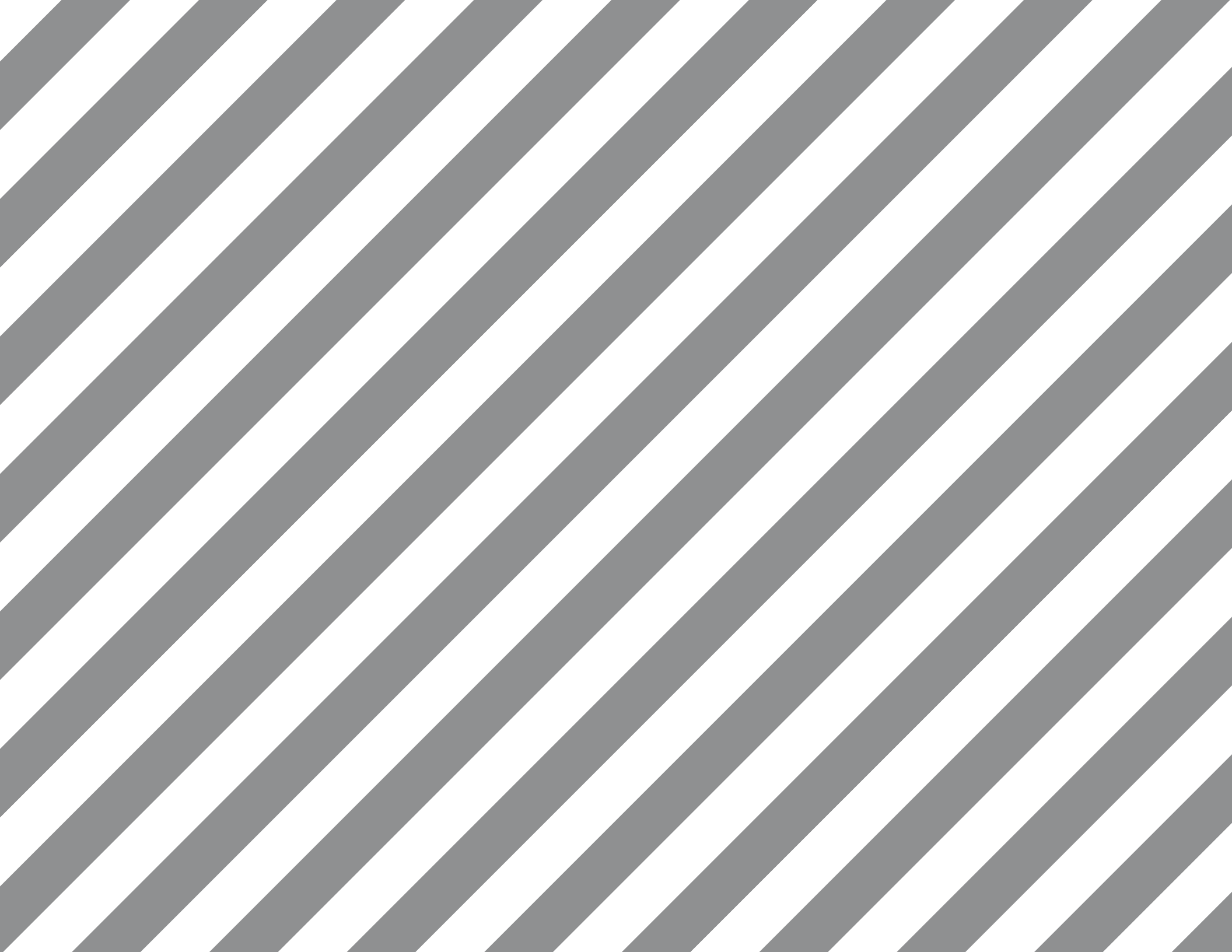


tinyprints®

THE BRAND



SYSTEM UPDATE OBJECTIVES

Clearly communicating Tiny Prints as *a premium brand*.

Broadening perceptions *beyond baby*.

Differentiating the brand from key competitors as well as within the Shutterfly Inc. family of brands.

Building on current brand equity.

Using *style* to set the stage for *business and promotional strategies*.

SYSTEM UPDATE OBJECTIVES

Clearly communicating Tiny Prints as *a premium brand*.

1. Design

2. Products

3. Integrated Marketing

4. Site Look & Feel

5. PR

6. Service

7. Promotions

CORE PROPOSITION, SFLY INC:

Deepen personal connections with
the people who matter most.

CORE PROPOSITION, TINY PRINTS:

Create a lasting impression with
stylish cards and stationery for all
of life's occasions.

BRAND ATTRIBUTES

Stylish

sophistication, exclusive, sought-after, curated, authentic, unexpected

Thoughtful

details, anticipation, experts in everything etiquette

Joyful

trendsetting, tips, DIY, wonder, impression

Savvy

connoisseur, perfect design, effortless, delight

THE KIT

Style Stories

Voice & Tone

Color

Typography

Iconography

Expression Elements

THE KIT

Style Stories

Voice & Tone

Color

Typography

Iconography

Expression Elements

PHOTOGRAPHY ATTRIBUTES

Perfect & Polished

Celebratory & Playful

Expressive & Coordinated

Architectural & Considered

Aspirational & Conceptual

STYLISH PRODUCT



STYLISH LIFE



A newborn baby is sleeping peacefully in a hospital bed. The baby is lying on a light blue blanket, and their head is resting on a blue pillow. The baby's eyes are closed, and their mouth is slightly open. In the foreground, a white name tag is placed on the bed. The name tag features the name "ANDREW" in large, bold, white letters. Below the name, there is a line of smaller text providing birth details: "andrew eliott thompson was born on september 25, 2012 at 2:35 am 6 pounds, 13 ounces and 18 inches · happy parents, hannah and lucas". The background of the image is a blue fabric with a white polka-dot pattern.

ANDREW

*andrew eliott thompson was born on september 25, 2012 at 2:35 am
6 pounds, 13 ounces and 18 inches · happy parents, hannah and lucas*

PLEASE JOIN US SATURDAY, JUNE 22ND FROM 12:00 PM TO 7:00 PM

AT THE VANDERBILT RESIDENCE - 9381 NORTHWEST CAMBERRY CIRCLE
RSVP CHRISTINE AT 505.555.3082 BY JUNE 12TH - BRING YOUR SWIMSUITS

let's party! it's hot hot

SUMMERTIME

A graphic of stylized teal waves with white outlines, filling the bottom half of the card.

LET'S

PARTY!

JENNIFER IS TURNING 25

PLEASE JOIN US IN CELEBRATING

Saturday, September 15th • 7:00 pm - 11:00 pm

Habanos Bar & Grill

1762 Ridge Road • Wichita, Kansas

RSVP by September 1st to Ashley at 620.723.5412



Spring has Sprung

OUR SPRING 2013 COLLECTION







Celebrating
BIRTHDAY
No. 30

please join us to celebrate
the 30th birthday of

Stephanie Dawson

saturday, may 26th from 5:00 pm-8:00 pm
max's oyster bar
12 west main street
west hartford, connecticut
rsvp by may 5th
to amber at 481.223.3321



BIRTHDAY PARTY

GABRIELLE IS TURNING 18

Join us to celebrate on Saturday, May 26th at 8:00 pm

The Beach Club - 235 Hamilton Road, Clearwater, Florida

Hosted by Eden, Judy and Susa - RSVP by May 14th to Eden at 345-357-2840

33rd Birthday

PARTY

HONORING

Stephanie Anderson

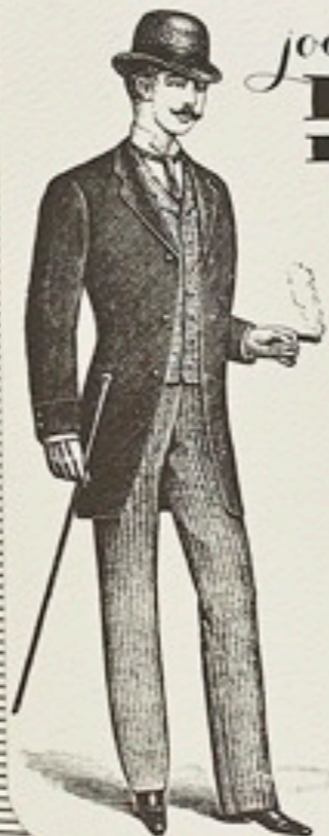
Saturday, May 18th from 7:00 pm to 11:00 pm

Café de la Presse

1624 Main Street, Gilroy, California

RSVP to Mary at 408.647.6140

by May 8th



join us for
**FEAST &
merriment**
To celebrate

→ Timothy Baker's
BIRTHDAY

Saturday, June 16, 2012
at 5:00 pm
London Gastropub
343 Pacific Coast Highway
Hosted by Joseph and Carter

Kindly
RSVP
by June 4th

Joseph Booth at ←
949.332.2235

Just
his type.

Our new font-focused
collection is here.





THE KIT

Style Stories

Voice & Tone

Color

Typography

Iconography

Expression Elements

THE KIT

Style Stories

Voice & Tone

Color

Typography

Iconography

Expression Elements

THE TINY PRINTS VOICE

Trend-Forward

We are your personal stationery stylist.

Inspirational

We paint pictures with words, especially in headlines.

Classy

We know we don't have to shout to be heard and we don't try to be everything to everybody.

Smart

We know stationery in and out and want to get you excited about the latest and greatest.

WHAT WE SAY NOW

Shower Mom-to-Be in Style

WHAT WE WILL BE SAYING

La Vie en Rose

Peek behind the scenes of a
Parisian Chic Baby Shower

Bright Colors + Fun Fonts = One Fab Trend

Black Helvetica Neue, Pink
Perfumery Script, Red Amelie

What's your type?

New Designs Are in Bloom

Poppy Dream, Sailor Stripe, Plaid Love

It's Spring and we've got a
serious crush on pattern.

Headlines will reflect a premium product selection by expressing

a style point of view

Body copy will be direct, helpful and reflect our brand pillars of

Stylish, Thoughtful, Joyful & Savvy

Copy will be direct and clear without losing our

brand personality

THE KIT

Style Stories

Voice & Tone

Color

Typography

Iconography

Expression Elements

THE KIT

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COLOR THEORY

The Tiny Prints logo will be comprised of a distinctive corporate color, paired with neutral hues to make up the primary color palette. Taking a cue from other fashion-forward premium brands, the logo color will be expressive and flexible, empowering us to reflect the spirit of each season and/or style story we're spotlighting.

COLOR THEORY

Summary

FOUNDATION/CORPORATE

USED WHEN COLORS DO NOT CONFLICT WITH PRODUCT STORY



FOUNDATION/PRIMARY

USED WHEN MARKETING ECLECTIC USE OF PRODUCT/COLORS/STORIES



STORY

SUPPORTS STYLE/SEASONAL STORY - SEASONAL GUIDANCE COORDINATED WITH MERCH/MARKETING/BIZ STRATEGY



THE KIT

Style Stories

Voice & Tone

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Expression Elements

Century Schoolbook

Headline *Style*

Trade Gothic

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SHOP NOW

Seasonal

No. 5

A BRIGHT SPOT IN
THEIR DAY...AND YOURS

30%
OFF

ALL THANK YOU CARDS

glitter
**GRADUATION
INVITATIONS**

Before the commencement gets
underway, announce their
achievement with gorgeous stationery.

APR 2013

20

“

*Holiday
2013
is all
about
gold
&
glitter.*



*Spring
Forward*

OUR SPRING 2013
GUIDE TO STYLE

THE KIT

Style Stories

Voice & Tone

Color

Typography

Iconography

Expression Elements

THE KIT

Style Stories

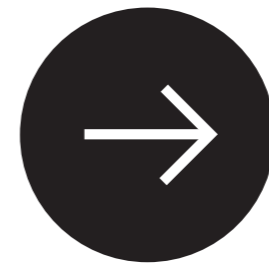
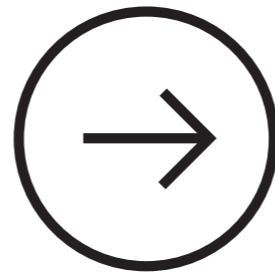
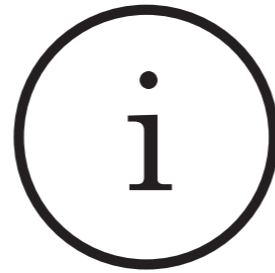
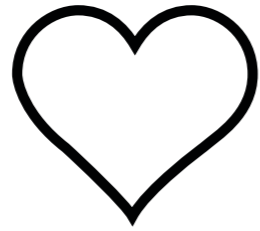
Voice & Tone

Color

Typography

Iconography

Expression Elements



THE KIT

Style Stories

Voice & Tone

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Expression Elements

THE KIT

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HOW IT WORKS

BOLD GRAPHICS

A trend for the adventurous,
outspoken and those who throw
parties with serious flair.

BE BOLD

Block type and a fun, graphic border
make this card the perfect choice for
a celebration that won't quit.

Take Me There ▶

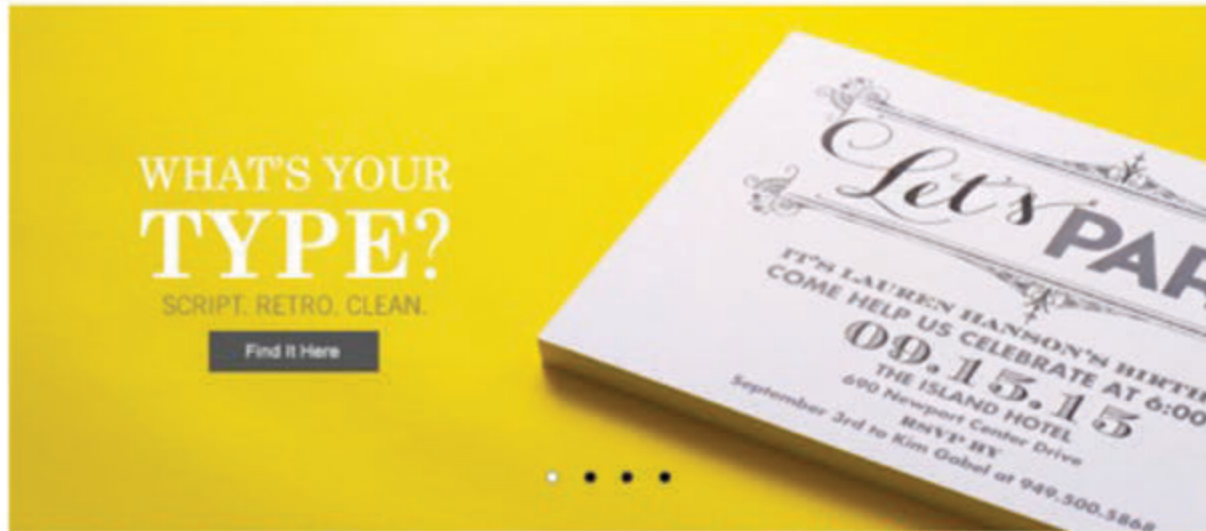


Just in Time for Beach Weather...

25%
off

ALL SUMMER INVITATIONS





NEW ANNOUNCEMENTS



BEHIND THE DESIGN



SUMMER CITRUS

Shop the Collection



MAKE AN IMPRESSION WITH OUR NEW PERSONAL STAMPS

SHOP NEW ARRIVAL



iPAD CASES

SHOP NOW

Enjoy Free Shipping On Your First Order! Email Sign Up

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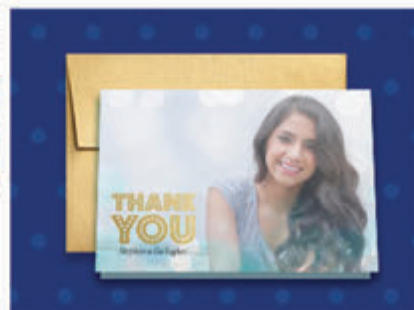




Graduation Invitations, Announcements and Stationery



The Victoria Justice Graduation Collection



Class Act Gratitude



A Spot for Sage Advice



The Best Announcement



New! Personalized Napkins

LANDING PAGE - SUPPORT AND CONTEXT TO CONVERT

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FREE SHIPPING ON ORDERS OF \$59+ | CODE: **FREESHIP59** | LIMITED TIME ONLY

VALENTINE'S DAY | OCCASIONS | BABY & KIDS | INVITATIONS | ANNOUNCEMENTS | STATIONERY | GIFTS | PHOTO BOOKS | BUSINESS

MEET OUR DESIGNERS



elium
Melissa Foster
10 Most Influential Invitation Designers



jill smith design.
Jill Smith
Celebrity Stationery Designer



Stacey Day
Stationery & Fashion Art Director



Drift Studio
Christiane Lemieux
Stationery & Interior Designer



ELM GRAY
Stacy Amoo-Mensah
Stationery & Interior Designer



Lotta Jansotter
Lotta Jansotter
Stationery Specialist



Joy Deangleleert Cho
Stationery & Fashion Art Director



alie murroe
Allison O'Keefe
Stationery Specialist

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VALENTINE'S DAY | OCCASIONS | BABY & KIDS | INVITATIONS | ANNOUNCEMENTS | STATIONERY | GIFTS | PHOTO BOOKS | BUSINESS

MEET OUR DESIGNERS



Stacey Day
STATIONERY & FASHION ART DIRECTOR
ALABAMA
"I design with an eye towards timelessness."
[WATCH THE VIDEO](#)

BEHIND THE DESIGN

What's your favorite font? I can talk about that for hours. Typically I like to throw a modern unexpected font into the mix with something classic.	What's your design philosophy? I design with an eye towards timelessness. I don't want people to look back at the cards they've saved and feel they're outdated.
What's your design process? I'm thinking about the giver and recipient.	What's your design process? I'm thinking about the giver and recipient.



Hunny's Little Monster

FEATURED COLLECTIONS



Birth Announcements



Graduation Cards



Occasions Cards



Birthday Party Invites

Enjoy Free Shipping On Your First Order! | [Email Sign-Up](#)

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Exclusive
NEW ARRIVALS

A style for every smile, dimple and giggle.



1. *Bubble Love* - Acculpar umquia nusapicia sites audant quispe labor allionet. 2. *Pretty in Pink* pro il
ipsum. 3. *Baby Blocks* - Fic tem que voluptata qui ut int laboreem volent. 4. *Stars & Stripes* - hicis utri in
percia quinqi cuscips. 5. *Blue Ice* - apieni doluptaque sitn pelescium. 6. *Sleeping Star* - aligrinat as pa sam
7. *Bubble Love* - ut velorum rempore clectu. 8. *Sleeping Star* - Xent odit labo Et officip sumque velendi tuncd
unecis earum. 9. *Bubble Love* - non cus et magnatum ero maiorip reicia enim.

tinypoints

HOLIDAY OCCASIONS BABY & KIDS INVITATIONS ANNOUNCEMENTS STATIONERY GIFTS

TINY TIPS

THE SEND OFF

Take a tip from our etiquette experts on just when to send.

GET TIPPED OFF

10
days

THANK YOU CARDS

From the adorable onesies to those beautiful flowers, you can thank your guests within 10 days of the event.

[Shop Thank You Cards](#) ▶



3
weeks

PARTY INVITES

Invite guests a minimum of three weeks before the party – just enough time to find party dresses and champagne.

[Shop Party Invitations](#) ▶

6
months

ANNOUNCEMENTS

We know, you've been busy celebrating. Big announcements from baby to graduation can be sent within six months of the occasion.

[Shop Birth Announcements](#) ▶



STAY CONNECTED



ENJOY 15% off | Code: xxxxxx | Ends x/xx

Make It *His*
TOY STORY

A Party That Puts the Spotlight on
His Favorite Things

SHOP BIRTHDAY INVITATIONS



Make It *Yours*
TOYS FOR GROWNUPS

SHOP IPHONE CASES

ENJOY 15% off | Code: xxxxxx | Ends x/xx

A SHINING debut

Introducing Foil-Stamped
Announcements

SHOP NOW



Petite Alma

Our Designer Spotlight on Grad
Announcements by Petite Alma

SHOP NOW

STAY CONNECTED



tinyprints

HOLIDAY

OCCASIONS

BABY & KIDS

INVITATIONS

ANNOUNCEMENTS

STATIONERY

GIFTS

Spring forward.

OUR NEW STYLES ARE HERE.

[Shop now](#)



STAY CONNECTED





APRIL SHOWERS

Bring Bloom-Inspired Party Invitations

PICK ONE

Fun Ideas for Floral Fêtes

Edible Blossoms



Floral-Infused Martinis



Tissue Pom Poms



FROM OUR BLOG WITH LOVE >

STAY CONNECTED





all about stripes

SALE

ZEBRA, SAILOR, PEPPERMINT

save 25% off all new styles

SHOP OUR STYLES

30% OFF
OUR SPRING COLLECTION



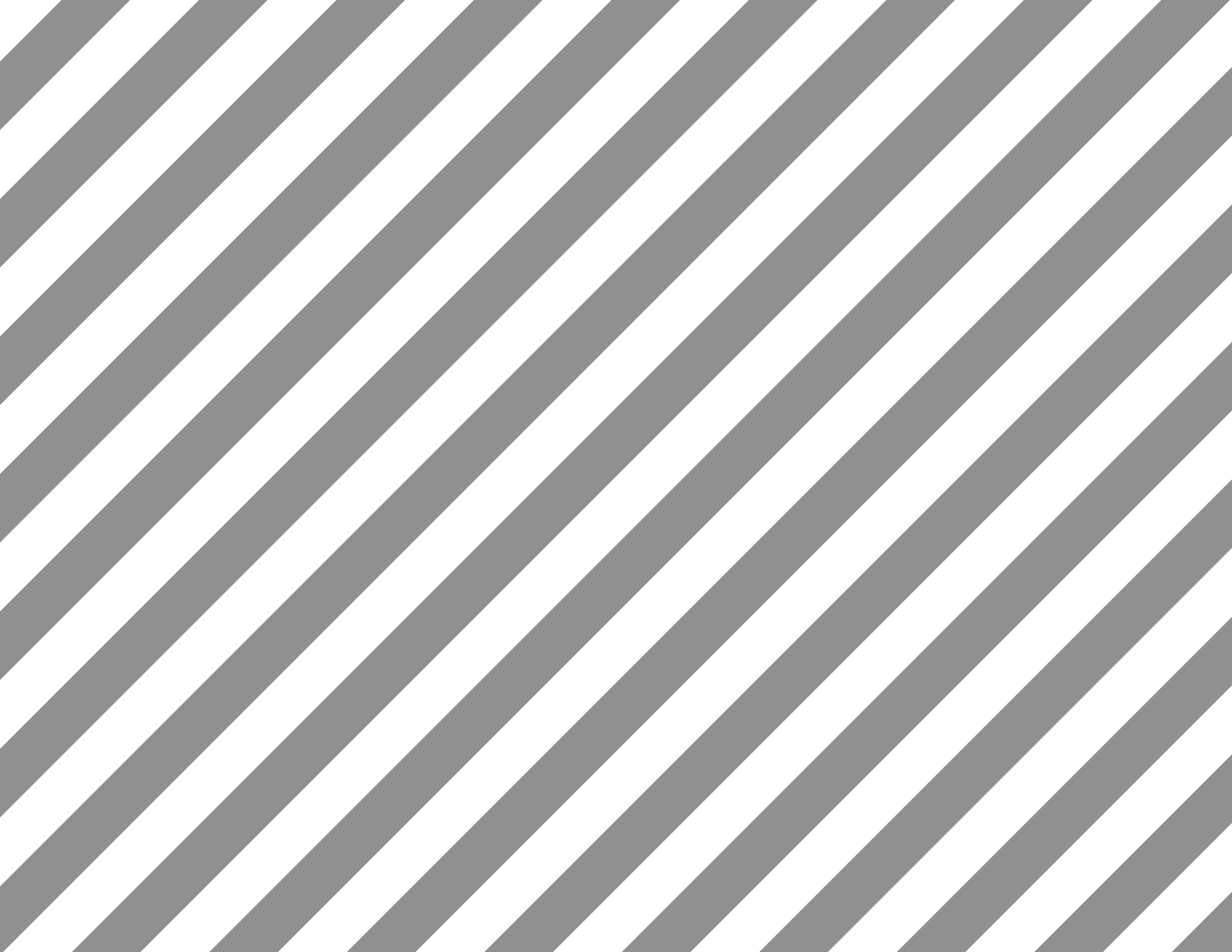
Make Yours

tinyprints



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Celebrate life with style.