DESIGN CHALLENGE
instructions

Welcome to your
Bundle Of Joy
Design Challenge

1

ESSENTIAL TOOLS

Adobe Illustrator

Designer_Kit folder

Your creativity

Web (submission)

2

REQUIRED CARDS

*These cards are required for your set to be
featured in the challenge*

1 x Baby announcement card

(must include a baby photo)

maximum of 3 submissions per designer

3

DESIGN REQUIREMENTS & OPTIONS

More information: page 3

Template & layer
structure

Typography

Printing options

4

SUBMISSION

More information: page 4

PNG file

5

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

Timeframe

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NEED HELP?

Need inspiration?
paperlust_co

designs@paperlust.co

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.
  For example; background components, border etc.
- **Editable:** This layer must ONLY contain content that CAN be
  edited by the customer . For example; text etc.

Please note:
- *Designs must have NO hidden layers or hidden objects*
- *Designs are to be in RGB colour mode only*
- *EVERY new type style/setting requires it's own textbox.
  For example - no two differnt 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
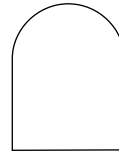 quality, but not exceeding 2MB.*

Tt
TYPOGRAPHY

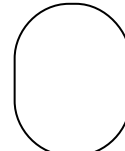Please visit *paperlust.co/fonts* to find out
what fonts you can use

- 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
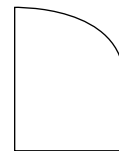 last name)
- No type smaller than 8pt

PAPER OPTIONS

You can choose to leave your design bakcground white or
choose from one of our paper colour options.
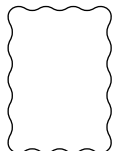
Arch   double-arch   Half-arch   wave

Applying these shapes to your design

- Use the 'paper texture' JPEG image found in the 'Paper options'
  folder which can be located in the designer kit, create a clipping
  mask using the die-cut line for saving your PNG files.
- Designs with stock photos must be on white with minimal text
  and artwork covering the image.
- If you choose to have any borders, please allow atleast 5mm
  from the edge of your card.
Note: No double borders are to be submitted for this design
challenge.
- Please use our die cut line as a guide to your chosen shape

PRINTING OPTIONS

Digital   and / or   White ink   and / or   Foil
                                                                                * 1 foil max

Design guidelines printing die cut cards:

Design guidelines for white ink and foil
- We recommend using white ink and foil fills and solids
sparingly
- White ink and foil should take up only 1/4 of the coverage
(no block areas)
- **Foil can only be used on our black and navy colored
stocks, all other stocks must be white ink or digital**
- Maximum of 1x foil
- Indicate foil areas with a separate spot colour / swatch.
Rename the spot colour swatch as the letterpress or foil
colour

Foil colours:
- Black; identify with colour code #231F20
- Silver; identify with colour code #BCBEC0
- Gold; identify with colour code #E2AD42
- Rose Gold; identify with colour code # DDA18A
- Copper; identify with colour code #CD6323

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SUBMISSION

PNG

Requirements;
- Save design as a high quality PNG from the template provided
- If your design has a white background, please leave the background layer white, Or you can change it to your chosen colour.
- Files size max 2 MB
- Each card is to be submitted in a separate PNG file

Submit designs through the Paperlust website on the design

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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 (Saving files) to upload onto the Paperlust website

SAVING & SENDING FILES

Please wait for email requesting files, before proceeding with saving and sending files

Log into your Google account / create a Google account

Create a folder in Google Drive, which includes the below files for each design;
- Illustrator file (.ai)
- Fonts (all fonts found within your design)
- Links (images)
- High quality image (.jpeg)

Steps to save the files outlined above
- In illustrator create a package by:
  File > Package (making sure all check boxes are selected)
- Repeat until each card has it's own packaged folder
- Select all folders and compress (right click)

Share the Google Drive folder with designs@paperlust.co
- Share the access to the folder with designs@paperlust.co
- Leave all design files in the drive until you have received an email from us.

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TIMEFRAME

Timeframe for loading designs into the platform

The current average time to convert our designs into the appropriate format takes processing, conversion and testing. We need to convert, select and test all editable layers are working correctly. Please expect the design to take around 4 weeks to get the design live once files are received at our end.