

HEY, HI, *Hello*

Welcome to your
Wedding Sign Design Challenge
instruction manual

Signs of Love

If you have any questions please:

- a. Review the Designer Essentials: paperlust.co/designer-essentials
- b. Contact us at designs@paperlust.co

1

ESSENTIAL TOOLS



Adobe Illustrator



Designer_Kit folder



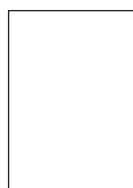
Your creativity



Web (submission)

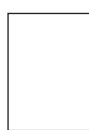
2

REQUIRED CARDS



Rectangle

1x Welcome Sign
(A1 rectangle, 594×841mm)



Rectangle



Arch



Wave

1x Bar Sign or Bar Menu
(A4, choose from rectangle, arch, or wave shape)

OPTIONAL CARDS

(strongly encouraged)

Directional Sign, Order of Events, Seating Chart, Guest Book Sign,
Cards & Gifts Sign, Reserved Sign, Table Numbers, Menu, Unplugged Ceremony Sign

3

DESIGN REQUIREMENTS & OPTIONS

More information: [page 4](#)



Template & layer
structure



Typography



Printing options



High-quality PNG file

4

SUBMISSION

More information: [page 4](#)

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

6

NEED HELP?



Need design inspiration?
[paperlust_co](#)



designs@paperlust.co

SIGNS OF LOVE

Create a family of wedding signs that helps guests navigate, gather, and celebrate on the wedding day. Typography, layout, color and clear information hierarchy should be the focus and your signs should adapt to Paperlust's sign templates and personalisation fields.

Illustration, graphic elements and photography are optional along with strong typography, color, and layout.

CHOOSE ONE VISUAL DIRECTION

A

PLAYFUL CELEBRATION

expressive type, colour, icons and conversational wording suited to bar and social areas

B

EDITORIAL & ELEGANT

refined typography, structured grids, generous spacing, bold hierarchy

Check out our moodboard for more reference

TIMELINE

Submissions open	Friday 2 October 2026
Submissions close	Monday 2 November 2026, 11:59pm AEDT
Public voting	Monday 26 October to Monday 2 November 2026 (closes 11:59pm AEDT)
Paperlust judging	Tuesday 3 to Friday 6 November 2026
Winners announced	Monday 9 November 2026

3

DESIGN REQUIREMENTS
& OPTIONS

TEMPLATE & LAYER STRUCTURE

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

- **Guideline layer:** contains guidelines to avoid design cut off. Hide this layer before you save PNGs for submission.
- **Non editable:** for all components of the design that can NOT be edited by the customer. For example; custom calligraphy, illustration, borders etc.
- **Editable:** this layer must ONLY contain content that CAN be edited by the customer. For example; text etc.
- **Background:** layer for background color, patterns, or graphics.
- **Die cut line:** The die line must NOT be removed or moved from Ai design files. Hide this layer before you save PNGs for submission.

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 text box. 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).

Tt

TYPOGRAPHY

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

- Minimum type size is 10pt.
- Guest should be able to read signs from a distance, make the welcome message, name and headings readable.
- Avoid typography that requires alternate glyphs, or big layout 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 (first and last name).

O
O
O

PRINT SETUP

Both signs are digital print only,
no foil, letterpress or white ink



Digital print

- 10mm **bleed** on all sides, artworks or background elements that touches the edge must be extended to the bleed area.
- Keep important content inside the safe zone to avoid it being cut off.
- For solid black colors (including text and strokes) use **C60 M50 Y50 K100**.
- All signs are one-side print.

4

SUBMISSION



PNG

Requirements:

- Hide the Guideline Layer and save each design as a high quality PNG straight from the template provided

- File 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 (paperlust.co/wedding-invitations-design-challenge).

5

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!
- The Paperlust design team then judges on design quality, cohesion across the set, legibility and information hierarchy, response to the brief, adaptability across products, technical readiness, originality and saleability.
- We will contact you with the results from the competition. If your design is selected, we will request the design files (Ai design files) to upload onto the Paperlust website.
- Please check the Timeline section for important dates.



SAVING & SENDING FILES

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

Create a folder for each sign containing:

- Illustrator file (.ai) with editable text
- Fonts (all fonts found within your design)
- Links (all images used in your design)
- 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 using your design name 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)