



HEY, HI,
Hello

Welcome to your
Arch & Curve Design Challenge
instruction manual

If you have any questions please:

- a. Review the Designer FAQ's - paperlust.co/faqs/designer
- b. Contact us at designs@paperlust.co

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ESSENTIAL TOOLS



Adobe Illustrator



Designer_Kit folder



Your creativity



Web (submission)

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REQUIRED CARDS



Arch



Double Arch



Half Arch



Wave

1x Wedding Invitation

(Arch, Double Arch, Half Arch, or Wave die-cut

— choice of 127×178mm, 107×140mm, or 107×200mm tall)

OPTIONAL CARDS

(strongly encouraged):

1x Save The Date (matching die-cut shape from the same family)

1x RSVP card (can be flat or matching die-cut)

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DESIGN REQUIREMENTS & OPTIONS

More information: page 3



Template & layer
structure



Typography



Printing options



High-quality PNG file

4

SUBMISSION

More information: page 4

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WHAT'S NEXT

**Saving files - this section will be required if successful during voting. Please wait for an email after voting until you send through your design files.*



Voting & approval



*Saving & sending files



Need design inspiration?
paperlust_co



designs@paperlust.co

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NEED HELP?



TEMPLATE & LAYER STRUCTURE

Our ready-to-use design templates include the following layers:

- **Guideline layer:** A layer that contains guidelines to avoid design cut off.
- **Non editable:** Layer for all components of the design that can NOT be edited by the customer during.
For example; background components, custom calligraphy borders etc.
- **Editable:** This layer must ONLY contain content that CAN be edited by the customer. For example; text etc.
- **Die cut line:** The die line must NOT be removed or moved from Ai design files. Die lines can be hidden to save file as PNG for submissions to show the die cut shape.

Please note:

- Designs must have NO hidden layers or hidden objects.
- Designs are to be in CMYK colour mode only.
- EVERY new type style/setting requires it's own textbox.
For example - no two different types of fonts in the same text box. No two different sizes of type in the same text box. Each requires a new text box.
- If using jpeg images in your design, make sure they are high quality, but not exceeding 2MB. (please provide any images used during design file submissions).

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TYPOGRAPHY

Please visit paperlust.co/fonts to find out what fonts you can use

- Text must not be smaller than 8pt.
- Avoid typography that requires alternate glyphs, or big changes for different name lengths.
 - Customisable curvilinear text on a path is acceptable
- All designs must accommodate the average name length, which is 20 characters for an invitee's full name (first and last name).



PAPER OPTIONS

You can choose to leave your design background white or choose from one of our paper color options



1. White



2. Colour stock

Applying this to your design

- Use the JPEG images found in the '04. Colour Stock' folder which can be located in the designer kit and apply it as a background to your design. Create a clipping mask using the die-cut line to save your PNG files.
- Darker stocks must use white ink only.
- If you wish to have your design on white paper - leave the background blank or add a solid digital colour.

Tip: Arch die-cuts look strong on dark colour stocks



PRINTING OPTIONS

Below are your print options available for this design challenge



Digital print



Letterpress



Flat foil



Metallic



Foil stamp



White ink

Letterpress / foil

- Letterpress can be printed in any desired colour.
- Foil stamp can be printed in any desired foil colour - gold, rose gold, silver, copper, etc.
- Blind letterpress is accepted. Use a very light grey colour/ shadow to create the look of a blind letterpress print.
- Indicate letterpress / foil areas with a separate spot colour / swatch. Rename the spot colour swatch as the letterpress or foil colour.

Design guidelines / details for letterpress / foil

- We recommend using fills and solids sparingly.
- Design can't be stamped onto both sides of the paper.
- Digital print on both sides of paper, in conjunction with either the letterpress/ foil element on one of the sides is accepted.
- Avoid elements measuring <0.25pt.
- Foil/letterpress should cover less than 1/4 of the design.
- Check your artwork for very thin lines, elements and terminals.
- No type smaller than 8pt.

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SUBMISSION



PNG

Requirements:

- Save design as a high quality PNG straight from the template provided
- Files size max 2 MB
- Each card is to be submitted in a separate PNG file

Please note: all die cut shapes must be submitted as PNG files and clearly show the die cut shape.

Submit designs through the Paperlust website on the design challenges page

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WHAT'S NEXT?



VOTING & APPROVAL

- Once your design has been received, it will be put up for voting on our design challenges page.
- The results from the votes will determine whether your design will be listed on Paperlust for sale to our customers - so get your friends and family involved and voting for your design!
- We will contact you with the results from the competition.
- If your design is successful, we will require further design files (Ai design files) to upload onto the Paperlust website.



SAVING & SENDING FILES

Please wait for approval, before proceeding with saving and sending files

Create a folder which contains the below files for each card

- Illustrator file (.ai)
- Fonts (all fonts found within your design)
- Links (images)
- High quality image (.300dpi - jpeg)

Steps to save the files outlined above

- 1 In illustrator create a package by:
File > Package (making sure all check boxes are selected)
- 2 Repeat until each card has it's own packaged folder
- 3 Select all folders and compress into a single .zip file. (right click)

Sending files

- 1 Sign in to Google Drive (or create an account).
- 2 Create a folder and upload the .zip (or the packaged folders).
- 3 Share the folder with designs@paperlust.co (ensure we have permission to view and download).

CONTACT



paperlust.co



designs@paperlust.co



[http://paperlust.co/
faqs/designer](http://paperlust.co/faqs/designer)