottom of the card with design or content on it, up to 3/4" up from the bottom. But then the 2" x 4" white area would begin above that.   
We typically leave most of the right side white (instead of just a 2" x 4" area) but that's optional.