



DESIGNER KIT

Instruction manual

Hi and welcome to your Paperlust
Designer Kit.

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)

2

NEW TO PAPERLUST?

Send through JPEGs for approval to designs@paperlust.co before submitting packaged design files. Most of our designs are selected through design challenge process.

See our design challenge page and relevant designer kit to submit.

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CATEGORIES

**Required to submit at least a Save the Date, RSVP and Main invite for your designs to be featured on Paperlust*



*Wedding Invitation set



Baby shower / announcement



Bridal shower



Greeting cards / Christmas cards



Birthday invitations

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DESIGN REQUIREMENTS & OPTIONS

More information: page 3



Template & layer structure



Typography



Printing options



JPG
(PNG for die cut shapes)

4

SUBMISSION

More information: page 4

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WHAT'S NEXT

**Saving files - this section will be required if your design has been approved*



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 removed 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



1. White*



2. Kraft
*Digital print only



3. coloured paper



4. Print on wood

Applying this to your design

- White
 - Leave background blank or add a solid digital colour
- *Kraft
 - Use the 'Kraft.jpeg' in the designer kit and apply it to the background layer of your design. Use all black or all white ink.
- Coloured stocks
 - Choose your colour stock and apply it as a background to your design. Darker stocks must use white ink only.
- Wood
 - Use the wood textures in the designer kit and apply it to the background layer of your design

*Please note: If using kraft paper, design can be DIGITAL print ONLY.

PRINTING OPTIONS



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
- Letterpress should take up only 1/4 of the coverage
- Check your artwork for very thin lines, elements and terminals
- No type smaller than 8pt

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SUBMISSION



JPEG

Requirements:

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

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

Submit JPEGs of your designs to designs@paperlust.co

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WHAT'S NEXT?



VOTING & APPROVAL

- Once your design has been received, it will go through the review process.
- 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

- 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)

Sending files

- Send the compressed (zip) file as a WeTransfer
- Follow steps on www.wetransfer.com
- Send files to designs@paperlust.co
- No type smaller than 8pt

CONTACT



paperlust.co



designs@paperlust.co



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