

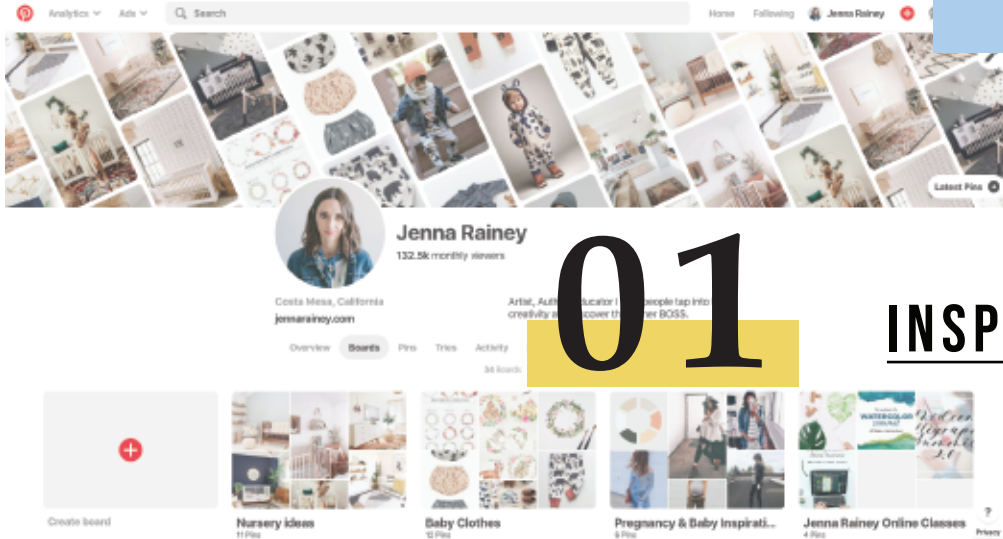
A top-down view of various art supplies on a white surface. In the upper left, there's a stack of colorful index cards and a small notebook. To the right, a large color chart with many color swatches is visible. Below it, a smaller color chart with handwritten labels like 'DR/LD', 'WB/LD', 'PB/LD', 'SL/LD', 'TR/LD', 'PB/TR', and 'DR/SL' is spread out. Two red pens with gold accents lie horizontally. In the bottom right, there's a watercolor painting of flowers with a black ribbon and a gold seal. Other items include a green pencil case, a paint palette, and a small card with butterfly illustrations.

THE PEN TO PRESS BIBLE:

SUPPLY LIST

BY JENNA RAINEY

ANALOG TOOLS.



01

INSPIRATION BOARD.

Pinterest, real life mood boards, magazines, etc. have some sort of creative inspiration time spent before the design process to get your juices flowing! I prefer to not spend tons of time researching other people's work, mostly using these forums for gathering inspiration for colors palettes, textures, etc. and that can come from anywhere!

A SKETCH BOOK & FAVORITE PEN.

02

I use a moleskin journal with blank pages and a variety of pens...pretty much whatever I'm closest too. But, some of my favorite pens are:

- > Micron pens (nib sizes 03 or 05)
- > Tombow Fudenosuke Brush Pen
- > Black Sharpie Fine Point Pen
- > Tombow Dual Brush Pen



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ILLUSTRATION SUPPLIES.

Not every stationery designer is an artist, and that's ok! If you happen to also do your own artwork like I do, below are a list of materials I use and show in my classes - but remember, this is a stationery DESIGN bootcamp, and not an illustration bootcamp. Feel free to implement your own illustration supplies and techniques in the courses and check my watercolor supply list (separate PDF) for all of those details:

- > Pens (a few listed above) for B&W artwork
- > Calligraphy pen, nib and ink for addressing and any custom calligraphy work. (Exact supplies listed in the illustrator's supply list!)
- > Watercolor supplies





PANTONE MATCHING SYSTEM.

Having a PMS swatch book as a stationery designer, artist, etc. is absolutely CRUCIAL. This is the complete color language you will use to match envelope colors, to ink colors, to watercolor pigments, etc. You will use the codes on individual swatches to tell your printer what color to use for letterpress, and to even get a closer match with digital printing! It's your complete reference guide to color matching! In the course: The Mock Up within the Pen to Press Bootcamp, I also show you how to use Pantone codes within your actual design proofs, so everything you're showing the client is as true to color as possible! The exact PMS book I use is from the Pantone Plus Series and is their Uncoated Formula Guide.



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PAPER SWATCH BOOKS.

When I first started working on custom stationery, I would go to my local Michael's art supply store and source colored paper, envelopes, etc. there... I quickly learned that this is not only incredibly expensive (buying supplies at retail), but the quality and options are very limited as well. There are paper companies out there like Neenah Paper, French Paper, Crane's Lettra, Cards and Pockets, etc. where you can purchase swatch-books to reference. The print shop you are working with can also provide you with paper samples, but it is CRUCIAL that every stationery designer is able to feel, match and look at samples of paper, especially when working with clients!



01

SCANNER.

Scanners are necessary if you're providing your own illustrations for your work. I scan all of my calligraphy, B&W illustrations and watercolor with the Epson V550 scanner. Make sure to watch my course in the Pen to Press Bootcamp on scanning and digitizing your artwork to learn how to use this bad boy!

ADOBE CREATIVE CLOUD.

A monthly subscriptions where members can access Adobe design software systems for graphic design, photo and video editing, web development, etc. Below are a list of the applications I use for designing paper goods:

→ **Adobe Photoshop**

Used to edit watercolor, create photo mock-ups, etc. I don't use this application to create stationery proofs, that is done in Illustrator, but it is definitely used in the process and is a helpful tool to have as a business owner when adding and resizing photos of your work to your site, etc.

→ **Adobe Illustrator**

Used to create vector illustrations, design and create mock-ups/proofs, etc. This is the main software I use in designing stationery!

→ **Adobe Acrobat**

Used to add sticky notes and comments to pdfs before sending a proof to the client if needed. This software can also be used to fill, edit and sign agreements and documents that are sent to you - a very helpful business tool!

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COMPUTER.

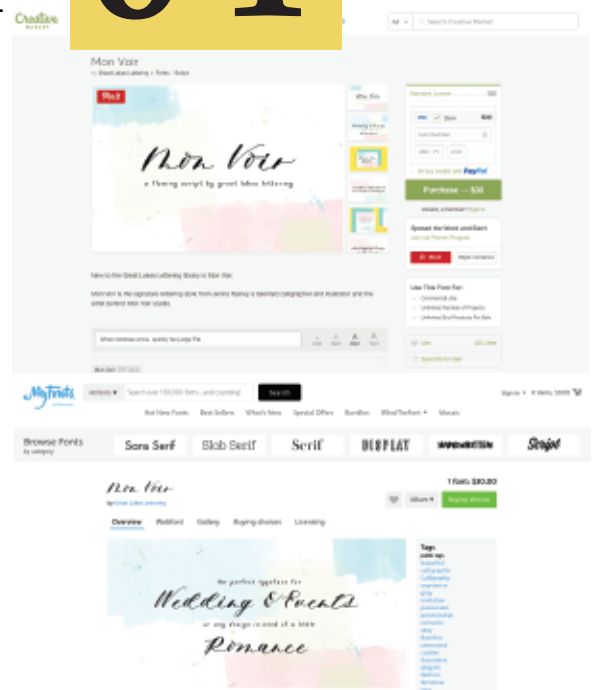
*I'm a MAC girl. I do most of my work on my 21.5" iMac desktop - this allows me to see things on a fuller screen, vs. my laptop, which is a macbook pro. I also know a few designers who work on PCs, but one thing to keep in mind when thinking about purchasing a computer is **TIME IS MONEY**. It's your most valuable asset. Make sure to invest in your career and your time by purchasing a computer that performs well. Along with that, you want to also take care of your baby so that it lasts you a long time!*

FONT & ILLUSTRATION LIBRARY.

Making the right font and illustration selection for a job is incredibly important. From colors to serif vs. sans serif, bold vs. thin, etc. it all comes down to what mood and personality it is evoking. I mean, don't you just look at fonts sometimes and think of them as having personalities? Maybe it's just me, but that personality or vibe that a font or an illustration is evoking needs to be cohesive and match the design of the invitations, thank you cards, etc., otherwise, things will feel "off" and poorly designed. Some amazing fonts and illustrations (if you're not using your own) can be purchased at either creativemarket.com or myfonts.com!

My calligraphy font: "Mon Voir" is available for purchase on both of these sites. Start building your font and illustration library, so you can provide options for your custom stationery client to see in the proofing phase!

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FAST INTERNET.

DUH. I mean, need I say more?