



Project: Lincoln-Mercury Blackwood CD

The following are excerpts from instructions written for a CD given to Lincoln-Mercury Dealerships. The CD contained assets such as sample letters, logos and signage that the dealers could customize and use to market the new Lincoln Blackwood.

Home Page Content

This Blackwood Launch Kit CD contains all the tools and assets you'll need to market and sell the Lincoln Blackwood.

We've provided a variety of file formats and graphic elements to make it easy for you to view, customize and produce your own Blackwood sales and marketing pieces.

Be sure to review the two **Instructional Letters** for information, tips and suggestions for using these assets in your Blackwood promotional campaigns.

Instruction Letters

These *Instruction Letters* describe all the items in the Blackwood Launch Kit and explain how to use both the Kit and the CD. You can view and print both letters for reference.

How to Use Your Blackwood Launch Kit

Provides instructions for all items contained in your Blackwood Launch Kit.

View Letter



This letter is also provided as a hard copy in your Blackwood Launch Kit. **To Print:** Open the letter by clicking **View Letter**. This will open Adobe Acrobat Reader®. From the **File** menu, click **Print**.

How to Use This CD

Provides explanations and instructions for the assets available on this CD.

View Letter



To Print: Open the letter by clicking **View Letter**. This will open Adobe Acrobat Reader®. From the **File** menu, click **Print**.

How to Use This CD

The Blackwood Launch Kit CD contains all the tools and assets you'll need to market and sell the Lincoln Blackwood. We've provided a number of file formats and graphic elements to make it easy for you to customize and produce your own Blackwood sales and marketing pieces using your own computer system or a print vendor.

PLEASE REVIEW THE FOLLOWING IMPORTANT INFORMATION REGARDING THE TOOLS AND ASSETS ON THIS CD.

The Lincoln Standards of Excellence

We rely on you to uphold the integrity and unity of the Lincoln brand by using either of the following paper stocks when printing: **Strathmore Natural White** or **Classic Crest Natural White**. The paper, envelopes and card stock are available off the shelf at most Kinko's™ and paper stores. If neither of these paper stocks is available, please ask for assistance in finding a close match.

All Microsoft Word documents are formatted using the **Arial** typestyle. If you do not have access to Arial, we recommend a similar typestyle such as **Helvetica**.

Customizing & Printing a Microsoft Word Template

To Customize Microsoft Word Templates Using Your Computer: Click **View [ITEM]** to open the file. **Save** the file to your desktop or hard drive. **Place your cursor** on the **highlighted** text. **Make** (and **Save**) appropriate changes. **Mail-Merge** and/or **Print** as usual.

To Customize Microsoft Word Templates Using a Print Vendor: Click **View [ITEM]** to open the Word file. From the **File** menu, click **Print**. **Mark up** the printout to indicate desired changes and **deliver** it to your print vendor along with this CD. **Tip:** Keep a copy of your marked-up copy for proofing and quality assurance.

Using PDF Files

PDFs are view-only files that let you see what is included in the Macintosh graphics files (QuarkXPress). Should you decide to pursue high-end or professional design and printing, you can **print** out the PDF file, **mark it up** to indicate desired changes, and **deliver** to your print vendor along with this CD. **Tip:** Keep a copy of your marked-up piece for proofing and quality assurance.

QuarkXPress Files

Many of the assets provided on this CD are only provided as QuarkXPress files, or high-end graphic files. Should you decide to pursue a more professional route — for higher resolution or quantity — the entire CD should be provided to your vendor for customization, proofing, pre-press and printing. Be sure to print the PDF file for reference.

For More Information

If you have questions regarding any of the elements in this kit, please contact your Lincoln Mercury Zone Manager.

If you have marketing or promotional questions concerning how to best use the assets available in this kit, please call NAME, at AGENCY, at (XXX) XXX-XXXX.

If you have technical questions concerning this CD-ROM, please call XXX-XXX-XXXX.

We welcome your feedback on the Blackwood Launch Kit. To provide comments, please send an email message to XXXXX.

Letterhead Templates

Two different sizes of Lincoln Blackwood *Letterhead Templates* (and matching envelopes) are provided. The letterhead can be customized with your dealership and promotional information and used with the *Sample Letters*.

8 ½ x 11 Letterhead Template

Formatted to fit 8 ½ x 11 stationery and #10 Envelope. Easy to print using your own system.

[View Letterhead](#)

[QuarkXPress File](#) (For print vendor)



8 ½ x 11 Letterhead Template can be customized and printed using your own system OR a print vendor. **Tip:** Use a print vendor for higher quantity and/or higher quality printing.

To Customize 8 ½ x 11 Letterhead Template Using Your Computer: Click **View Letterhead** to open the file. **Save** the file to your desktop or hard drive. **Place your cursor** on the **highlighted** text. **Make** (and **Save**) appropriate changes. **Mail-Merge** and/or **Print** as usual.

To Customize 8 ½ x 11 Letterhead Template Using a Print vendor: Click **View Letterhead** to open the Word file. From the **File** menu, click **Print**. **Mark up** the printout to indicate desired changes and **deliver** to your print vendor along with this CD. **Tip:** Keep a copy of your marked-up piece for proofing and quality assurance.

Please Note: The Lincoln Standards of Excellence rely on you to uphold the integrity and unity of the Lincoln brand by using either of the following paper stocks when printing: **Strathmore Natural White** or **Classic Crest Natural White**. The paper, envelopes and card stock are available off the shelf at most Kinko's™ and paper stores. If neither of these paper stocks is available, please ask for assistance in finding a close match.

All Microsoft Word documents are formatted using the **Arial** typestyle. If you do not have access to Arial, we recommend a similar typestyle such as **Helvetica**.

7 x 10 Letterhead Template

Formatted to fit 7 x 10 stationery and A7 Envelope

[View Letterhead](#)

[QuarkXPress File](#) (For print vendor)

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7 x 10 Letterhead Template can only be customized and printed by a print vendor. **To Customize 7 x 10 Letterhead Template:** Click **View Letterhead** to open the PDF file. This will open Adobe Acrobat Reader®. From the **File** menu, click **Print. Mark up** the printout to indicate desired changes and **deliver** to your print vendor along with this CD. **Tip:** Keep a copy of your marked-up piece for proofing and quality assurance.

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