

Build a Press Kit

[*for Jewelers*]

The Essentials

Line Sheet

Bio

Company Profile

Images

Enclosure

The Essentials : Line Sheet

All components of the Press Kit should be consistent in style with consideration to fonts, colors, paper stock, etc.

The Line Sheet should include a sampling of images of your product, 6-12 pieces, whatever fits neatly on the page. The idea is to entice the editor to open the full catalogue of your images from the included CD/DVD or memory stick.

Keep it simple. The page layout should be designed on a grid with each line item clearly defined through use of very minimal graphics or spacing. And keep the printing to one side of the sheet if possible.

Paper stock should be bright white with a smooth finish and at least 80# text weight. Don't use a gloss finish paper unless your intention is to look like a discount brand.

The Essentials : Bio

The Bio should include information about the artist/
designer for the brand, inspiration behind the
collection, history of designing, etc.

The Essentials : Company Profile

The Company Profile should include a Brand Identity Statement about what the company represents. Is the brand about affordable elegance, rare gemstones, one-of-a-kind, etc.

The Essentials : Images

High-resolution JPEG Images of the jewelry should be included in the Press Kit on either a CD, DVD or memory stick.

The CD or DVD should be labeled and branded using a decal or custom silk-screened media should be used.

A note on the Line Sheet should indicate which images are included.

The Essentials : Enclosure

OPTIONS

Ready-made Pocket Folder

9x12 standard pocket folder,
hand-applied company logo decal
and adhesive insert for CD/media

Custom Folder

custom designed and printed with company
branding, optional custom size, closure,
pocket dimension, and paper stock

Custom Box / Enclosure

completely custom enclosure such as branded
box constructed of wood or plexiglas
that can be repurposed