

Saloni M. Dangarwala
Swatch Book
Process Book

Production Design | GRDS 358
Paper Swatchbook

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NOTES:

- Objective:** Conceptualize and develop a design for a special edition paper swatchbook with strong historical reference, which will showcase various samples of paper types, specifications, availability, certifications, and other informational material. The Swatchbook will require various technical and informational elements in both the creation of the digital file and the final output piece.
- Process:** Research various paper manufacturers to explore various types of papers, finishes, weights, etc. Complete brainstorming exercises to develop a concise concept for the swatchbook.
- Develop a mind-map and narrative to form creative direction for your creative brief. Be sure your idea places emphasis on a unique approach to showcasing paper. Gather a collection of images and type specimens which you feel will portray your concept and design direction.
- Create format sketches for each portion of the swatchbook, showcasing each step of the folding/opening process.
- Technical Requirements:** Each invitation must contain the following:
- at least 3 folds
 - at least one perforation
 - at least 3 forms of special finishes (varnishes, diecuts, relief, embossing, foil stamp, surface textures, etc.)
 - at least two binding methods
 - at least 25 paper samples swatches (at least 5 variable weights and 5 variable finishes)
 - digital files completed with appropriate indicators, layers, file types, color mode, resolution.
- Informational Requirements:** Swatchbook must contain the following:
- at least 2 tables containing paper specifications (physical properties) and availability.
 - Environmental Specifications and Consumer Awareness
 - Production Notes and Credits
 - Availability of envelopes and specifications
 - Logos of certifications
- Submission:** All design layout will be completed in InDesign, files will be Packaged and PDFs will be created for output. PDFs must include Marks and Bleeds, Slug Area, and All Layers must be visible.
- A folder named SCADid_invitations must contain both invitation packages and all PDFs and but submitted into the Dropbox at the start of class on the due date.
- Your swatchbook must be printed, assembled, and presented on the second to last class of the course.

Creative Brief

Client

Neenah Papers

Goal

The goal is to make a special edition swatch book, which would be delivered to the professionals in the field of graphic design and those who deal with production on paper so as to create a long lasting impact on the minds of the target audience and always turn to Neenah papers for anything related to print.

Message

The message is to introduce the target audience with the special edition edition swatch book and to grab their attention so that they would always select Neenah papers for any kind of printing concerning with paper as being the medium.

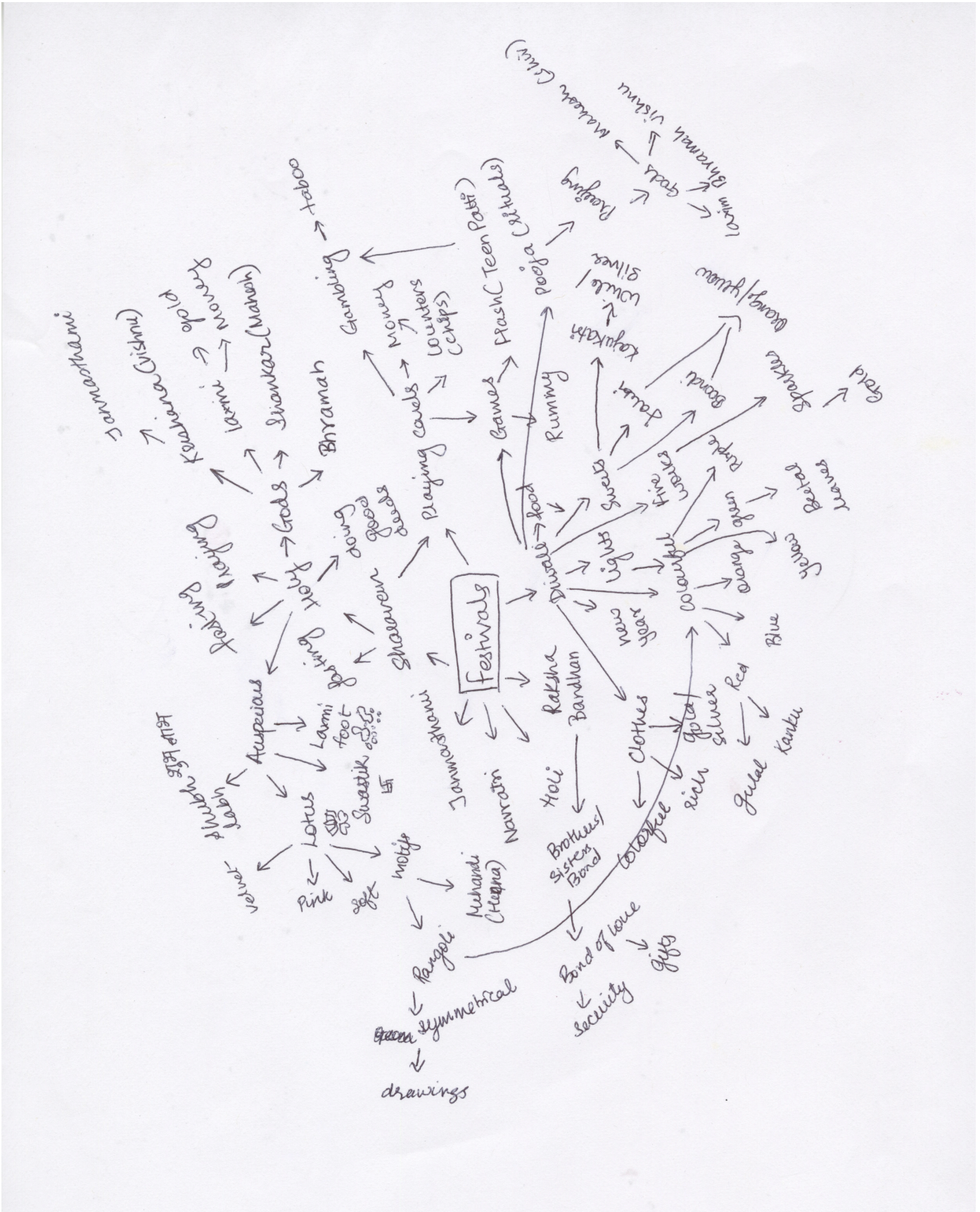
Target Audience

The target audience would be professional in the fields of design who the loyal customers of Neenah papers, and also those other prospective design clients in order to build a stronger clientele.

Purpose

The swatch book should be such that it lasts for a long time. It has to be handy, at the same time it's got to get the attention of the client, to whom the swatch book is being sent.

Mind map



Research

Indian Festivals

India is a culturally diverse country and hence it has a large number of festivals. However many of the Indian festival fall after the on set Sharavan.

Sharavan is a month of the Hindu calendar. In India's national civil calendar, Sharavan is the fifth month of the Hindu year, beginning in late July and ending in the third week of August. Sharavan begins with the Sun's entry into Leo. In lunar religious calendars, Sharavan begins on the new moon and is the fifth month of the year.

Sharavan is considered to be a holy month in the Hindu calendar due to the many festivals that are celebrated during this time. Krishna Janmashtami, marking the birth of Krishna, falls on the 8th day after the full moon and is celebrated with great pomp across the world



Legend believe that when the churning of oceans - Samudra Manthan - took place in the month of Sharavan, fourteen different types of rubies came out. Thirteen of these were distributed amongst the demons, except Halahal (poison). Lord Shiva drank the Halahal and stored it in his throat. Hence the name Neelkantha (meaning blue throat) is attributed to Shiva. To reduce the strong effect of poison, Lord Shiva wore the crescent moon on his head. All the Gods, thereafter started offering the Ganges water to Lord Shiva to make lessen the effect of poison. Since, this happened in the month of Sharavan, since then the Shiva devotees offer the Ganges water

in this month. It is considered highly auspicious to wear a rudraksha in Sharavan month. As, Mondays or Somvars of Sharavan month are specially observed with austerity. All Mondays are devoted to the worship of Shiva as this day is sacred to Lord Shiva. No other Mondays of other months are so greatly honored. The belief is that in Sharavan month, offering milk to Lord Shiva earns a lot of punya.

It is believed that, worshiping Sharavan Mahadev during Sharavan is considered more powerful than during normal days. Each Monday of this month, known as Sharavan Somvar, is a special day .

On Tuesdays and Fridays women observe very stringent fasts, known as Mangla Gauri Vrata to get rid of inauspicious omens and Varalakshmi Vrata for general all-round prosperity. **Other important festivals that confers upon Shraavan Maas the sanctity that it enjoys are the following: Hariyali Amavasi, Hariyali Teej, Nag Panchami, Rakshabandan and Sri Krishna Janmashthami.**

For the spiritual seeker, Sharavan Maas is a month of tremendous cleansing in both body and mind, through rigorous fasting and abstinence from the sensual delights of this world.

Having gone through this cleansing process by fasting, the devotee can, together with prayer, meditation, pooja, dhaan, satsanga, swadhyaya and a host of other spiritual practices feel the presence of the Divine within and without, which is the summum bonum of being born as a human in this world.

Scientific Causes , Some medical practitioners believe that fasting during the month of Sharavan is good for health. When the rains start pelting, sunlight is scare and this slows down the digestive system. It is good to eat food that is very easy to digest. That is why, many Hindus follow a strict vegetarian diet during the month of Sharavan. Fasting also has de-toxifying effect on the digestive system. This is a natural protection against water borne diseases that are common during this period of the year.

Janmasthami

Janmashtami, the birth of Lord Krishna is celebrated with great devotion in the August/September months, on the Ashtami of Krishna Paksh or the 8th day of the dark fortnight in the month of Bhadon, in the whole of north India. Temples and homes are beautifully decorated and lit. An attractive feature of the celebrations are cribs & other decorations depicting stories of Lord Krishna's childhood. There are five main "Jhankis" of Janmashtami which depict the entire sequence of events from Lord Krishna's birth to his being discovered in Gokul.



The "Jhankis" include the birth of Krishna in jail, Vasudev carrying Krishna to safety across the river Yamuna amidst thunder and lightning, Vasudev's return to the jail, Kansa killing Yashoda's daughter and finally the little Krishna in the cradle in Gokul. "Jhankis" are created out of dolls dressed up as kids, men and women with lehngas, chunnis, dhotis & kurtas. Raslila of every type are also performed – Janmlila, Shankarlila, Putnalila and Naglila. In the evening bhajans are sung which end at midnight, the auspicious moment when Lord Krishna was born.

Thereafter arti is done, prasad distributed and flowers showered on the idol.

Teen patti and Janmashtami have a historical connect!

In ancient times in Indian history, gambling, drinking, promiscuous relations and exhibition of wealth were not considered a taboo for the elite class of society.

And later these practices began to penetrate the higher middle and lower classes. "Lord Krishna came in at this point to curb the proliferation of these practices on a larger scale. And if the social discipline has to be maintained for long period, a few deviants are a must," said Dr. Leena Badshah, a sociologist.

"In this context, the entire society is given a legitimate leeway to experiment with a few prevalent taboos like gambling during this phase. And hence, once the celebration of the festival is over, the society gets back to routine chores," she added.

"Gambling, drinking, promiscuous relations and exhibition of wealth - these four elements first picked up and propelled in our civilisation during the reign of Kansa - king of Mathura," said Dr. Naresh Ved, ex-vice chancellor of Gujarat University. "And Lord Krishna symbolically destroyed these social evils by killing Kansa.

And this history repeats itself even today. A similar atmosphere of euphoria over gambling and drinking emerges on the social scene prior to Lord Krishna's birth and it all begins to subside to a non-significant scale once the Janmashtami is celebrated," Dr. Ved said. "Lord Krishna is seen as a flow of unrestrained energy which teaches us to break free from social taboos and live life naturally though it may call for aberrations and deviations," said Dr. Gaurang Jani, a sociologist. "And hence many practices which are usually banned become socially acceptable if they are linked with Krishna," he stated.

Diwali

Deepawali or Diwali is certainly the biggest and the brightest of all Hindu festivals. It's the festival of lights (deep = light and avari = a row i.e., a row of lights) that's marked by four days of celebration, which literally illumines the country with its brilliance, and dazzles all with its joy. Each of the four days in the festival of Diwali is separated by a different tradition, but what remains true and constant is the celebration of life, its enjoyment and goodness.



Historically, the origin of Diwali can be traced back to ancient India, when it was probably an important harvest festival. However, there are various legends pointing to the origin of Diwali or 'Deepawali.' Some believe it to be the celebration of the marriage of Lakshmi with Lord Vishnu. Whereas in Bengal the festival is dedicated to the worship of Mother Kali, the dark goddess of strength. Lord Ganesha, the elephant-headed God, the symbol of auspiciousness and wisdom, is also worshiped in most Hindu homes on this day. In Jainism, Deepawali has an added significance to the great event of Lord Mahavira attaining the eternal bliss of nirvana. Diwali also commemorates the return of Lord Rama along with Sita and Lakshman from his fourteen year long exile and vanquishing the demon-king Ravana. In joyous celebration of the return of their king, the people of Ayodhya, the Capital of Rama, illuminated the kingdom with earthen diyas (oil lamps) and burst crackers

The Four days of Diwali, each day of Diwali has its own tale, legend and myth to tell. The first day of the festival Naraka Chaturdasi marks the vanquishing

of the demon Naraka by Lord Krishna and his wife Satyabhama. Amavasya, the second day of Deepawali, marks the worship of Lakshmi, the goddess of wealth in her most benevolent mood, fulfilling the wishes of her devotees.

The Tradition of Gambling, The tradition of gambling on Diwali also has a legend behind it. It is believed that on this day, Goddess Parvati played dice with her husband Lord Shiva, and she decreed that whosoever gambled on Diwali night would prosper throughout the ensuing year. Diwali is associated with



wealth and prosperity in many ways, and the festival of 'Dhanteras' ('dhan' = wealth; 'teras' = 13th) is celebrated days before the festival of lights.

The usual practice followed by people for celebrating Diwali is decorating the house with lights and other things like flowers and diyas. Many also draw a rangoli which is the folk art of India, Typically consisting of bright colors, rangoli is a decorative design made in living rooms and courtyard floors during Hindu festivals . They are meant to be sacred welcoming areas for the Hindu deities. Rangoli designs can be simple geometric shapes, deity impressions, or flower and petal shapes (appropriate for the given celebrations), but they can also be very elaborate designs crafted.

Lotus Motif

In Vedic scripture, the body of Lord Krishna, an incarnation of Lord Vishnu, is described as being like a bluish new-grown lotus flower.



One of the eight auspicious symbols of Indian classical art, the Purankalsa Purnakalasa symbolizes abundance and creativity, and depicts overflowing foliage consisting of lotus buds, lotus flowers and lotus leaves. The motifs of Purankalsa are found inside the legendary Taj Mahal, which some believe to be an ancient hindu Temple rebuild by the Muslims, where the lotus is the prominent motif.



In many spiritual traditions, lotus flowers are especially sacred as an offering to the divine.

The lotus also represents purity and non-attachment, and is a symbol of Bhakti or love for God. Most people let their love flow towards the mundane world. But a devotee redirects his love only towards God, who resides with in one's heart. Though **God is present everywhere, it is in the heart**, our spiritual centre, that



He manifests as Param-Atma or the Supersoul. The heart of the devotee is the 'Lord's temple room.

Thus, **the Lotus represents the heart**. It is not the physical heart but the **spiritual heart** that the lotus represents. Mahanarayana Upanishad says, 'In the citadel of the body, there is the small sinless and pure lotus of the heart which is the residence of the Supreme.

Lotus is also used as a very **dominant motif** in most of the **Indian folk designs like the henna, rangoli etc.** Apart from it being used as a religious symbol it is also **used in the Indian street art.**

Conclusion

The Swatch book is thus inspired from these various events that take place in the festivals and it's significance. The lotus motif is the most sacred and hence what better representation of Indian culture than the Lotus itself. The Colors of the swatches are inspired by the festival of lights, and the many events that take place during the onset of the festival, so are some of the names of the swatches.

Concept

Concept

To make a swatch book around the theme of Indian festivals and the activities that take place during the course of the festivals.

Idea

To make a special edition swatch book which would come along with a set of playing cards and the counters(chips). The design of the Swatch book will be inspired from these various events that take place in the festivals and it's significance. The lotus motif is the most sacred and hence what better representation of Indian culture than the Lotus itself.

Target audience

The target audience would be professional in the fields of design who the loyal customers of Neenah papers, and also those other prospective design clients in order to build a stronger clientele.

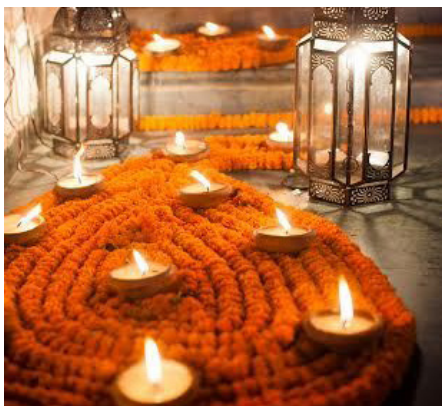
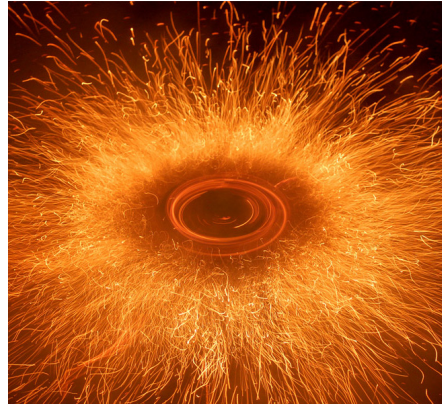
Sold where?

It would be sent to the existing customers as a promotional gift, it would be sent during the month of Diwali August-September.

Visual Research

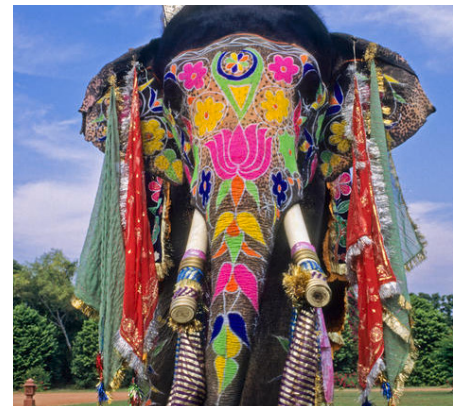
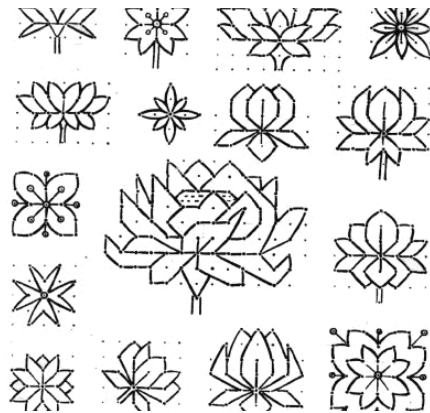


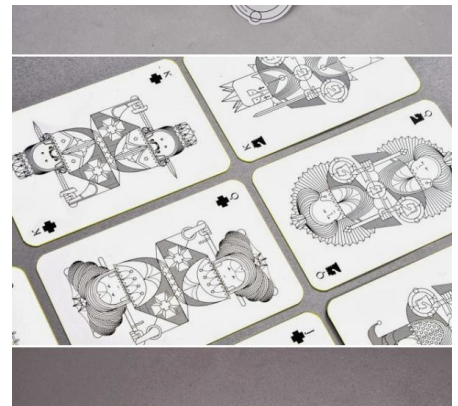
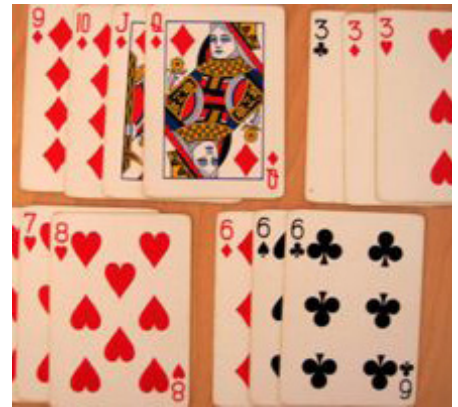


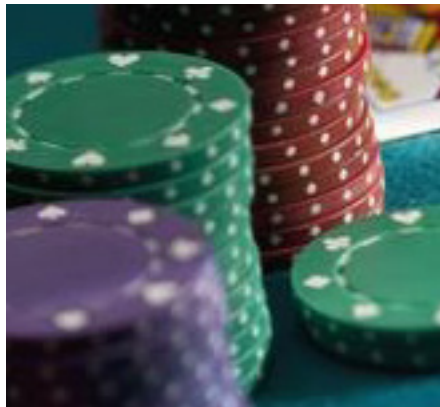
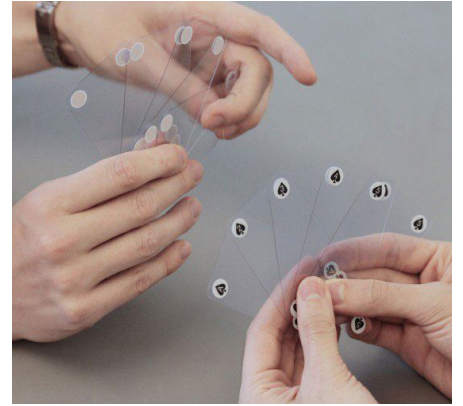


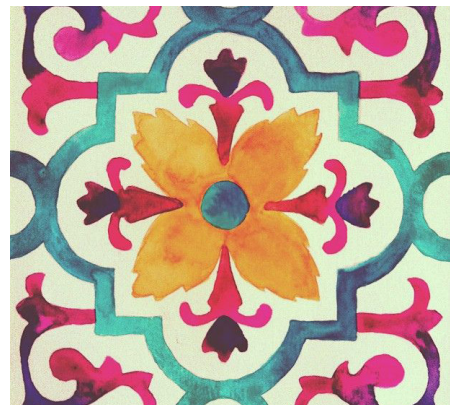


Inspiration Images

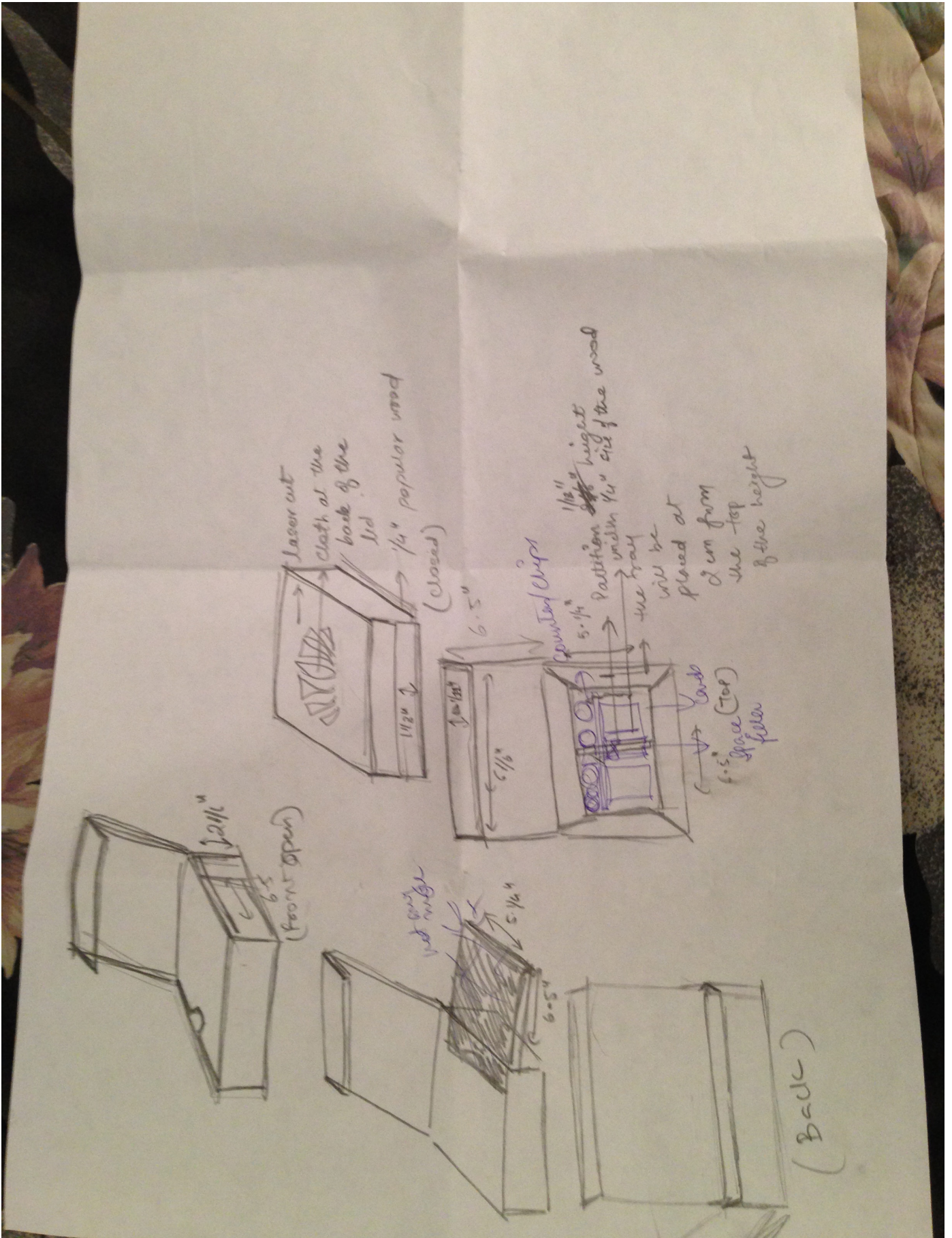




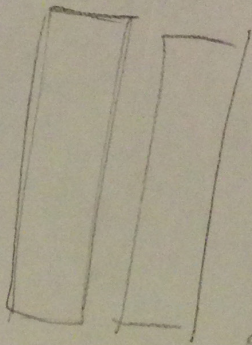




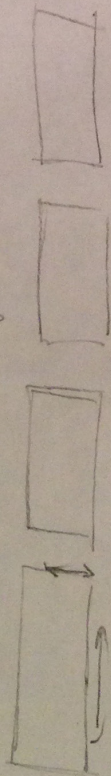
Sketches



1/4" thick poplar wood.



1. Cut wood the the highest height

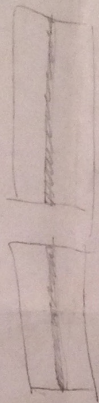


6.5" x 2.5"

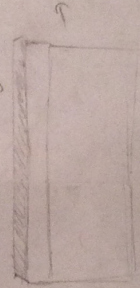
2. need to move for the flap front & back

miter saw soft + compound miter saw.

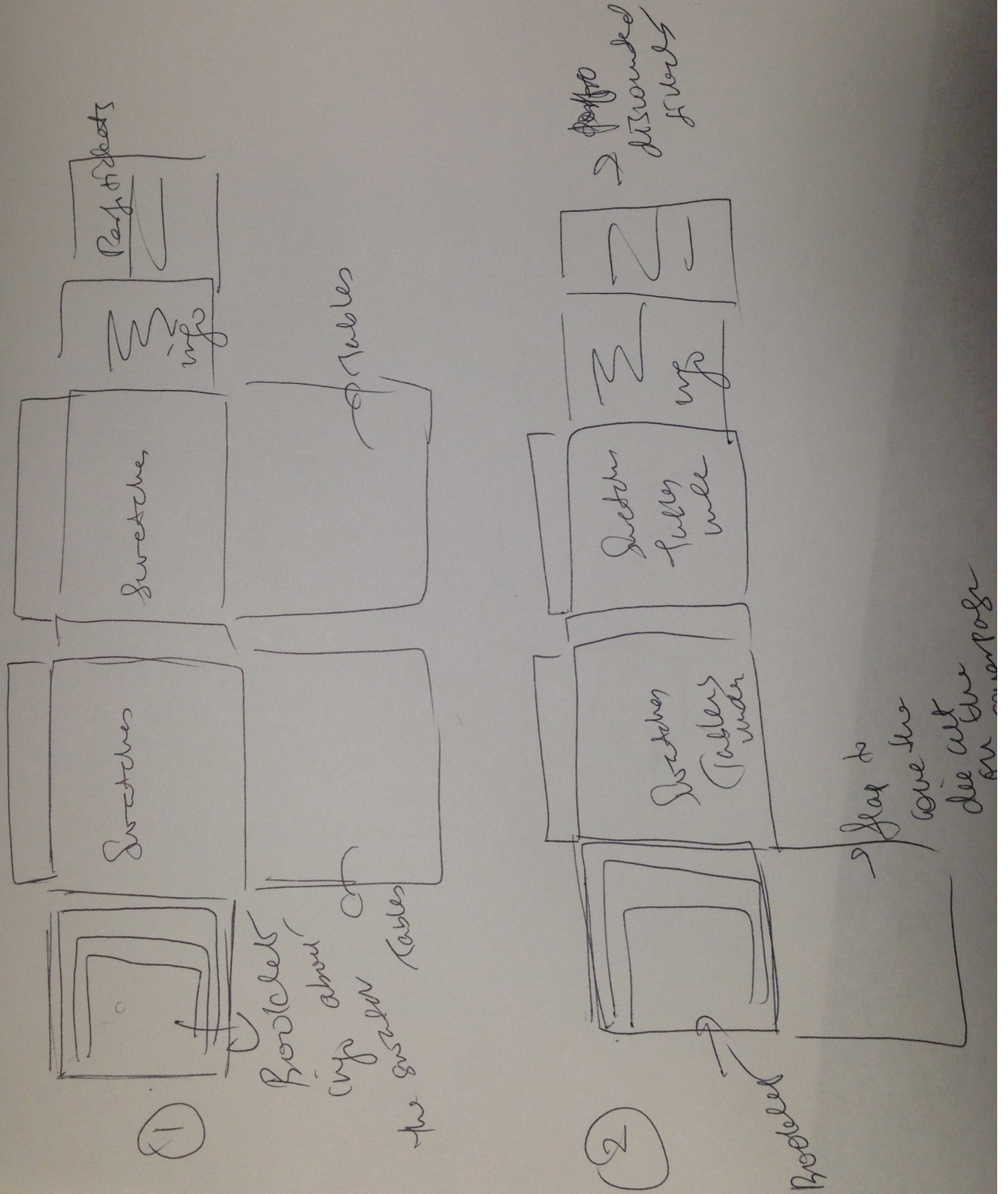
- All four sides



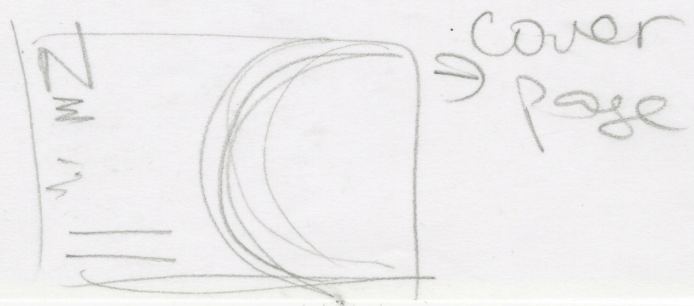
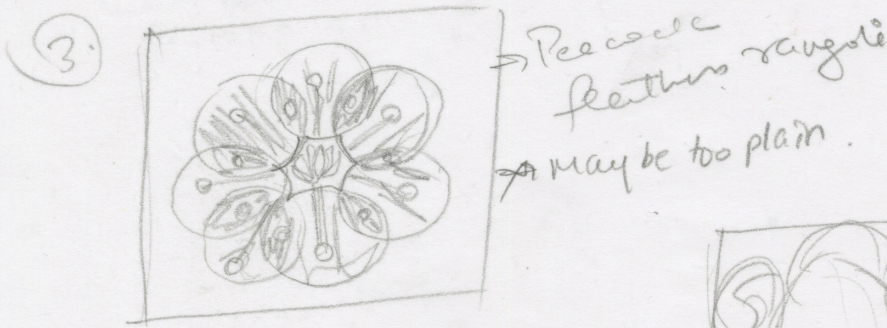
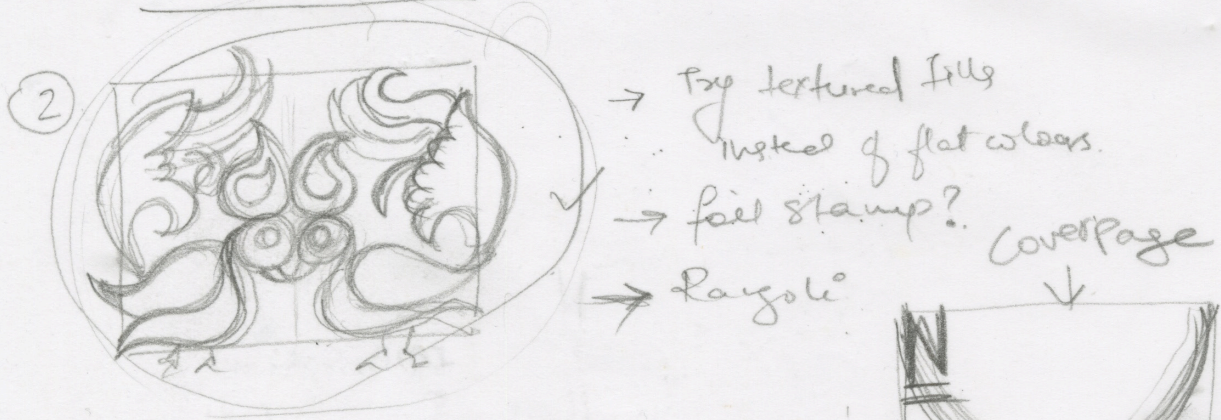
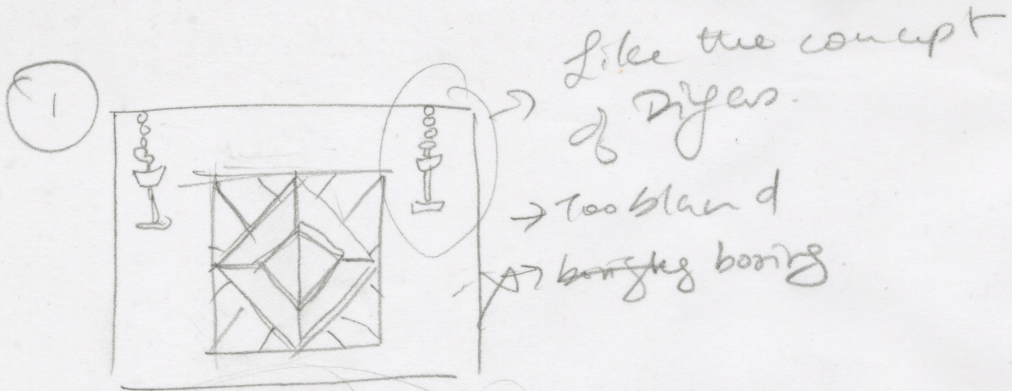
need cut it at an angle



As the part of wood goes to be layed on top of it -> glue it don't need to use glue



Revised Sketches



Typeface choices

• Avenir LT Std 35 Light

FESTIVE COLLECTION

• Avenir LT Std 35 Light Oblique

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• Avenir LT Std 45 Book

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• Avenir LT Std 45 Book Oblique

FESTIVE COLLECTION

• Avenir LT Std 55 Oblique

FESTIVE COLLECTION

• Avenir LT Std 55 Roman

FESTIVE COLLECTION

• Avenir LT Std 65 Medium

FESTIVE COLLECTION

• Avenir LT Std 65 Medium Oblique

FESTIVE COLLECTION

• Avenir LT Std 85 Heavy

FESTIVE COLLECTION

• Avenir LT Std 85 Heavy Oblique

FESTIVE COLLECTION

• Avenir LT Std 95 Black

FESTIVE COLLECTION

• Avenir LT Std 95 Black Oblique

FESTIVE COLLECTION

◦ Frutiger LT Std 45 Light

FESTIVE COLLECTION

◦ Frutiger LT Std 46 Light Italic

FESTIVE COLLECTION

◦ Frutiger LT Std 47 Light Condensed

FESTIVE COLLECTION

◦ Frutiger LT Std 55 Roman

FESTIVE COLLECTION

◦ Frutiger LT Std 56 Italic

FESTIVE COLLECTION

◦ Frutiger LT Std 57 Condensed

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◦ Frutiger LT Std 65 Bold

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◦ Frutiger LT Std 66 Bold Italic

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◦ Frutiger LT Std 75 Black

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◦ Frutiger LT Std 76 Black Italic

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◦ Frutiger LT Std 77 Black Condensed

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◦ Frutiger LT Std 87 Extra Black Condensed

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◦ Frutiger LT Std 87 Extra Black Condensed	FESTIVE COLLECTION
◦ Frutiger LT Std 95 Ultra Black	FESTIVE COLLECTION
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- ◊ Helvetica Neue LT Std 23 Ultra Light Extended
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- ◊ Helvetica Neue LT Std 23 Ultra Light Extended Oblique
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- ◊ Helvetica Neue LT Std 25 Ultra Light
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- ◊ Helvetica Neue LT Std 26 Ultra Light Italic
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- ◊ Helvetica Neue LT Std 27 Ultra Light Condensed
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- ◊ Helvetica Neue LT Std 33 Thin Extended
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- ◊ Helvetica Neue LT Std 35 Thin
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- ◊ Helvetica Neue LT Std 86 Heavy Italic
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- ◊ Helvetica Neue LT Std 87 Heavy Condensed
FESTIVE COLLECTION
- ◊ Helvetica Neue LT Std 87 Heavy Condensed Oblique
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◦ Helvetica Neue LT Std 93 Black Extended Oblique
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◦ Helvetica Neue LT Std 73 Bold Extended
FESTIVE COLLECTION

◦ Helvetica Neue LT Std 73 Bold Extended Oblique
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◦ Helvetica Neue LT Std 75 Bold
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◦ Helvetica Neue LT Std 75 Bold Outline
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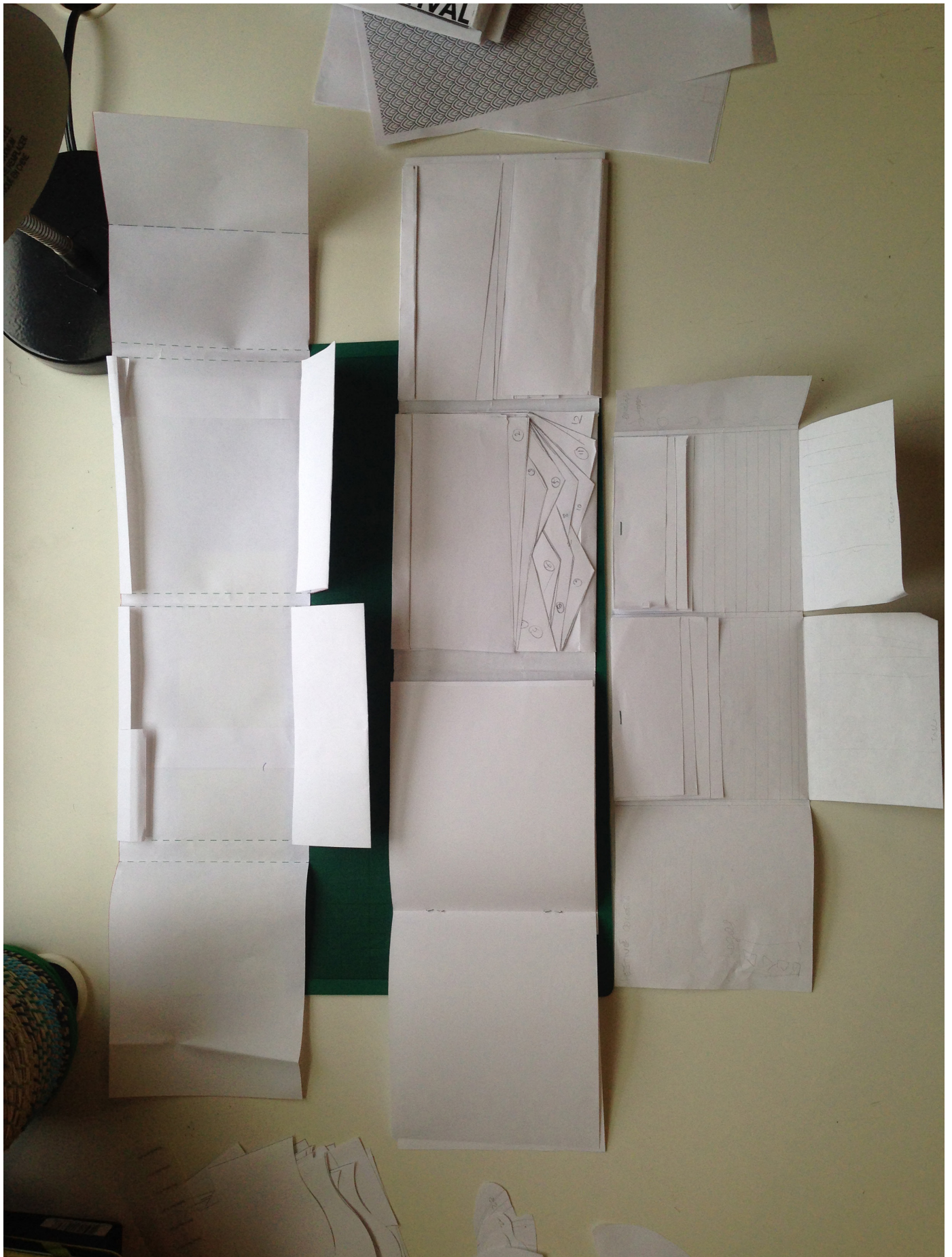
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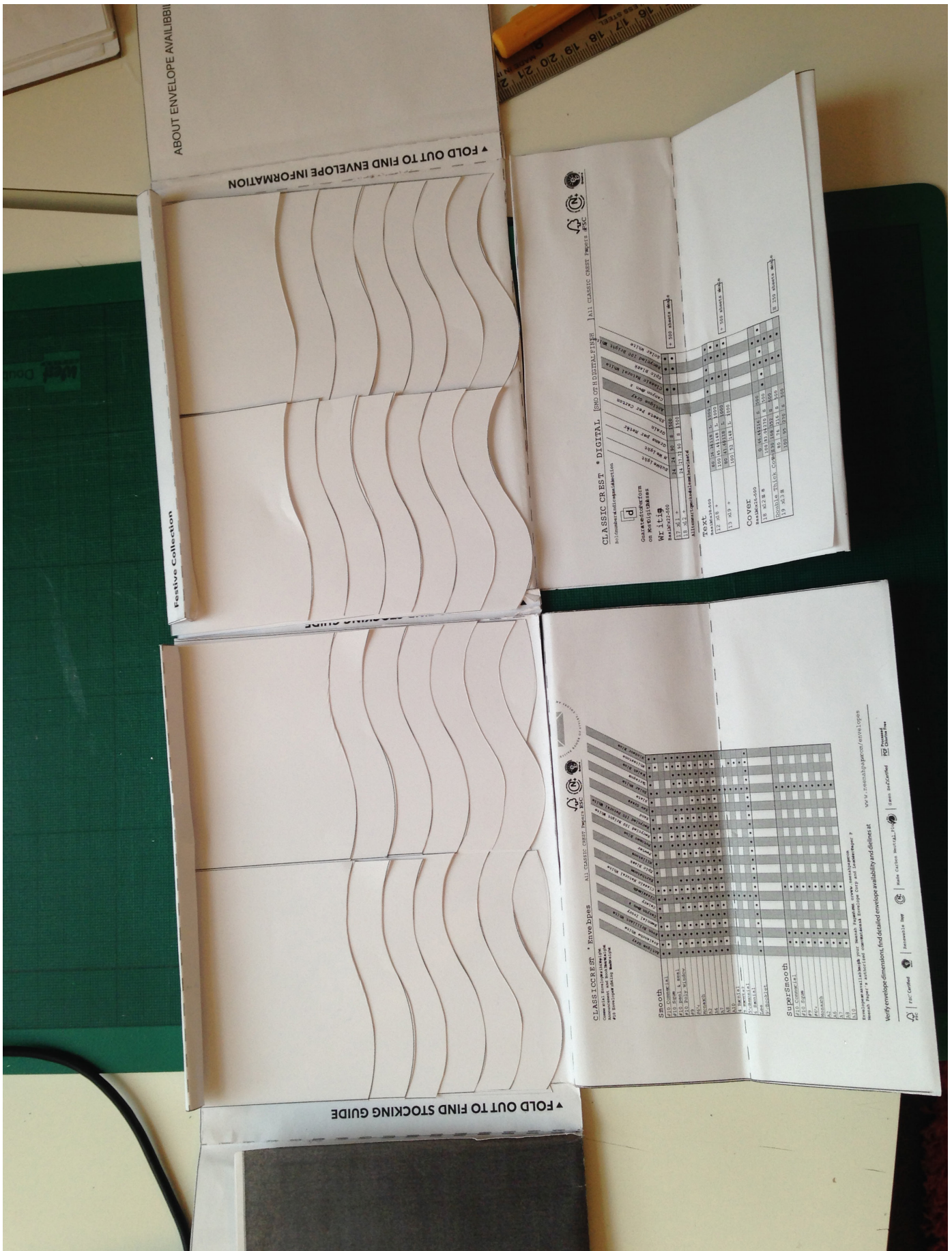
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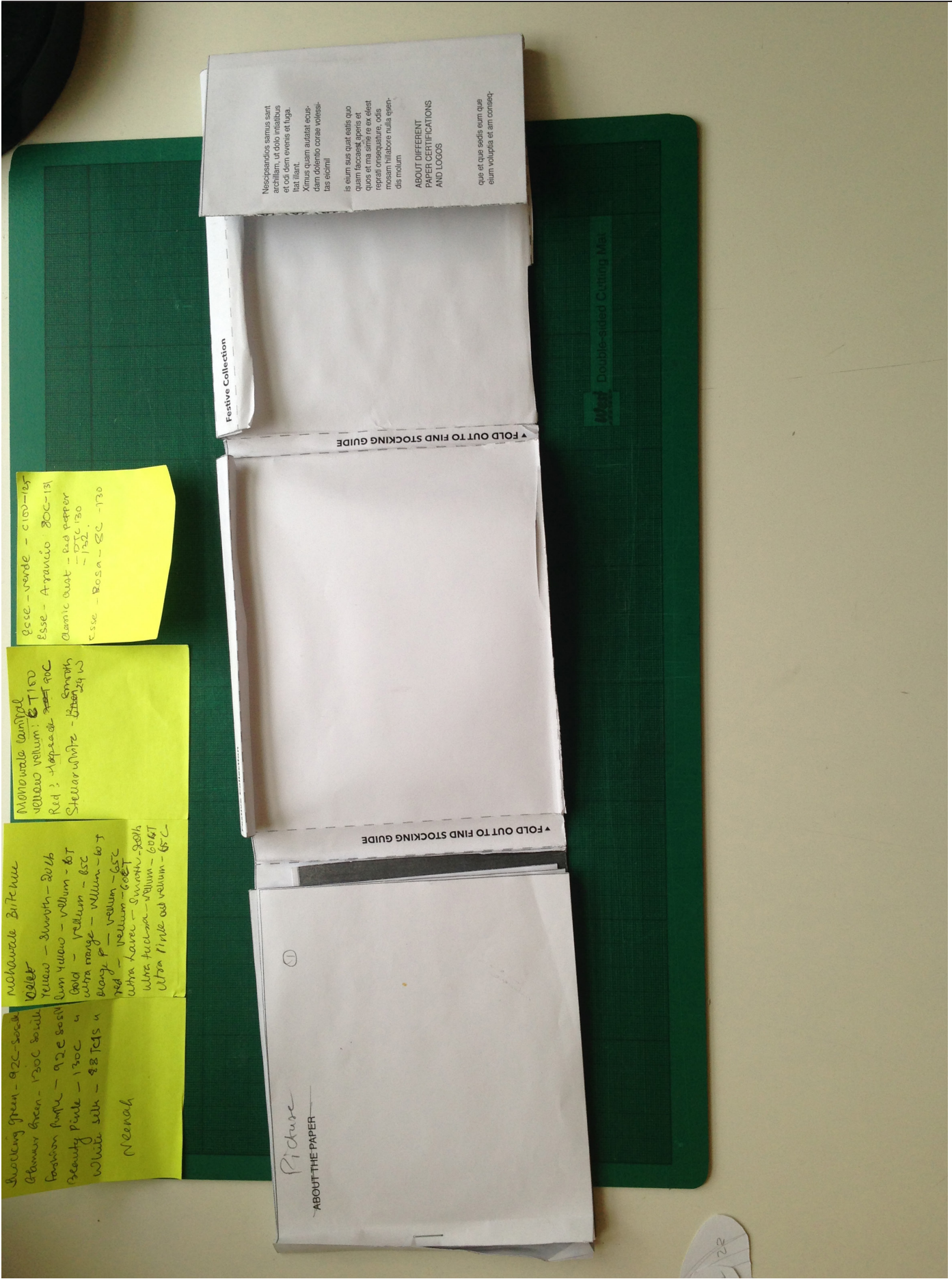
◦ Helvetica Neue LT Std 85 Heavy
FESTIVE COLLECTION

◦ Helvetica Neue LT Std 86 Heavy Italic
FESTIVE COLLECTION

Dummies







Swirling green - 92C - 806B
 Glamour Green - 120C 806B
 Fashion Purple - 92E 806B
 Beauty Pinkie - 130C u
 White silk - 83 Tels u
 Nearah

Mohawale Britence
 Yellow - 3000th - 806b
 Sun yellow - vellum - 81T
 Gold - vellum - 82C
 ultra orange - vellum - 60T
 orange p - vellum - 65C
 red - vellum - 60ET
 ultra lavender - Swasth - 806b
 ultra turquoise - vellum - 606T
 ultra pink and vellum - 65C

Monowala lamppl
 vellum vellum: 811D
 Red? - 1000000
 Stellar white - 8000000

esse - verde - 1100-125
 esse - Arancio 80C-131
 classic aurt - 800 pepper
 - 120C 130
 esse - Rosa - 82C - 130

Picture
ABOUT THE PAPER

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Festive Collection

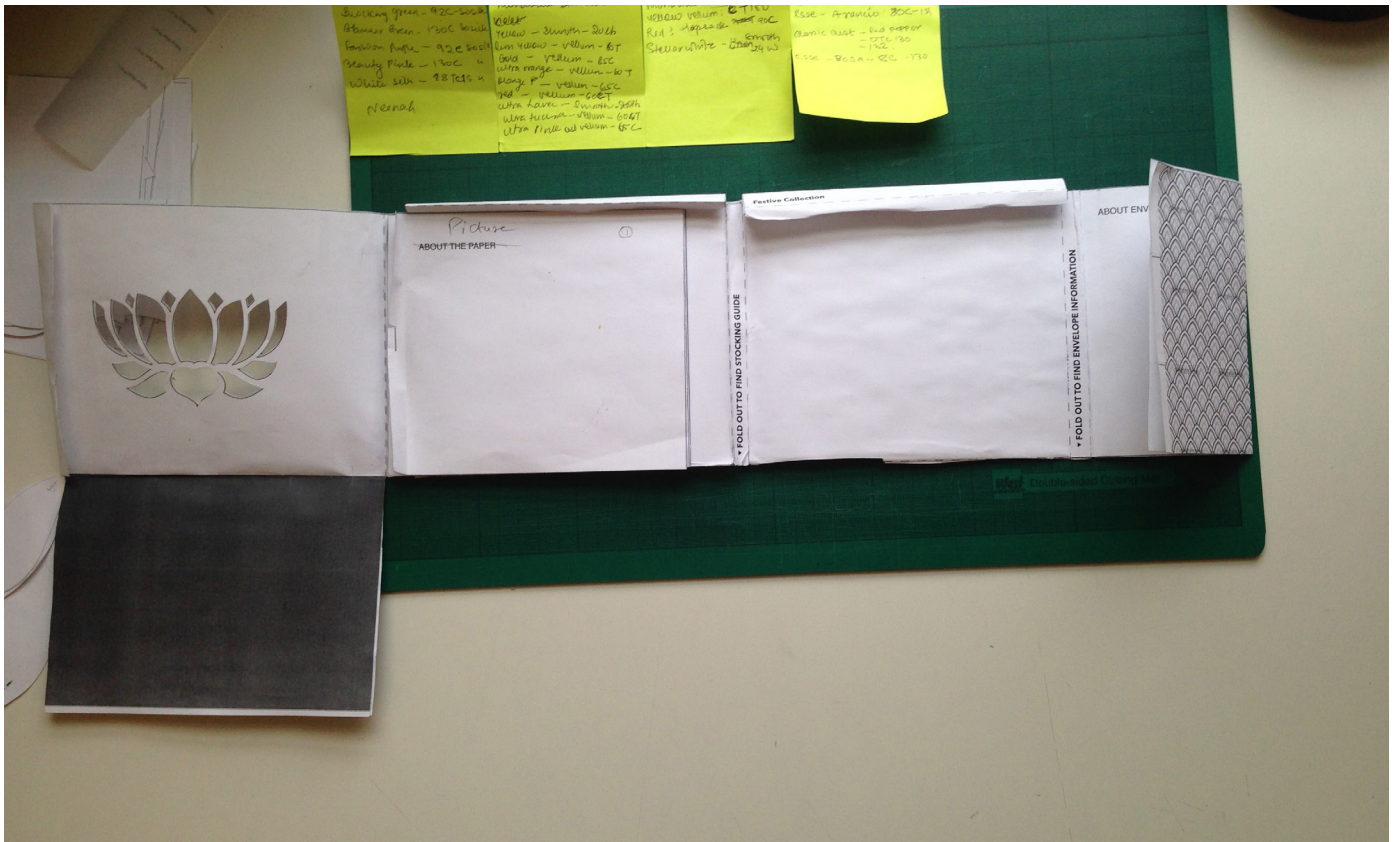
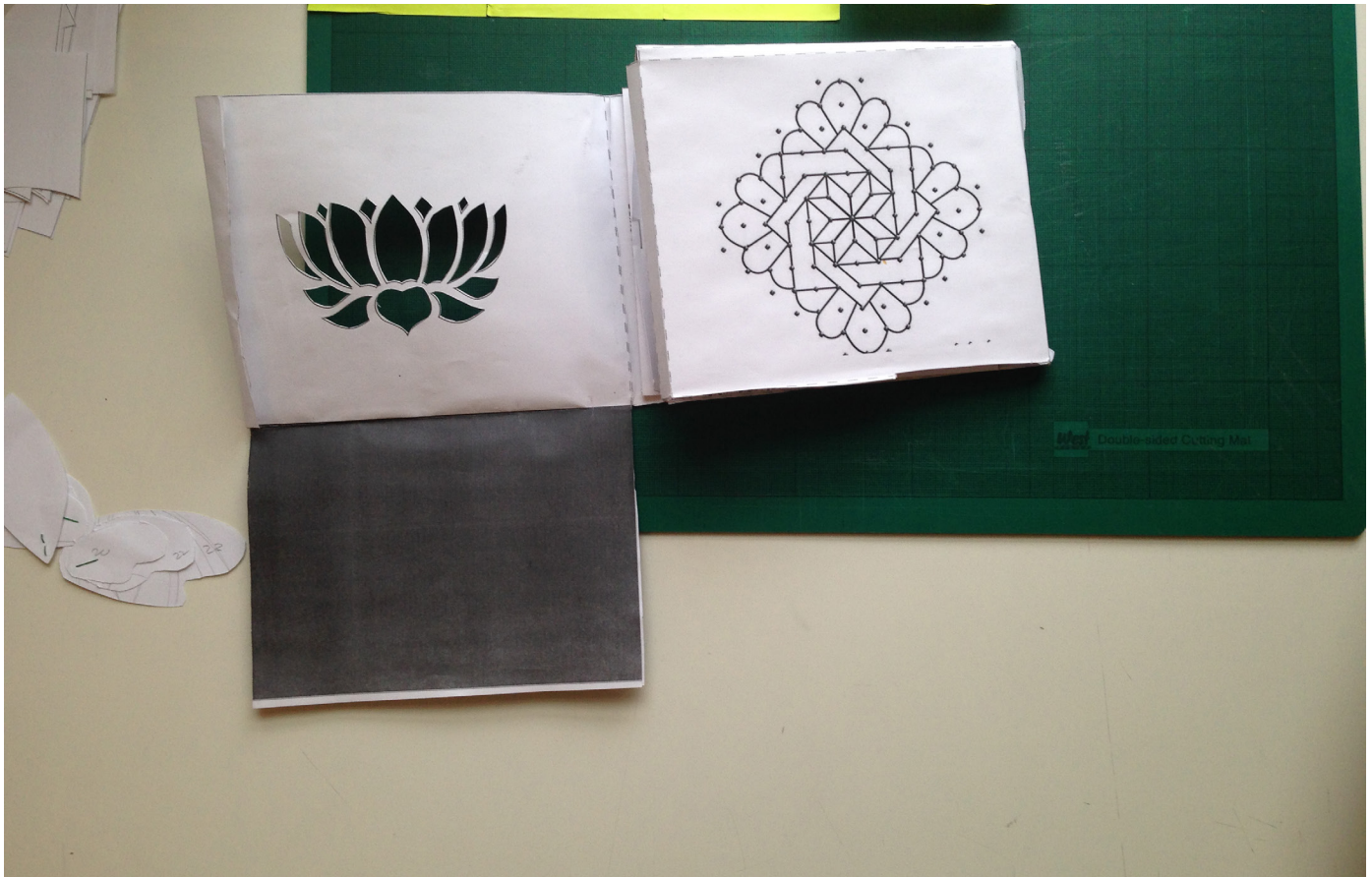
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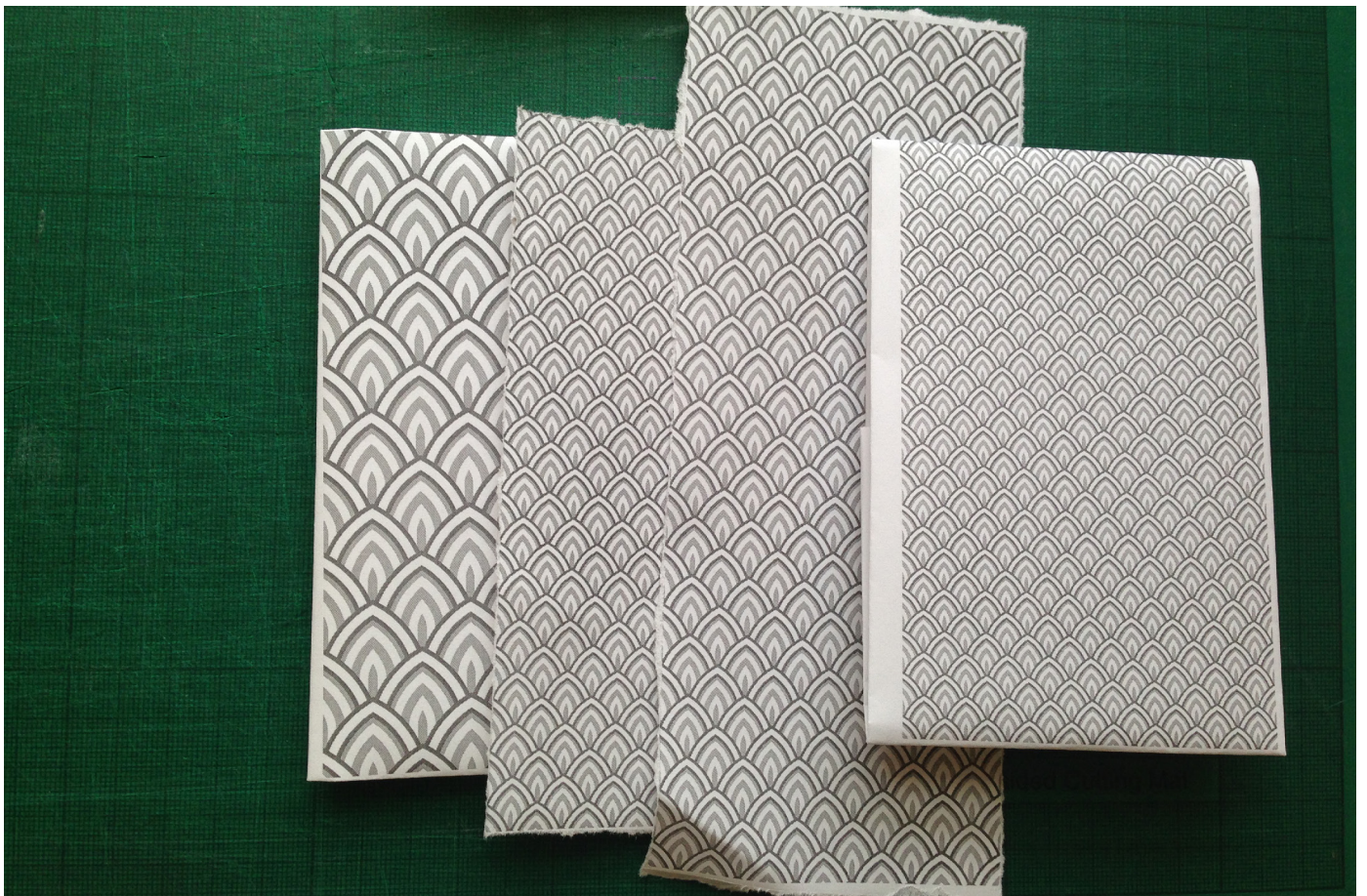
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Mat Double-sided Cutting Mat

22







FESTIVE® Metallic Collection

Metallic Collection
 A new level of creativity, inspired by the festive of light, our metallic colors offer texture and different weight options. All Festive® collection paper.

Lavender 105C (200 gsm)
 Indigo 153C (200 gsm)
 Peacock Blue 153C (200 gsm)
 Green Leaf 70T (200 gsm)
 Royal Yellow 105C (200 gsm)
 Jalebi Orange 92C (200 gsm)

Noisy Red 105C (200 gsm)
 Soft Pink 105C (200 gsm)
 Peaceful White 150C (200 gsm)
 Chiroli White 92C (200 gsm)
 Laxmi Gold 92C (200 gsm)
 Sauf Green 92C (200 gsm)

Earth 92C (200 gsm)

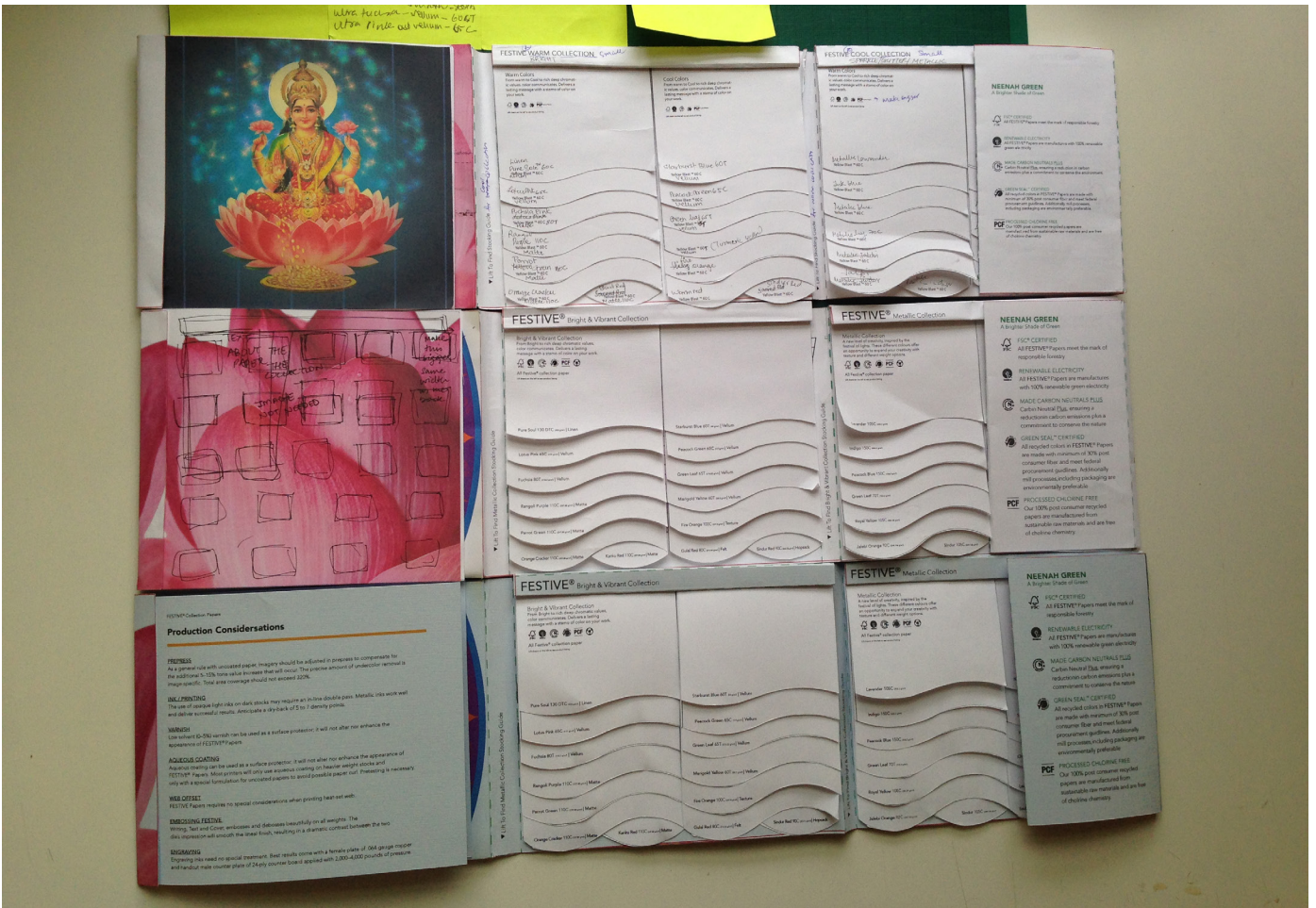
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PAPER FESTIVE COLLECTION TEXT COVER AND ENVELOPS

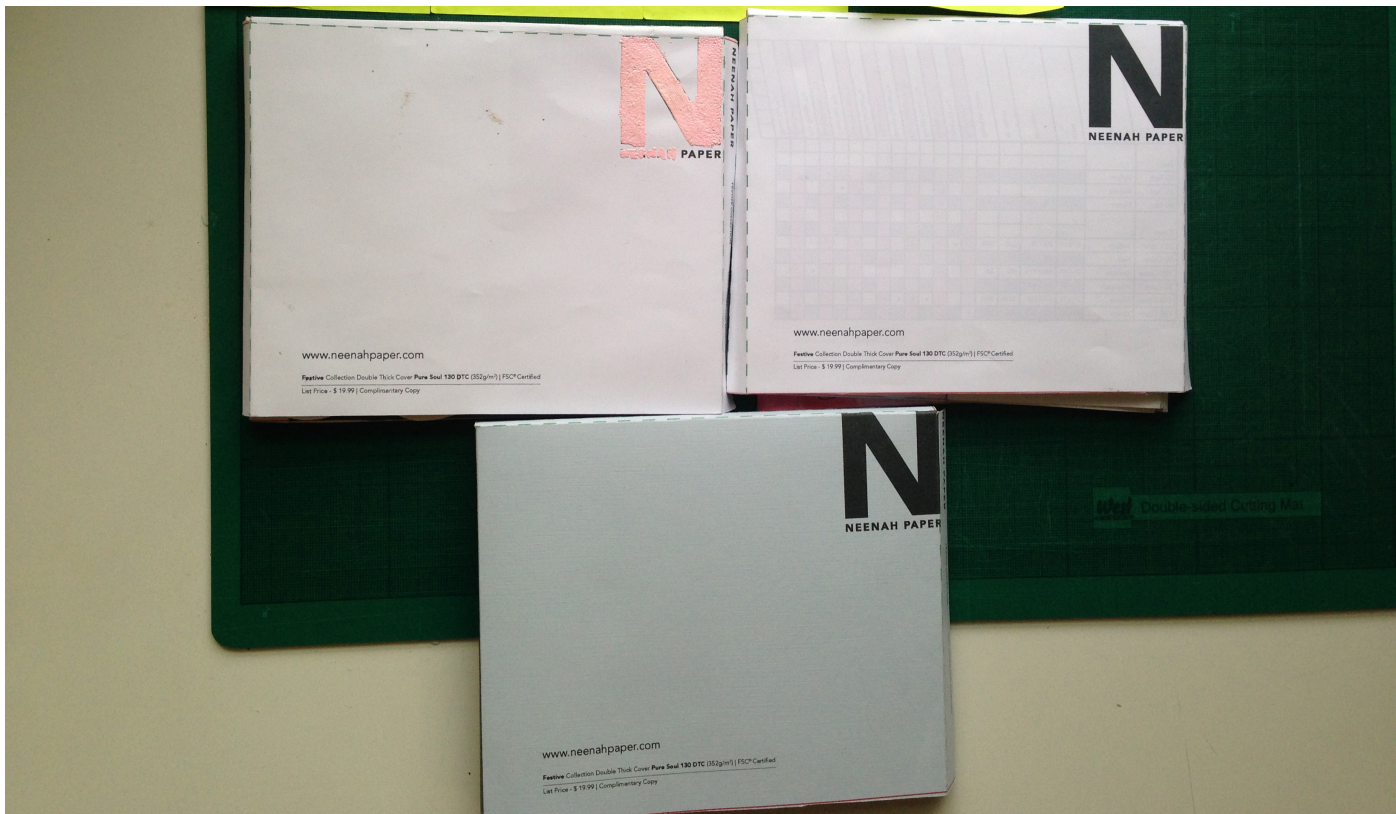
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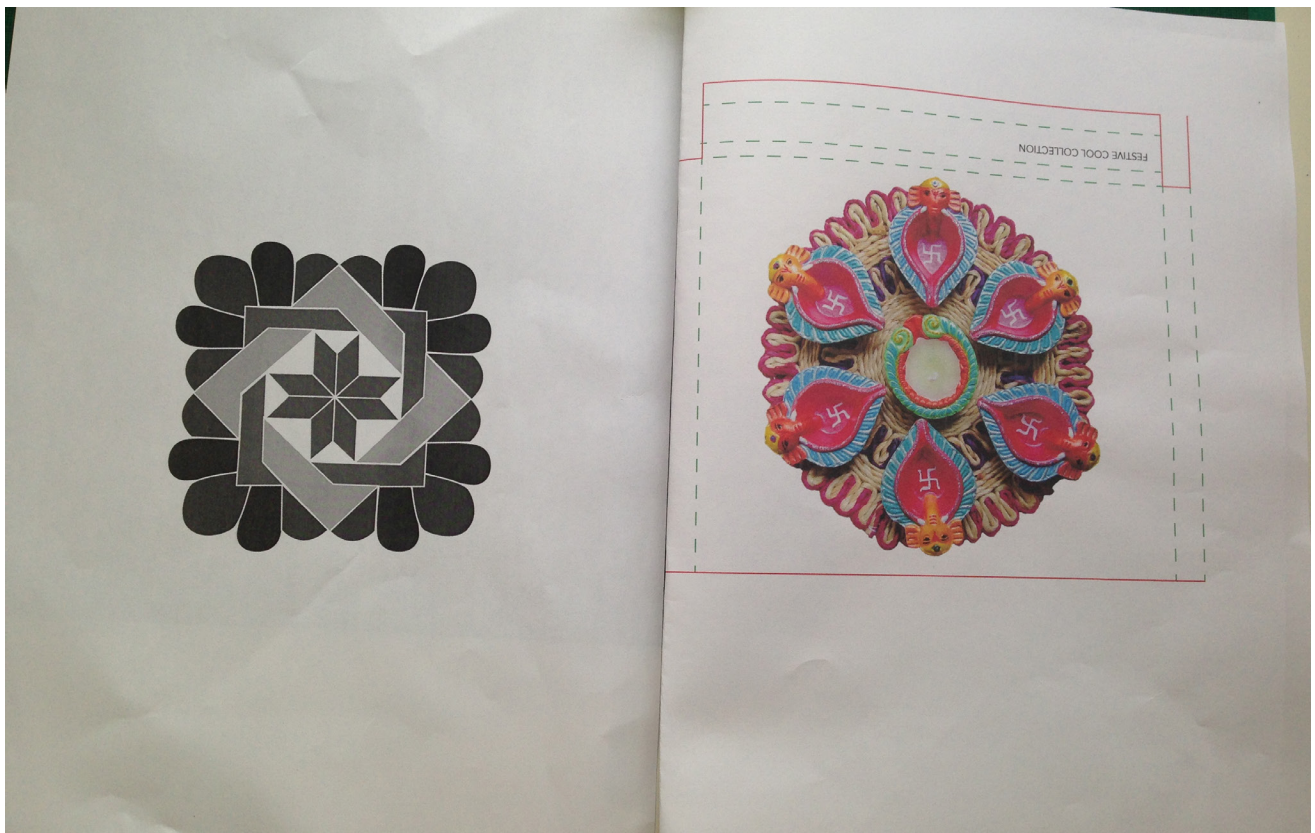
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Comps

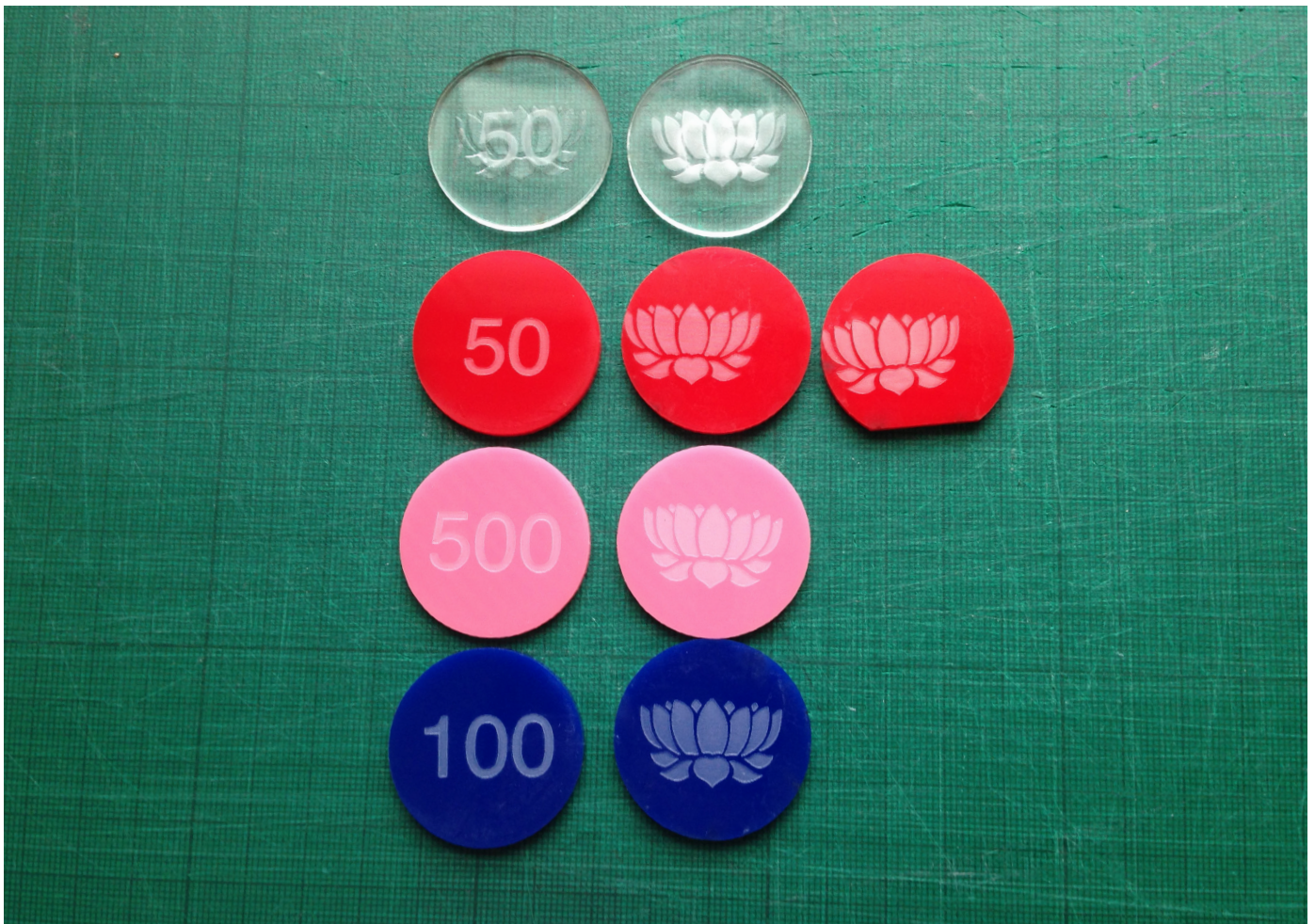
















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FESTIVE Bright & Vibrant Collection
FESTIVE Metallic Collection

TEXT, COVER AND ENVELOPES

FESTIVE
Collection Inspired by the Indian New Year



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Festive Collection Cover **Pure Soul BDC** (216 gsm) | FSC® Certified
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-  **RENEWABLE ELECTRICITY**
All FESTIVE® Papers are manufactured with 100% renewable green electricity
-  **MADE CARBON NEUTRALS PLUS**
Carbon Neutral Plus ensuring a reduction in carbon emissions plus a commitment to conserve the nature
-  **GREEN SEAL™ CERTIFIED**
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-  **PCF PROCESSED CHLORINE FREE**
Our 100% post consumer recycled papers are manufactured from sustainable raw materials and are free of chlorine chemistry.


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OF INDIA AND THE COLOR RIOT

WE LOVE OUR SWEETS &
PLAYING CARDS TO CELEBRATE OUR FESTIVALS

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RAKHI NAVRATRI
JANMASTHAMI




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FESTIVE Metallic Collection
Text, Cover and Envelopes

FESTIVE
Collection inspired by the Indian festivals

FESTIVE COLLECTION

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FESTIVE® Metallic Collection

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Text	Finishes	Inches	Millimeters	M. Weight	Availability					
					Warm	Safr Green	Laxmi Gold	Chivri White	Peaceful White	
70 Text	Metallic	8 7/2 x 11	216 x 277	12.76	5000					
90 Text	Metallic	8 7/2 x 11	216 x 277	300	1200					

Cover

92 Cover	Silk	8 7/2 x 11	216 x 277	320	1000					
105 Cover	Metallic	26 x 40	660 x 1016	260	2000					

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FESTIVE® Bright & Vibrant Collection

All Festive® collection papers are



Text	Finishes	Inches	Millimeters	M. Weight	Availability													
					Sheets per Carton	Pure Soul	Lotus Pink	Fuchsia	Rangoli Purple	Parrot Green	Orange Cracker	Kanku Red	Starburst Blue	Peacock Green	Green Leaf	Margold Yellow	Fire Orange	Gulbi Red
60 Text	Vellum	8 7/2 x 11	216 x 277	12.76	5000													
65 Text	Vellum	8 7/2 x 11	216 x 277	14.69	5500													
80 Text	Matte	23 x 35	584 x 889	15.74	4000													

Cover

65 Cover	Vellum	8 7/2 x 11	216 x 277	320	1000													
80 Cover	Felt	26 x 40	660 x 1016	260	2000													
100 Cover	Texture	26 x 40	660 x 1016	400	300													
90 Cover	Hopback	35 x 23	889 x 594	500	200													
80 Cover	Matte	26 x 40	600 x 1016	260	2000													
110 Cover	Matte	8 7/2 x 11	216 x 277	35.96	1500													

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FESTIVE® Bright & Vibrant Collection

FESTIVE® Metallic Collection

FESTIVALS
OF INDIA AND THE COLOR RIOT

**WE LOVE OUR SWEETS
PLAYING CARDS TO CELEBRATE
OUR FESTIVALS**

**DIWALI HOLI
RAKSHABANDHAN
NAVRATRI
JANMASTAMI**

The graphic features a central text block with a floral icon at the top and bottom. The text is arranged in a grid-like structure with decorative dotted lines on the left and right sides. The colors used are purple, orange, green, blue, yellow, and pink.

FESTIVE® COLLECTION
The Bright and Vibrant Collection



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FESTIVE® Bright & Vibrant Collection

Text	Finishes	Inches		Millimeters		M Weight	Sheets per Carton
		8 1/2 x 11	216 x 297	8 1/2 x 11	216 x 297		
60 Text	Vellum	8 1/2 x 11	216 x 297	12.76	5000		
65 Text	Vellum	8 1/2 x 11	216 x 297	14.69	5500		
80 Text	Matte	23 1/2 x 35	594 x 891	15.74	6000		

Cover	Finishes	Inches		Millimeters		M Weight	Sheets per Carton
		8 1/2 x 11	216 x 297	8 1/2 x 11	216 x 297		
65 Cover	Vellum	8 1/2 x 11	216 x 297	3.20	1000		
80 Cover	Felt	26 x 40	660 x 1016	2.60	2000		
100 Cover	Texture	26 x 40	660 x 1016	4.00	300		
90 Cover	Hipsack	35 x 23	891 x 584	5.00	200		
80 Cover	Matte	26 x 40	660 x 1016	2.60	2000		
110 Cover	Matte	8 1/2 x 11	216 x 279	35.96	1500		

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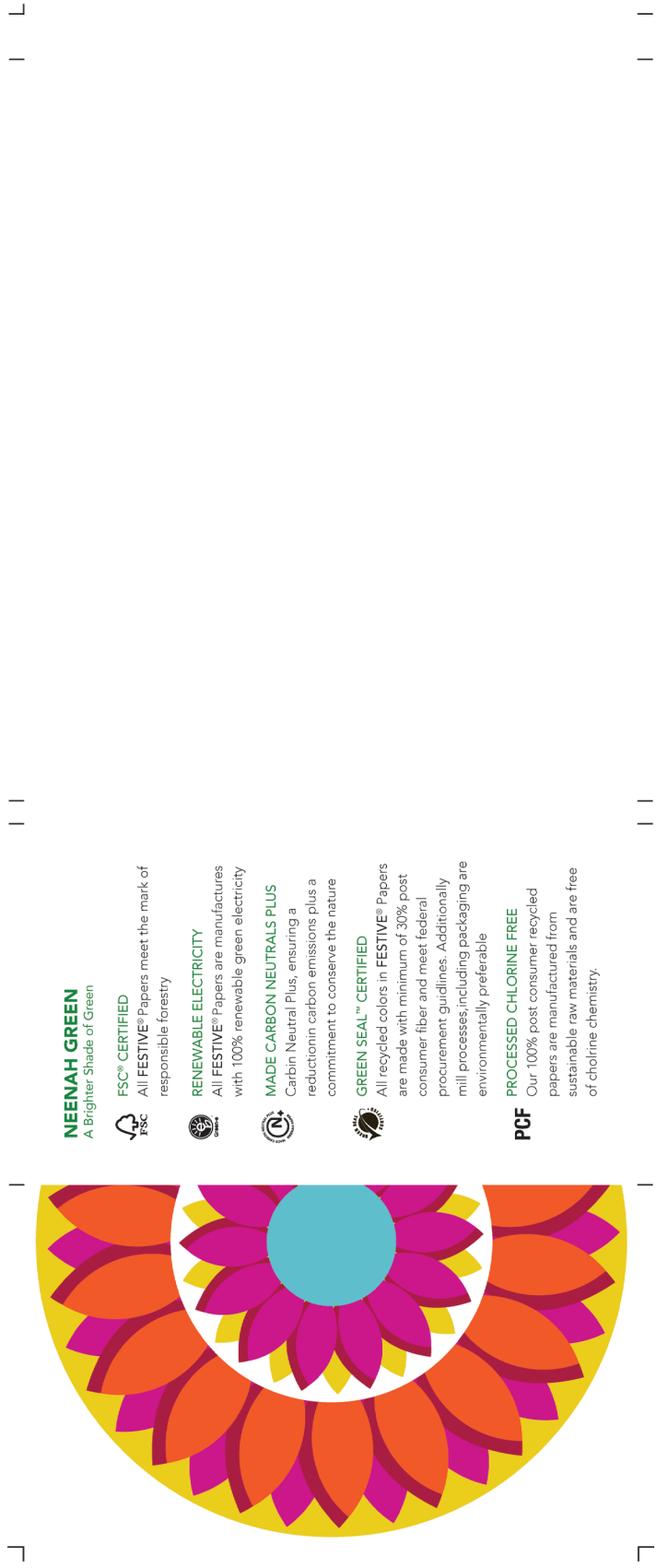
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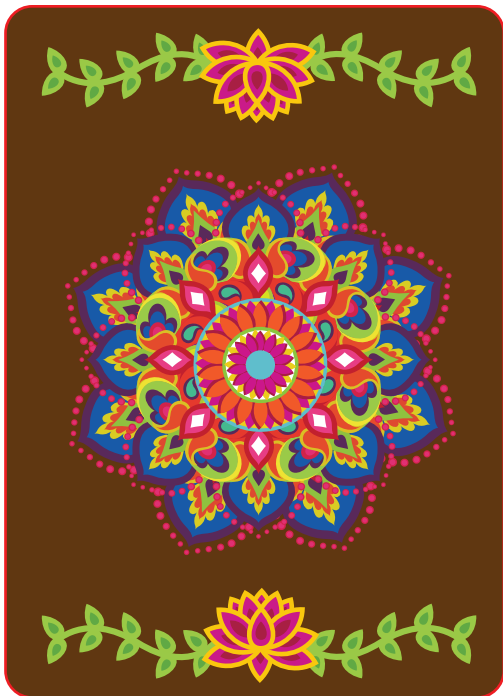
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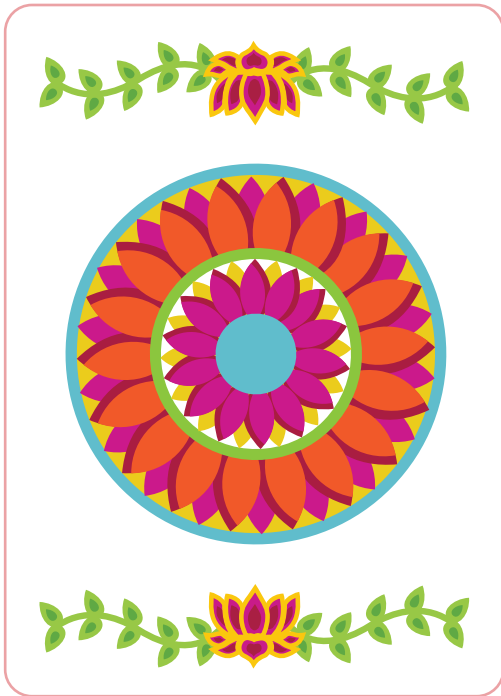
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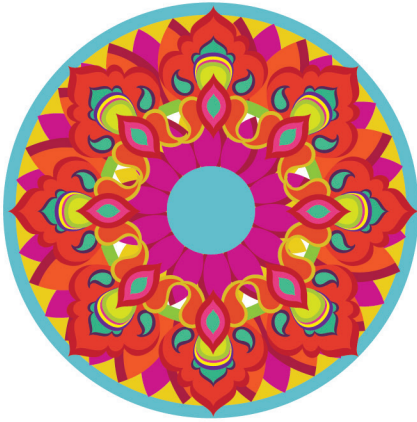
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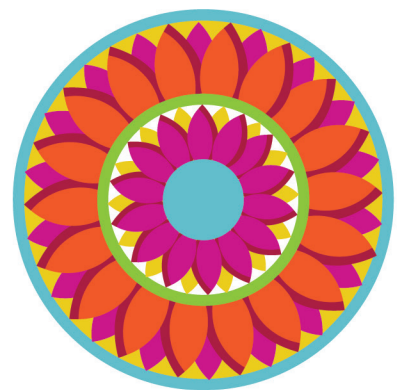
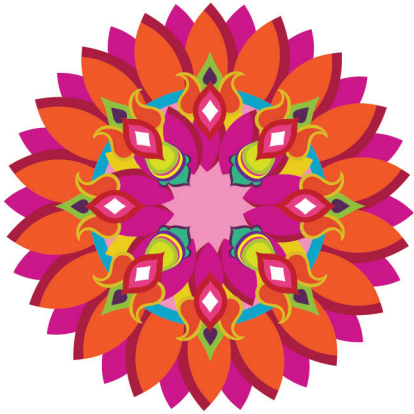
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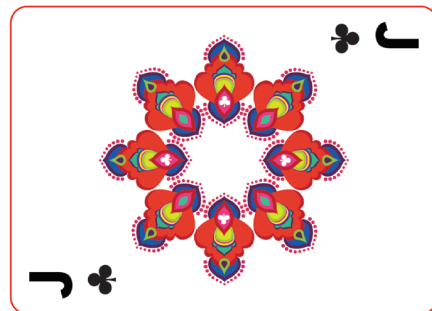
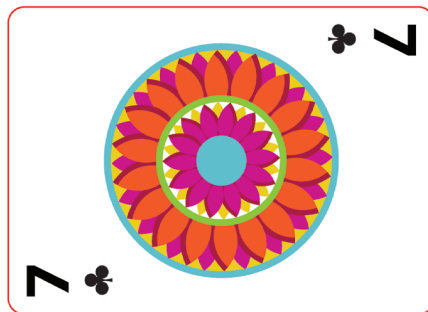
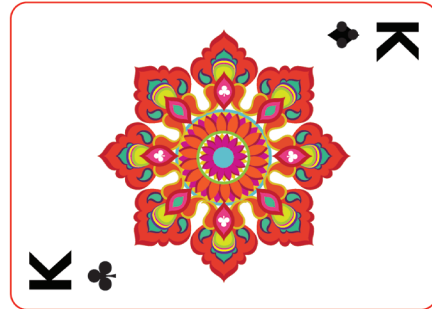
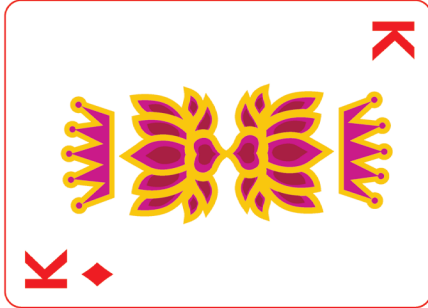
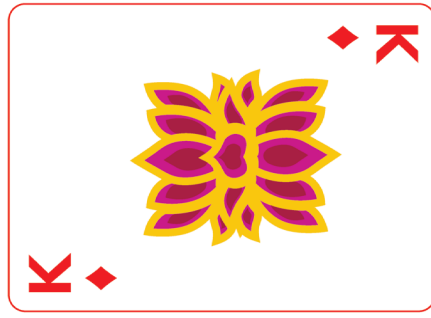
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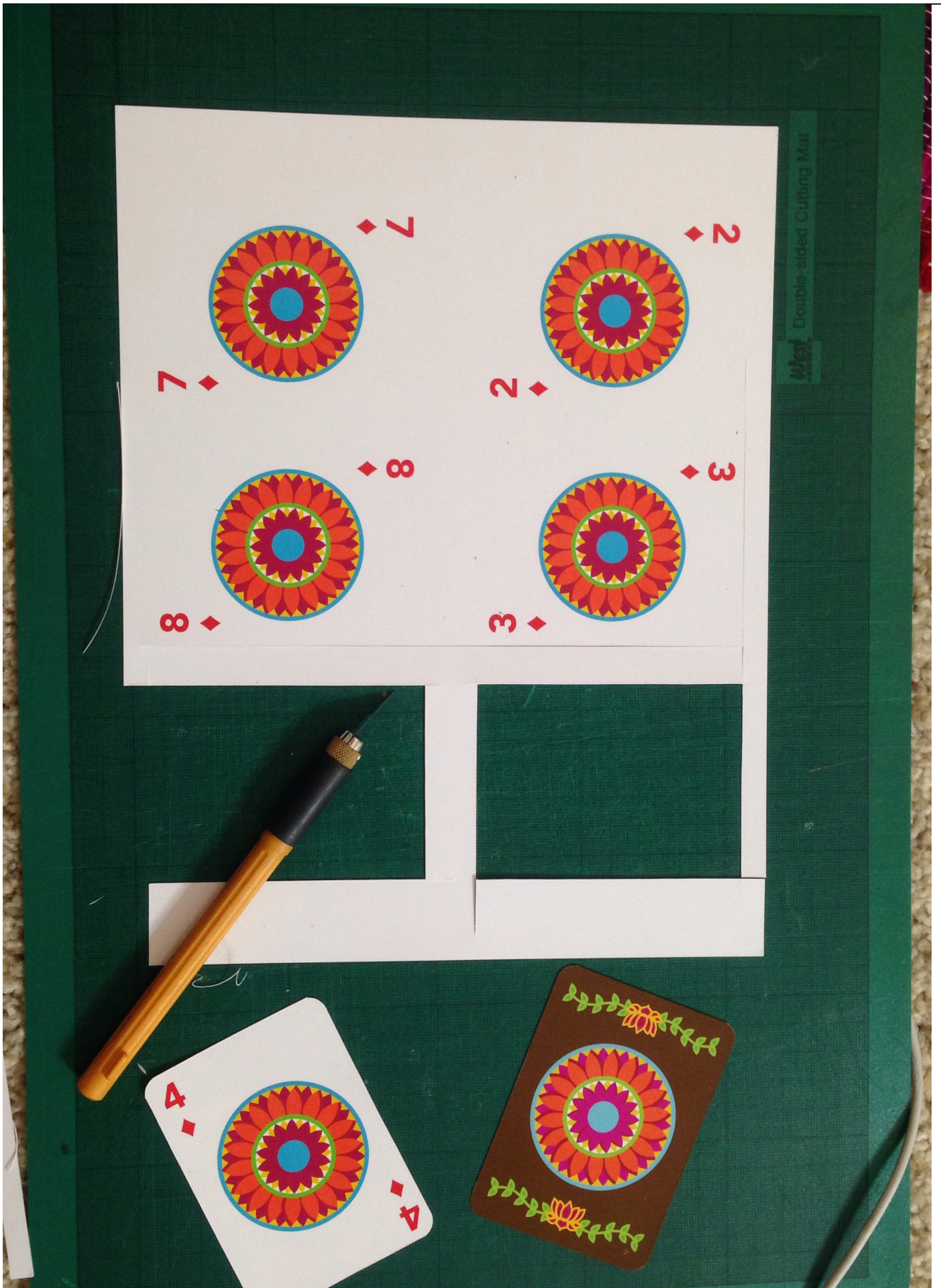


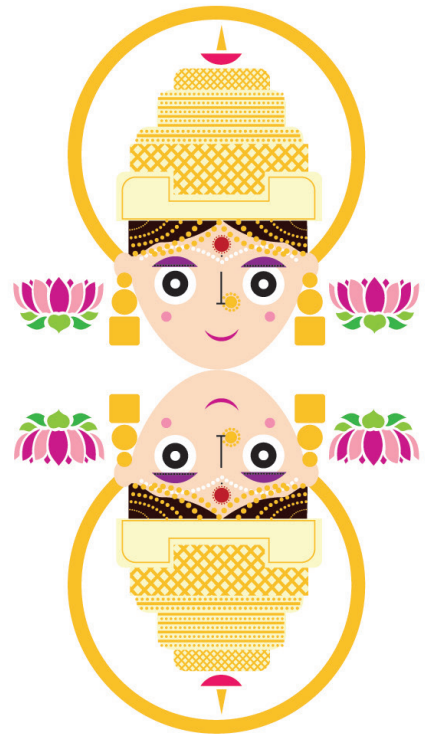
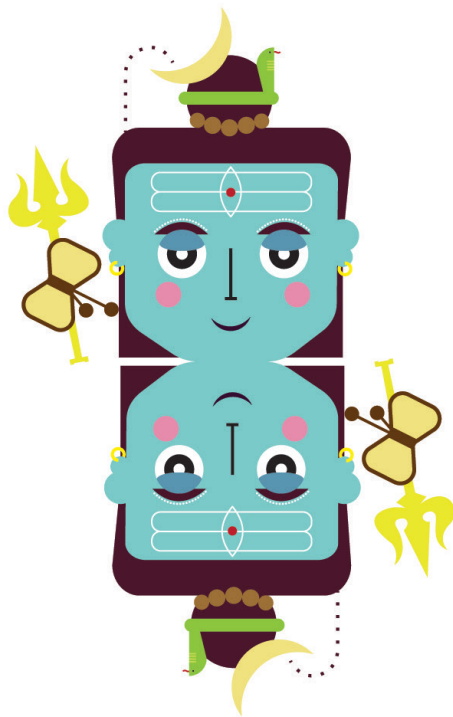
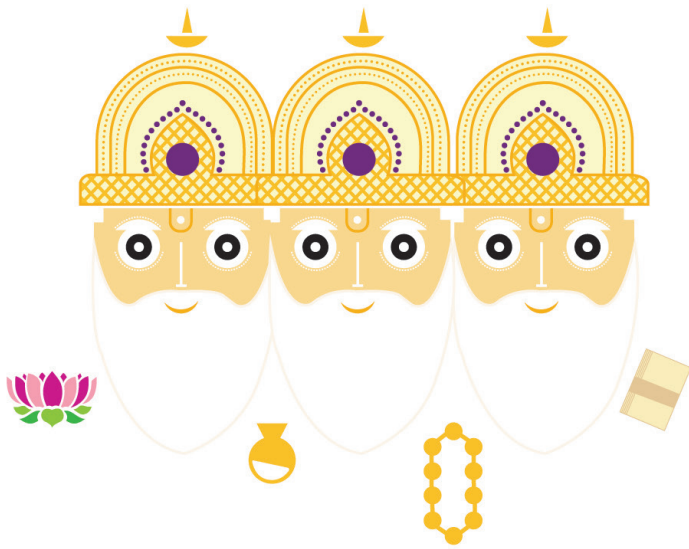


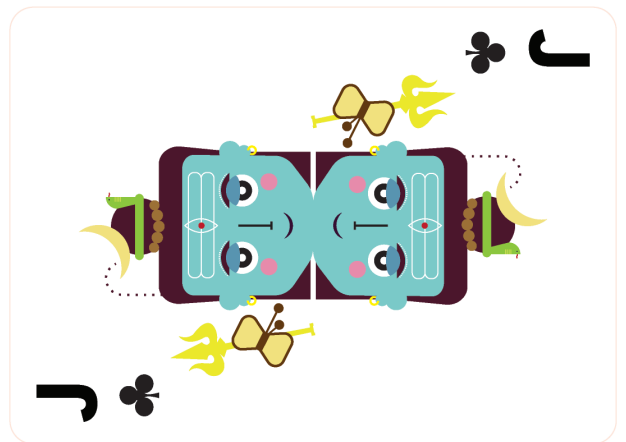
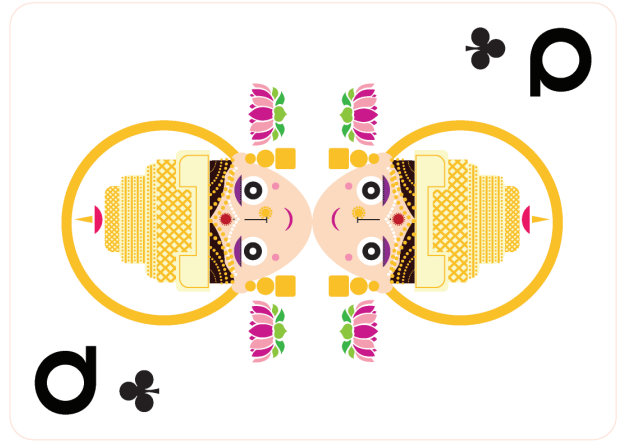
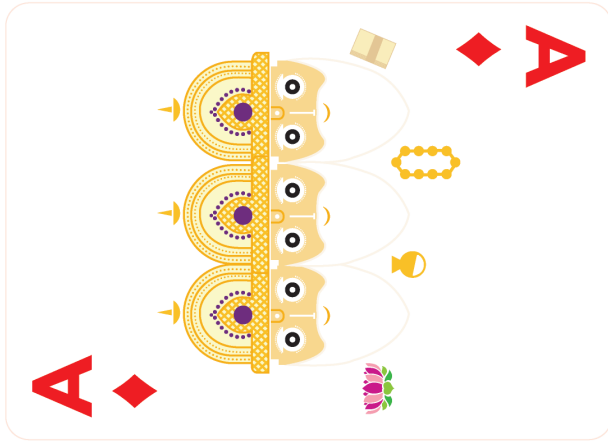
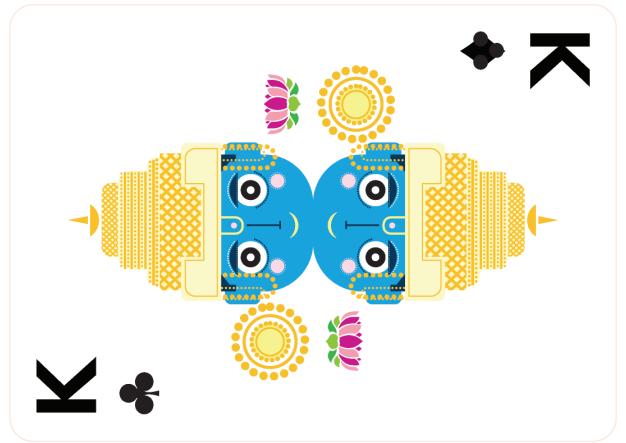
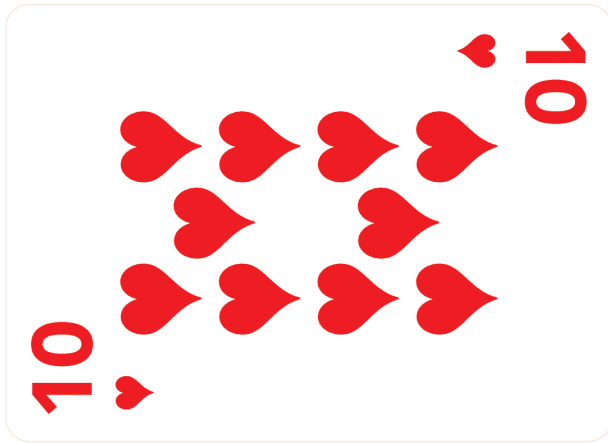


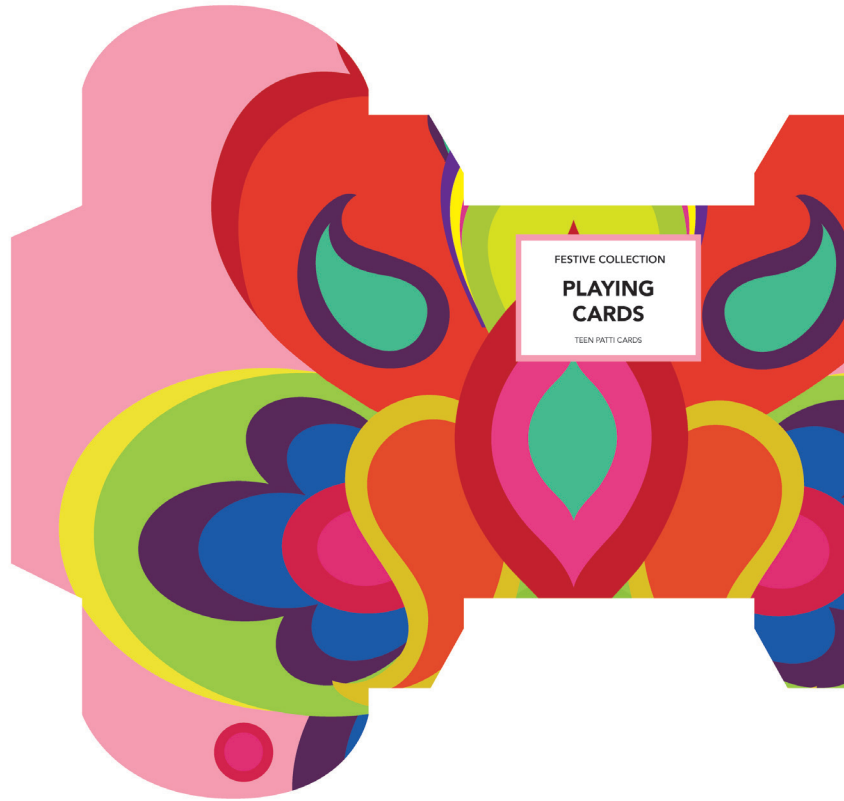


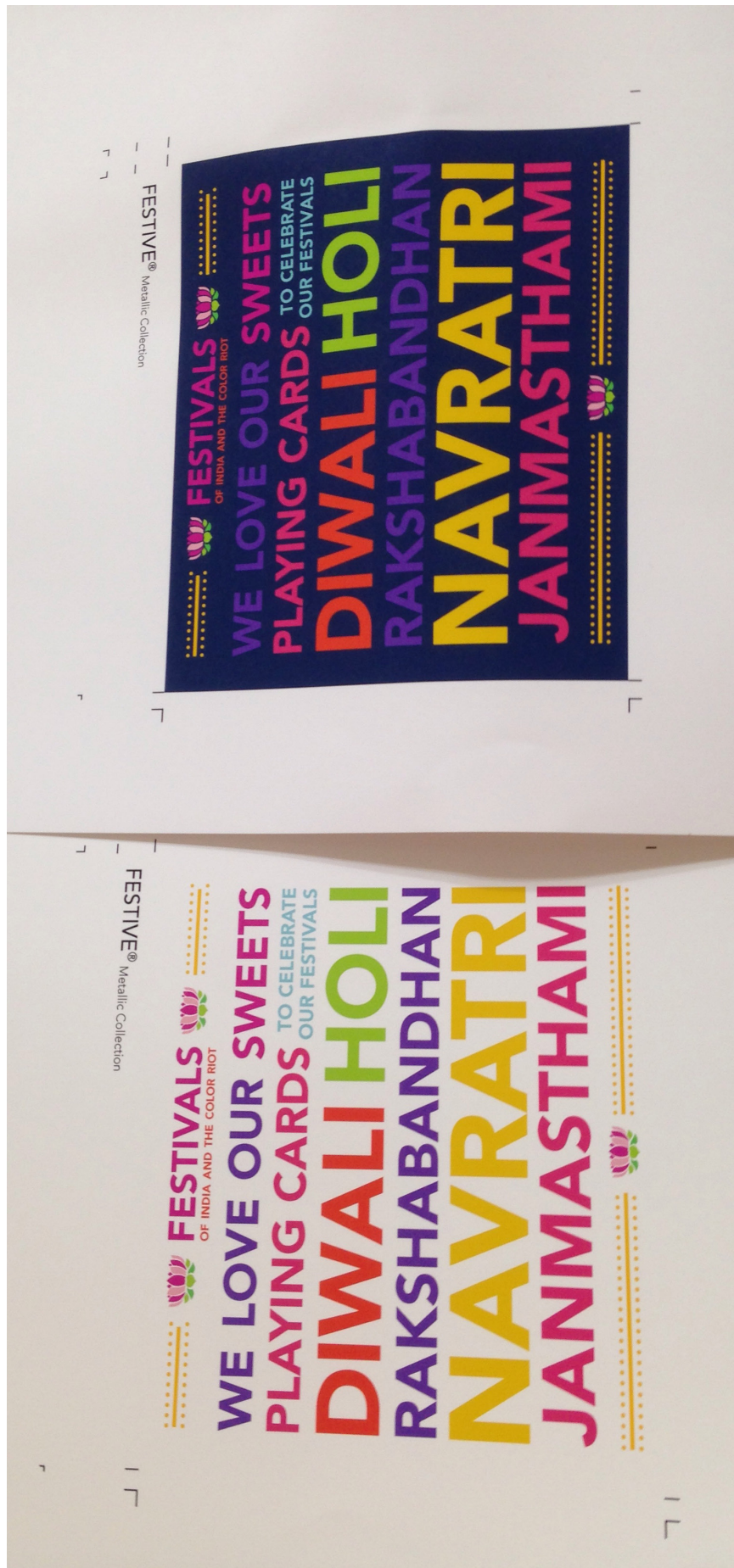


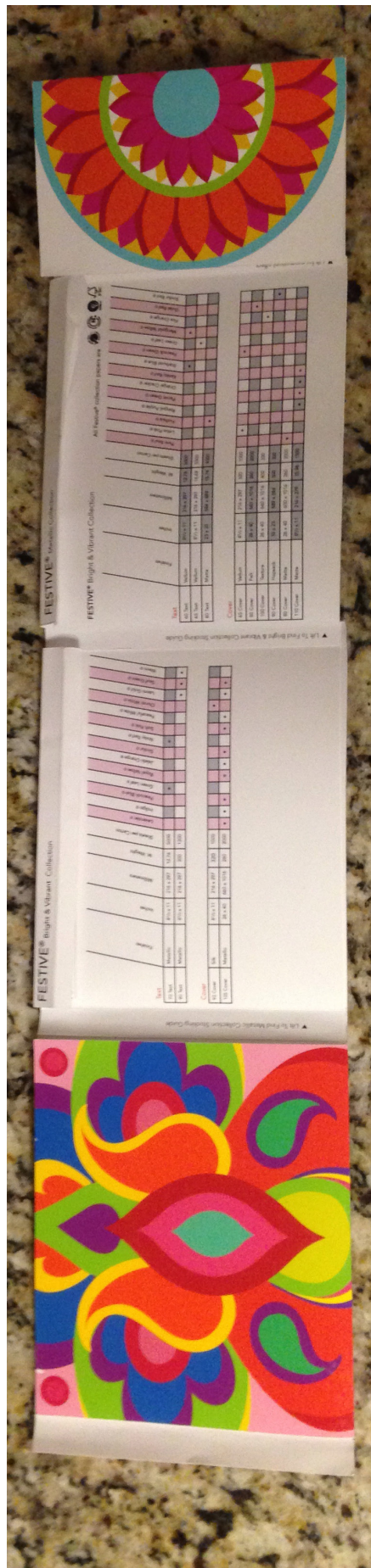
















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Finish	Inches	Millimeters	M Weight	Sheets per Carton	Lotus Pink®	Rainforest Purple®	Forest Green®	Jade Yellow®	Smoky Orange®	Navy Blue®	Soft Pink®	Pine Leaf White®	Cherry White®	Leaves Gold®	Solar Green®	Warm®
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FESTIVE® Bright & Vibrant Collection

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Text	Finish	Inches	Millimeters	M Weight	Sheets per Carton	Pine Leaf®	Lotus Pink®	Rainforest Purple®	Forest Green®	Cherry Crackle®	Kelly Red®	Shalimar Blue®	Pine Leaf®	Green Leaf®	Mint Green®	Floral Yellow®	Gold Leaf®	Smoky Red®
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Text	Material	8 1/2 x 11	216 x 297	12.76	5000													
65 Text	Vellum	8 1/2 x 11	216 x 297	12.76	5000													
65 Text	Vellum	8 1/2 x 11	216 x 297	14.69	5500													
80 Text	Matte	23 x 35	584 x 889	15.74	4000													

Cover	Material	8 1/2 x 11	216 x 297	320	1000													
65 Cover	Vellum	8 1/2 x 11	216 x 297	320	1000													
80 Cover	Felt	26 x 40	660 x 1016	260	2000													
100 Cover	Texture	26 x 40	660 x 1016	400	300													
90 Cover	Hopsack	35 x 23	889 x 584	500	200													
80 Cover	Matte	26 x 40	600 x 1016	260	2000													
110 Cover	Matte	8 1/2 x 11	216 x 279	35.96	1500													

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FESTIVE® Bright & Vibrant Collection

All Festive® collection papers are

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Text	Finish	Inches	Millimeters	M Weight	Sheets per Carton	Lotus Pink®	Rainforest Purple®	Forest Green®	Jade Yellow®	Smoky Orange®	Navy Blue®	Soft Pink®	Pine Leaf White®	Cherry White®	Leaves Gold®	Solar Green®	Warm®
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Text	Material	8 1/2 x 11	216 x 297	12.76	5000												
60 Text	Vellum	8 1/2 x 11	216 x 297	12.76	5000												
65 Text	Vellum	8 1/2 x 11	216 x 297	14.69	5500												
80 Text	Matte	23 x 35	584 x 889	15.74	4000												

Cover	Material	8 1/2 x 11	216 x 297	320	1000												
65 Cover	Vellum	8 1/2 x 11	216 x 297	320	1000												
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110 Cover	Matte	8 1/2 x 11	216 x 279	35.96	1500												

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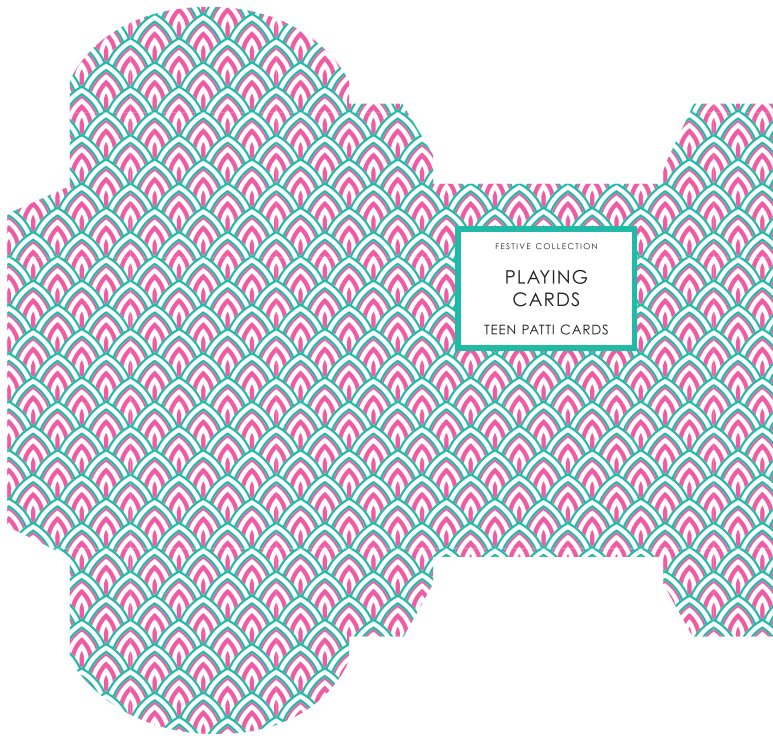
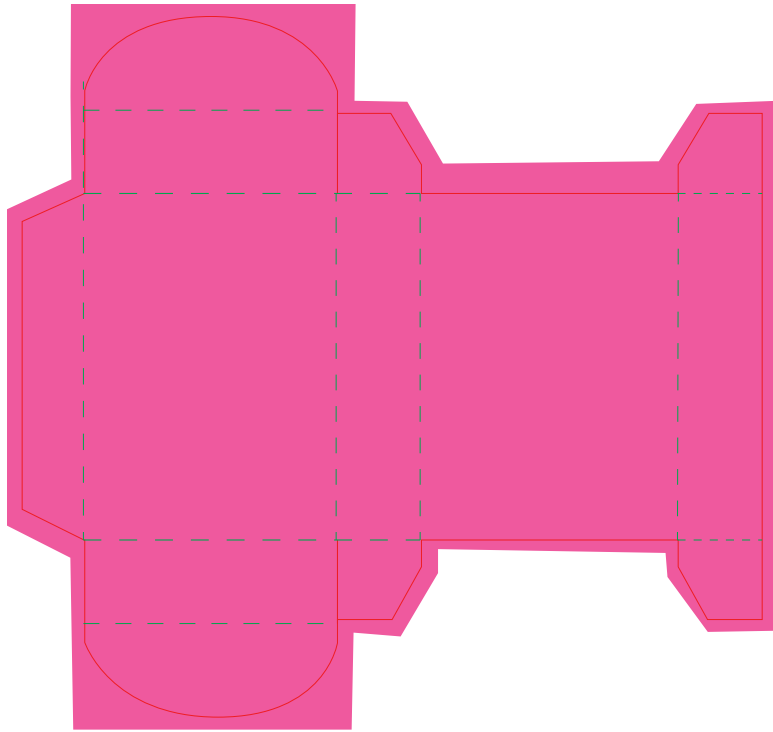
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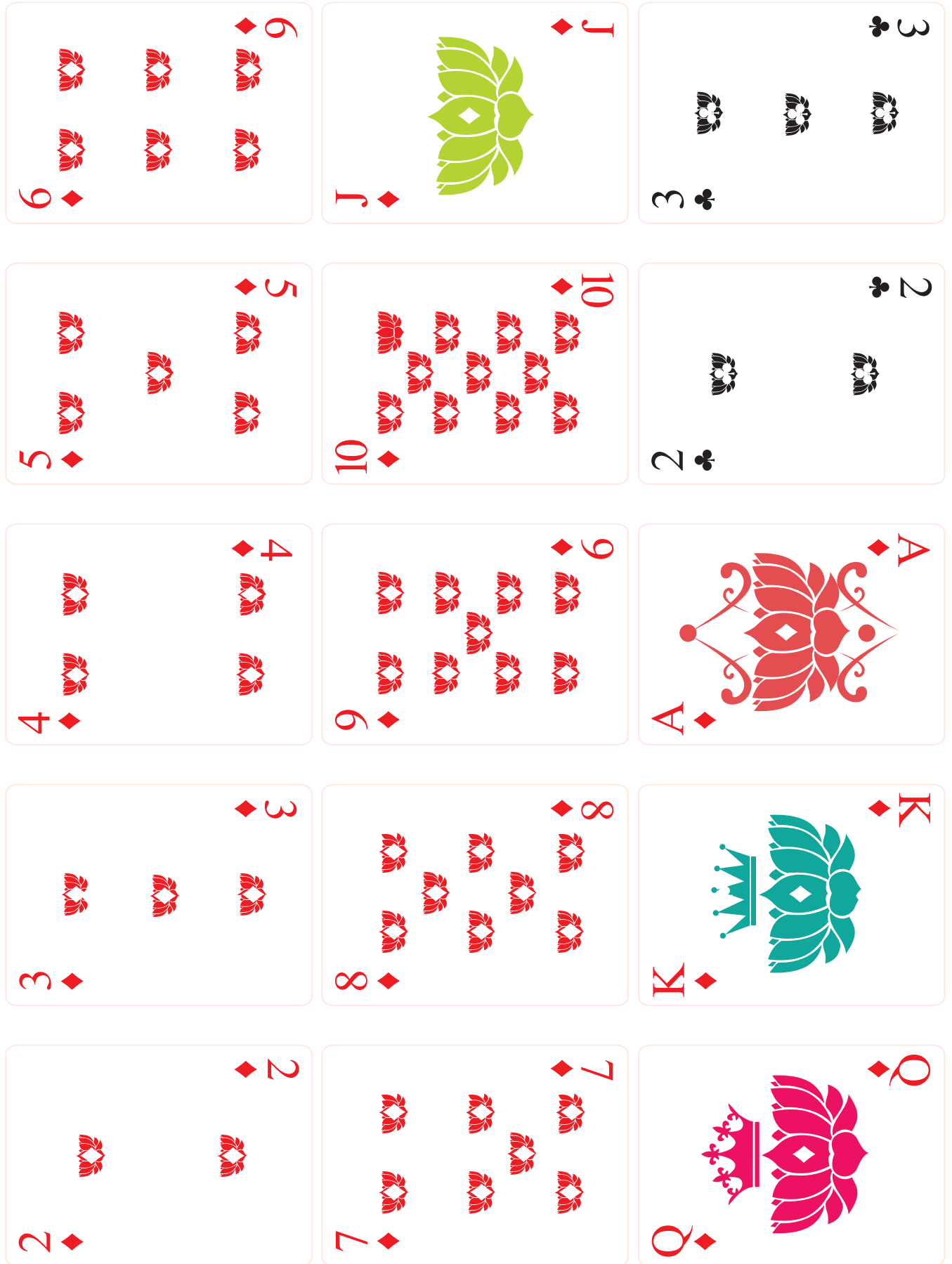


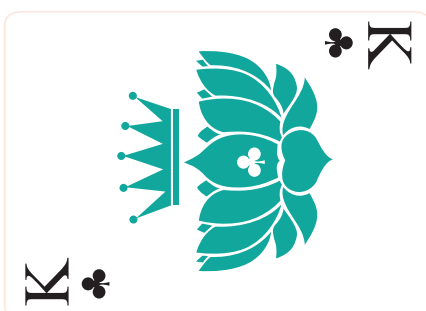
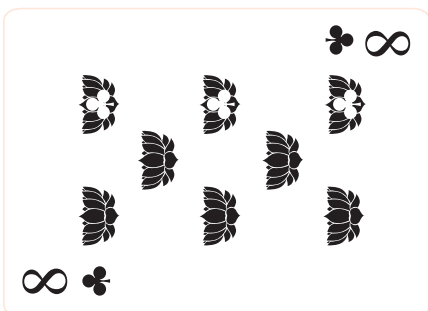
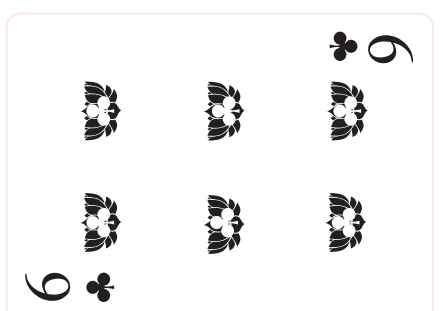
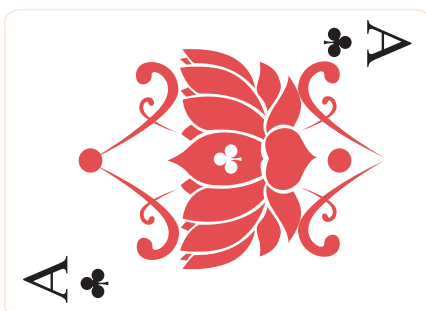
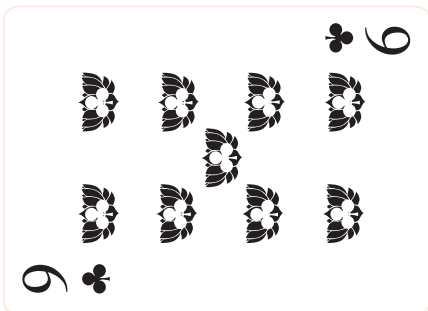
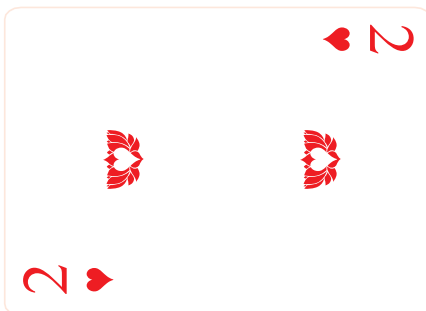
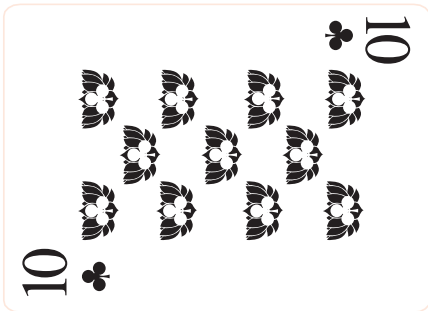
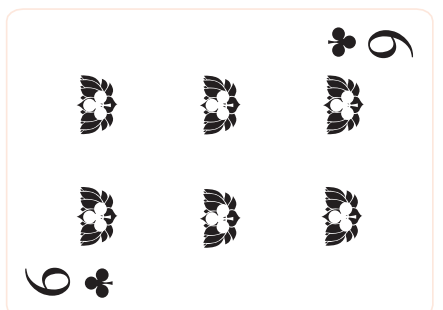
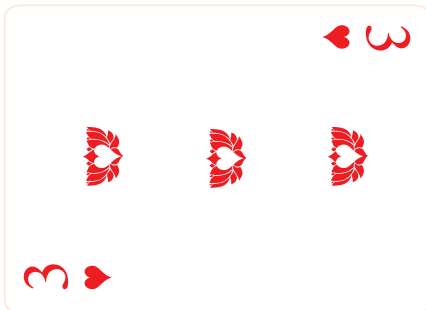
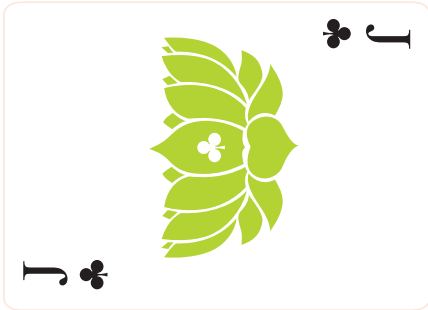
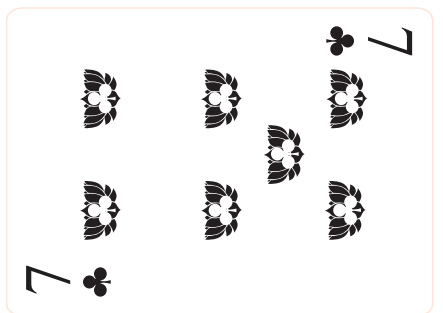
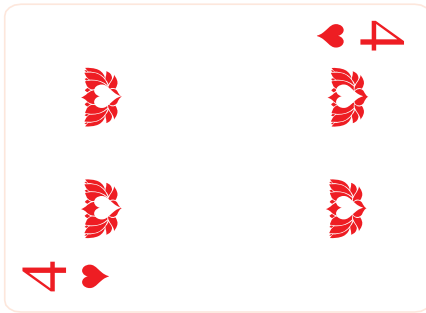
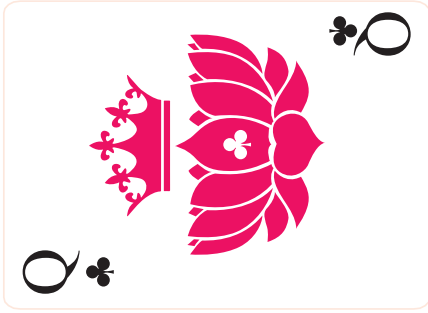
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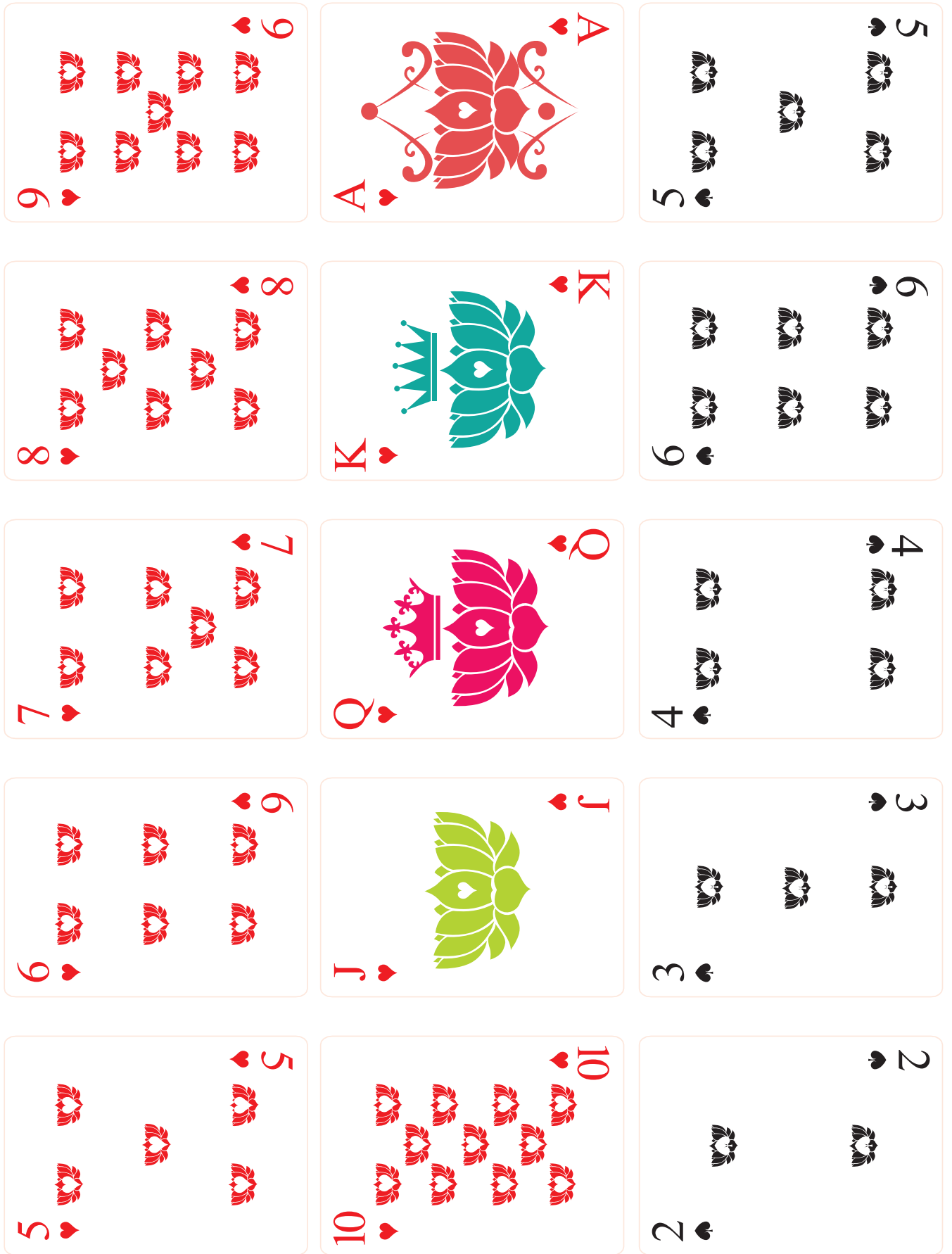
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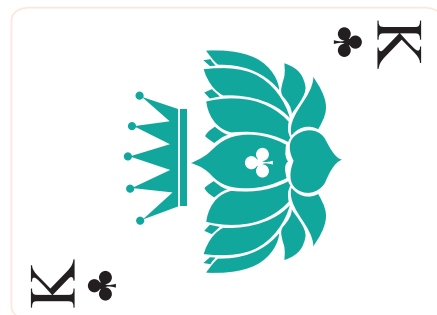
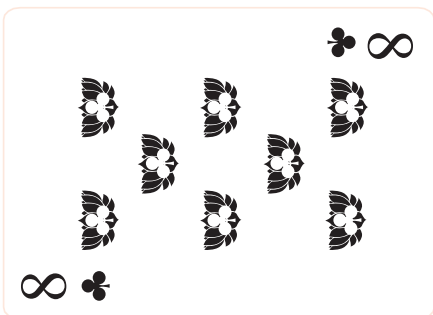
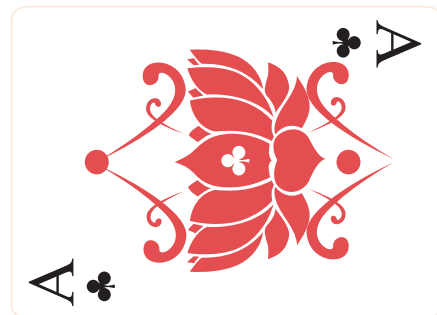
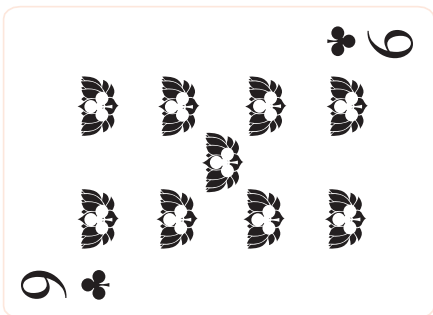
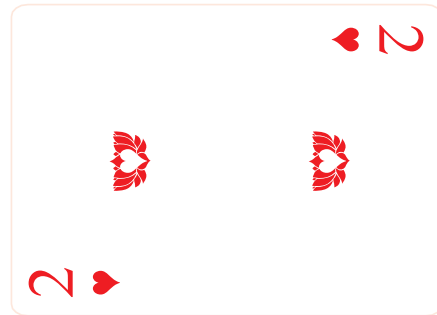
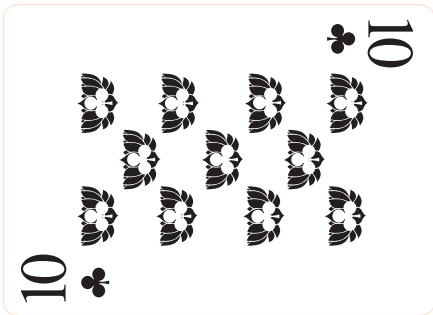
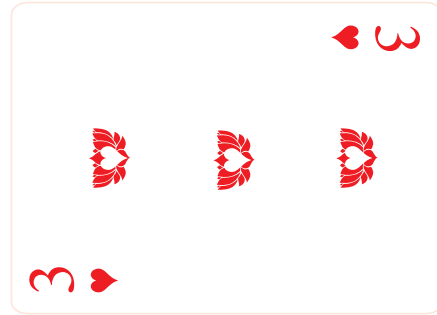
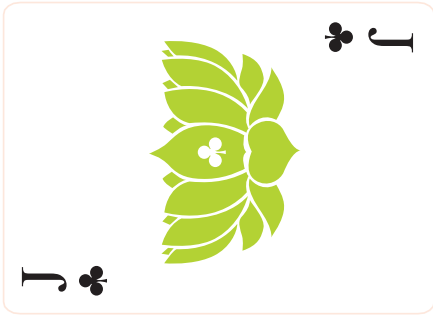
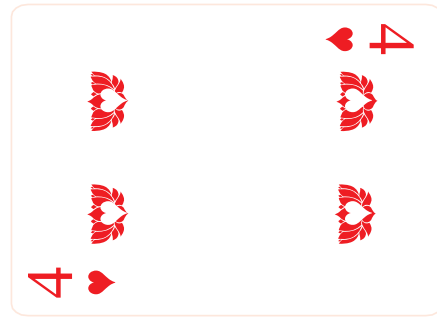
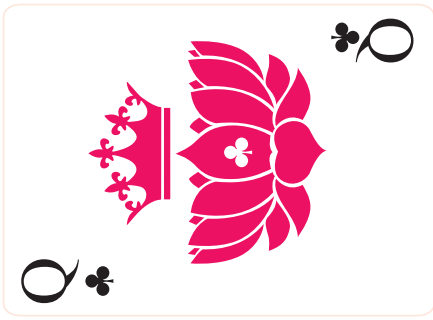
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The graphic features a central text block with a floral icon at the top and bottom. The text is arranged in a grid-like structure with decorative dotted lines on the left and right sides. The colors used are purple, orange, green, blue, yellow, and pink.

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Text	Finishes	Inches		Millimeters		M Weight	Sheets per Carton
		8 1/2 x 11	216 x 297	8 1/2 x 11	216 x 297		
60 Text	Vellum	8 1/2 x 11	216 x 297	12.76	5000		
65 Text	Vellum	8 1/2 x 11	216 x 297	14.69	5500		
80 Text	Matte	23 1/2 x 35	594 x 889	15.74	6000		

Cover	Finishes	Inches		Millimeters		M Weight	Sheets per Carton
		8 1/2 x 11	216 x 297	8 1/2 x 11	216 x 297		
65 Cover	Vellum	8 1/2 x 11	216 x 297	3.20	1000		
80 Cover	Felt	26 x 40	660 x 1016	2.60	2000		
100 Cover	Texture	26 x 40	660 x 1016	4.00	300		
90 Cover	Hipsack	35 x 23	889 x 584	5.00	200		
80 Cover	Matte	26 x 40	660 x 1016	2.60	2000		
110 Cover	Matte	8 1/2 x 11	216 x 297	35.96	1500		

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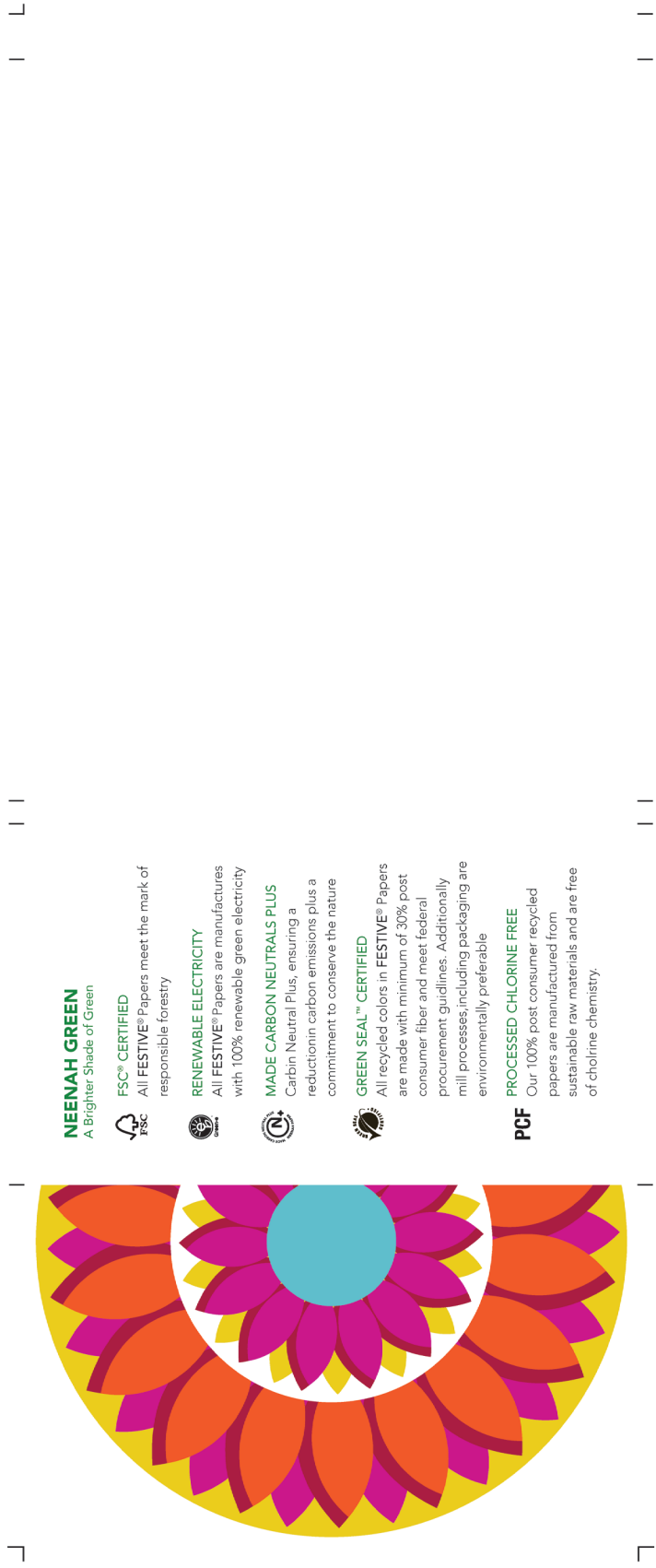
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