



DESIGN SUBMISSION GUIDELINES

19 LA GRAVE SE GRAND RAPIDS, MI 49503 • 616.774.2448 • FAX: 616.774.4020 • www.designdesign.us

Design Design, Inc. is always interested in looking at design submissions. If you're interested in sending a submission, we're looking for the following Greeting Card and Product development categories: Everyday, Spring, Autumn and Holiday/Christmas designs.

Our Greeting Card Releases include Spring, Valentine's Day, Easter, St. Patrick's Day, Passover, Graduation, Administrative Professional's Day, Mother's & Father's Day, Halloween, Autumn, Thanksgiving, Christmas, Hanukkah, Jewish New Year, 2008 New Years designs. Everyday Designs include; various age/sex/gender Birthdays, Get Well, Bridal Shower/Wedding/Anniversary designs.

We also need designs that could be used for Paper Tableware, Gift Packaging and Hard Goods (ie: paper plates, paper napkins, ceramic plates & serving items, textiles and other various gift items) for Spring, Valentine's Day, Easter, Autumn, Holiday/Christmas and Everyday (ie: various age, sex/gender Birthdays, Bridal Shower/Wedding designs, Floral designs, Baby Shower, Get Well, Pool/Beach, 4th of July, Outdoor/Patio, Gardening designs, Gaming/Poker/"Family and/or Girls' Night Out", etc. to be used for Product development.

Your design submissions need to be current with today's trends whether traditional, contemporary, "hip-traditional" or have a whimsical feeling to them. Colors need to be compatible with the specific holidays (ie: Valentine's Day - lots of red, Easter - pastel colors, Christmas - lots of red, green, silver and gold, Birthday - colorful, use birthday icons, the art needs to "scream BIRTHDAY" and include "Happy Birthday" type on the art). If you are interested, please send your submissions to Design Design, Inc. (see below for who to send to). We prefer printouts, photocopies or tear sheets printed to the correct sizes (see below for product size information).

Our product collections and greeting cards will be designed and developed from designs that you submit and/or developed with our Creative Directors. If your design is selected, we will notify you by phone or email. All submissions need to be labeled with your name, address and phone number. The designs you submit will be saved, filed and reviewed periodically during the year for product development releases.

By submitting your work, you agree that Design Design, Inc. will not assume responsibility for damaged or lost submissions. If you would like your submissions returned, please include a self-addressed return envelope with the correct postage.

Please note, this is not a contract for actual art nor is there a guarantee that we will use your submission.

Mailing Address for all contacts: Design Design, Inc. / 19 La Grave S.E. / Grand Rapids, MI 49503

Greeting Cards and Stationery, please send to:

- Susan Birnbaum: Creative Director (Greeting Cards) 616-771-8359 susan.birnbaum@designdesign.us

Greeting card and stationery items: preferred in a vertical 5" X 7" greeting card format (copy or text submissions are welcome but not required)
Christmas photo frame borders: 5" X 7" horizontal designs; Laser paper: 8.5" X 11" vertical designs

Text, please send to:

- Rebecca Cooper: Editor rebecca.cooper@designdesign.us

Text submissions may be sent either by regular mail or email. Regular mail submissions should be printed on standard 8.5" x 11" white paper. Please include only one occasion per sheet, and include your name, address, phone number, and email address on each sheet. Do not allow text to flow to the next page in the middle of a greeting. Each page should end with a complete greeting. (Assume that no matter how many pages you send, the pages will not stay together.) Email submissions should follow the same rules, with page breaks separating occasions and contact information on each page. Submissions will not be returned or acknowledged. Receipt notification attachments to email submissions are encouraged.

Paper Tableware, Gift Packaging, Ceramic Serveware, and other various Gift Items, please send to:

- Tom Vituj: Creative Director (Product Development/Surface Design) 616-771-8319 tom.vituj@designdesign.us

Plates: dinner - 10.5" round or square, dessert plate - 8" round or square
Napkins: beverage - 5" X 5", luncheon - 6.5" X 6.5" and guest towels - 4.25" X 7.75"
Gift packaging: gift wrap - 8.5" X 11" printouts are fine, tote bag - 8" X 10"

For production of paper tableware and gift packaging, we try to keep to 6 individual PMS colors OR 4 color process plus 2 PMS colors for production.

If a design is selected for other items such as ceramics, textiles, etc., we will work with you on the design and layout for each specific item.

Suggested Color Palette Product Colors: Red - PMS 200 Pink - PMS 223/PMS 232 Orange - PMS 1505 Yellow - PMS 109 Magenta - PMS 205 Blue - PMS 311/PMS 280 Aqua - PMS 7464/PMS 7465 Purple - PMS 2587/2635 Brown - PMS 731 Green - PMS 390/PMS 389/PMS 376/PMS 364

Baby/Wedding Colors: Pink - PMS 2365 Blue - PMS 290 Yellow - PMS 607 Lavender - PMS 263 Aqua/Pale green - PMS 566

Thank you for your interest in Design Design, Inc. and we look forward to hearing from you.

Tom Vituj / Susan Birnbaum

Creative Directors

Design Design, Inc.

Designing ways to express yourself™