

# Submission Details and Creative Guidelines

## For Your Party Affiliate Invitation Designer Program

### Enter your Design

### HOW TO SUBMIT

- ★ Please submit an A7 invitation (5" X 7" with .25" bleed\*) to [invitations@foryourparty.com](mailto:invitations@foryourparty.com).
- ★ You may submit multiple designs. However, do not send multiple submissions of the same design with different colorways or minor tweaks.
- ★ Create your files in Adobe Illustrator, but your initial submission for review can be sent as a JPG, PNG or PDF file.
- ★ Use the following naming convention: "DesignerName\_InvitationName\_AffSub" for your emailed file attachments.
- ★ Include an attached, completed entry form with each invitation submission. [You can download a copy here](#).
- ★ Make sure all text is outlined and graphics are embedded for our reviewing purposes.
- ★ Landscape or portrait orientation is acceptable.

SUBMISSION DEADLINE: MONDAY, JULY 1  
CRITIQUE PERIOD: JULY 1-8  
WINNERS CONTACTED: JULY 8-12

\* .25" bleed - when applicable.

\* Final artwork must be in CMYK color mode.

\* Please no RGB colors. You may use the Pantone® Color Bridge® CMYK/Uncoated guide, but be sure to always create your files using the CMYK build.

All typesetting must be editable in Adobe Illustrator if chosen for publication.

# Designing and Customizing

## THINGS TO REMEMBER



### *Artwork:*

Please submit original artwork as a part of your design.

If you include parts of any purchased stock vectors as a part of your design, please disclose this information on the entry form. If copyright restrictions inhibit commercial distribution of any purchased vectors you used, we will ask you to alter your design or your designs may be removed from consideration.

- ★ Designs should be able to accommodate average-length names (about 20 characters for a full name).
- ★ Be thoughtful and creative with your design elements! Customers love that we offer unique, customizable details on our products, especially moveable text/design elements that allow an invitation to work with an array of styles.
- ★ Do not apply textures, patterns, glyphs, warped effects or flourishes on any customizable text. Also, do not use alternating colors for letters within one customizable word (i.e., keep each customizable word one color).

### *Fonts:*

You are encouraged to use new and fresh fonts for your invitation designs. You must own the rights to the fonts you use. Once your design is submitted, we will research purchasing any fonts that are used. If we are not able to purchase the fonts you use, we may ask that you alter your design. [Click here to view our current For Your Party Fonts List.](#)

- ★ For Your Party licenses all fonts that we use for print and online, and we are not able to distribute fonts to third parties.
- ★ You are encouraged to explore and use interesting, new fonts in your submissions that are not currently on our font list.
- ★ We will evaluate each font used in your winning design(s). If we don't have a commercial license for a particular font, we will determine whether it makes sense (and is possible) to purchase. If not, we will notify you and suggest a replacement font.
- ★ If you have any questions about fonts or potential substitutions, drop us a note at [invitations@foryourparty.com](mailto:invitations@foryourparty.com).

# Winner, Winner, You're our Designer!

## SUBMITTING FOR PUBLISHING



*If your invitation is accepted for publishing, congratulations!*

*The following submission details only apply to invitation designs that have been submitted, reviewed, and chosen for publication:*

### COMPONENTS AND DIMENSIONS:

*Please submit the following files using FYP templates:*

- 1) A7 invite card (5" x 7" with .25" bleed\*)
- 2) Backside of A7 Invitation (5" x 7" with .25" bleed\*)
- 3) A2 RSVP Card - (4.25" x 5.5" with .25" bleed\*)
- 4) A2 Accommodations Card - (4.25" X5.5" with .25" bleed\*)
- 5) Outer Envelope Design - (A7 - 5.25" x 7.25")
- 6) Response Envelope Design - (4.375" x 5.75")
- 7) List of fonts used and links to purchase, if applicable

*Please save your files with the naming convention:  
"DesignerName\_InvitationName\_filename"  
(ex: JenSmith\_AutumnalBlooms\_A7front.ai)*

[Download and use our templates found here!](#)

### GUIDELINES:

- ★ *Please make sure all text is in editable text boxes.*
- ★ *.25" bleed - when applicable only.*
- ★ *Final artwork must be in CMYK color mode.*
- ★ *Please no RGB colors. You may use the Pantone® Color Bridge® CMYK/Uncoated guide, but be sure to always create your files using the CMYK build. All typesetting must be editable in Adobe Illustrator.*

### SUBMITTING FILES:

Go to [wettransfer.com](http://wettransfer.com) and send files to [invitations@foryourparty.com](mailto:invitations@foryourparty.com). In the message section please include your name.

# The Best Part: Contest Prize Overview



- \* If your invitation design is selected for a Prize and site publishing, then we shall pay you a lump sum cash Prize amount of \$100 upon receipt of all full-resolution, ready to go files for the invitation suite.
  - \* All Prize amounts are in U.S. dollars.
- \* Sales Commission: you will be paid a 10% commission on net sales of any ForYourParty.com products sold by ForYourParty.com that wholly incorporate the design or the Matching items. "Net Sales" is defined as the retail price received by ForYourParty.com from its customer.
  - \* Commissions shall be paid to you within 90 days from the end of each calendar quarter in which they were earned.
  - \* ForYourParty.com may offer any products incorporating the design or the matching items at any price, for any amount of time in any market, at ForYourParty.com's sole discretion.
  - \* Upon selection, we will send winners a follow-up email with documents to set up direct deposit.

*Congrats. and thanks for participating!*