



Peace Signs

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BFA Thesis

Thesis Statement

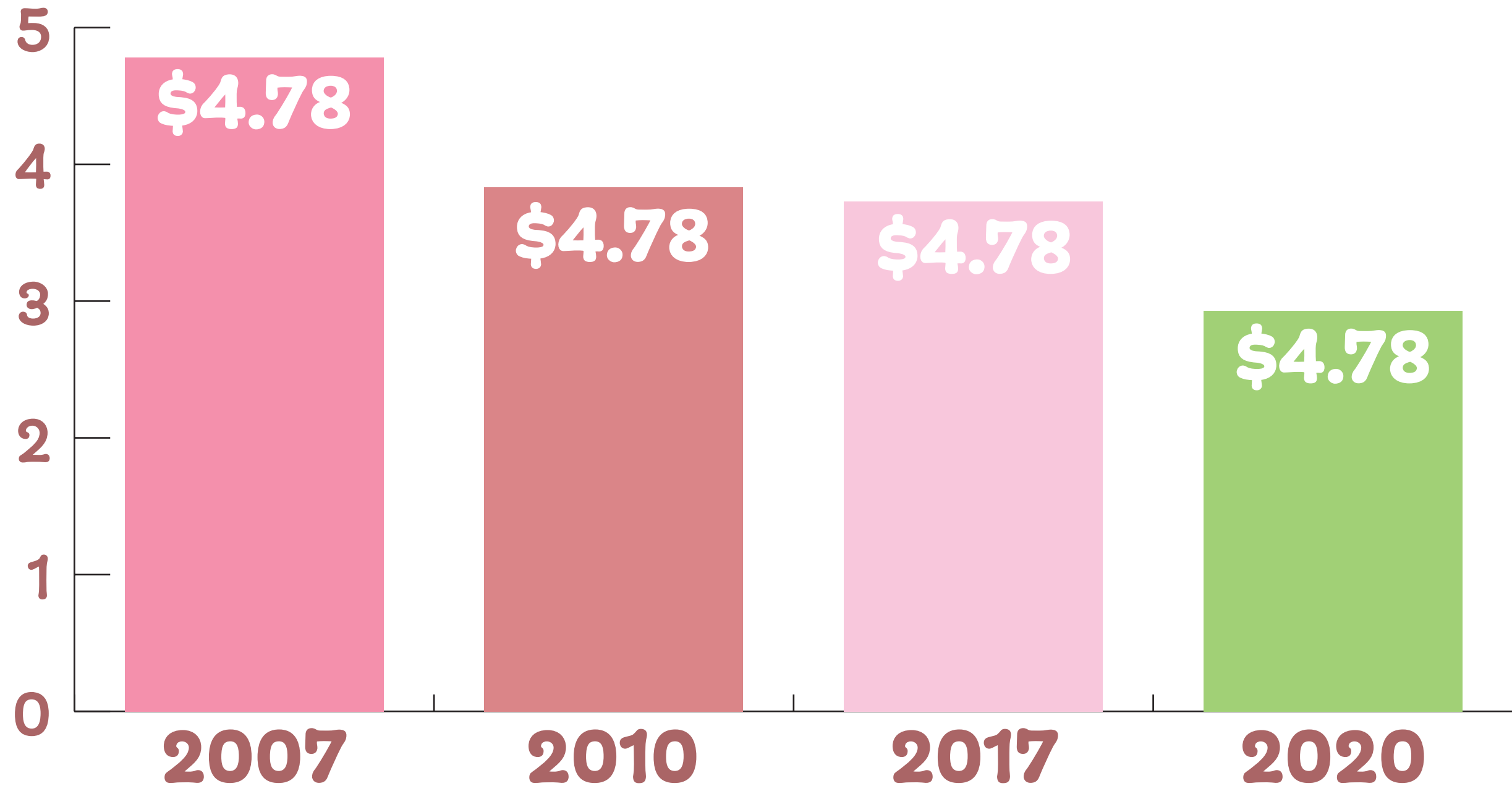
Greeting cards are being used less and less by consumers. Even though the drop in sales is small, it's still noticeable. People are settling for alternatives such as e-cards. People that receive higher quality cards (licensed material, pop-up, or some kind of audio sound) are more inclined to keep them. Even so, some of these cards tend to be put in a drawer and forgotten about. I want to make a card business that serves more than one purpose. The traditional social exchange of greeting cards, and also a piece of small decor for your workspace or home.

Brief History on Greeting Cards

- **Earliest form of greet cards dates back to both ancient Egypt and china**
- **1400s German wood carvers made designs to print to send as new year greeting**
- **Since the mid 19th century an increasing number of Americans have used greeting cards to share feelings of love, friendship, sympathy etc.**



Greeting Cards Today

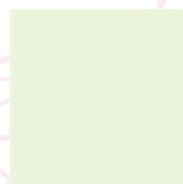


- Still a billion dollars industry, but still a noticeable drop in demand

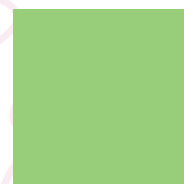
**Varies in
sentiments**



**A few
months**



**As long
as possible**



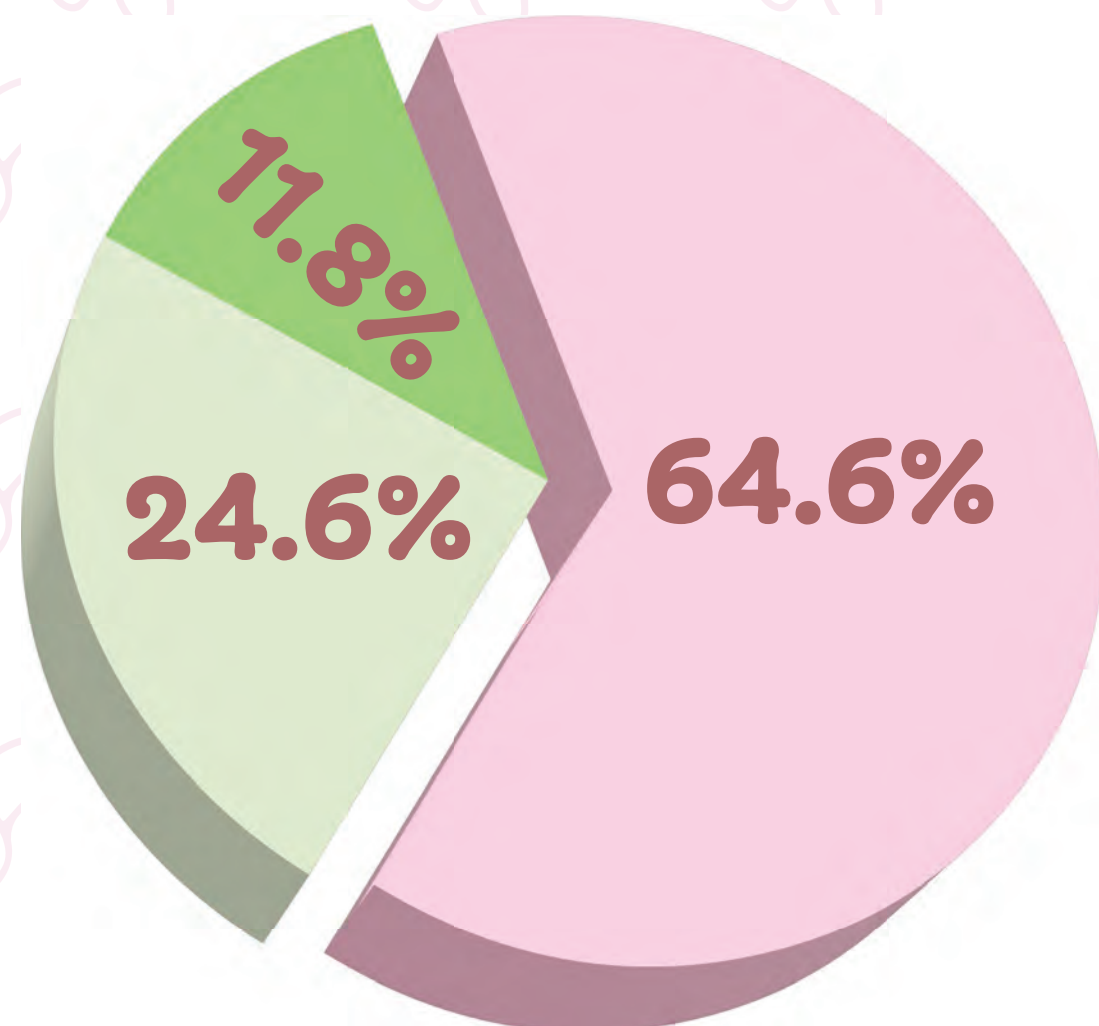
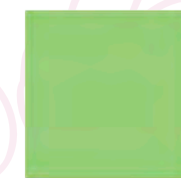
Yes



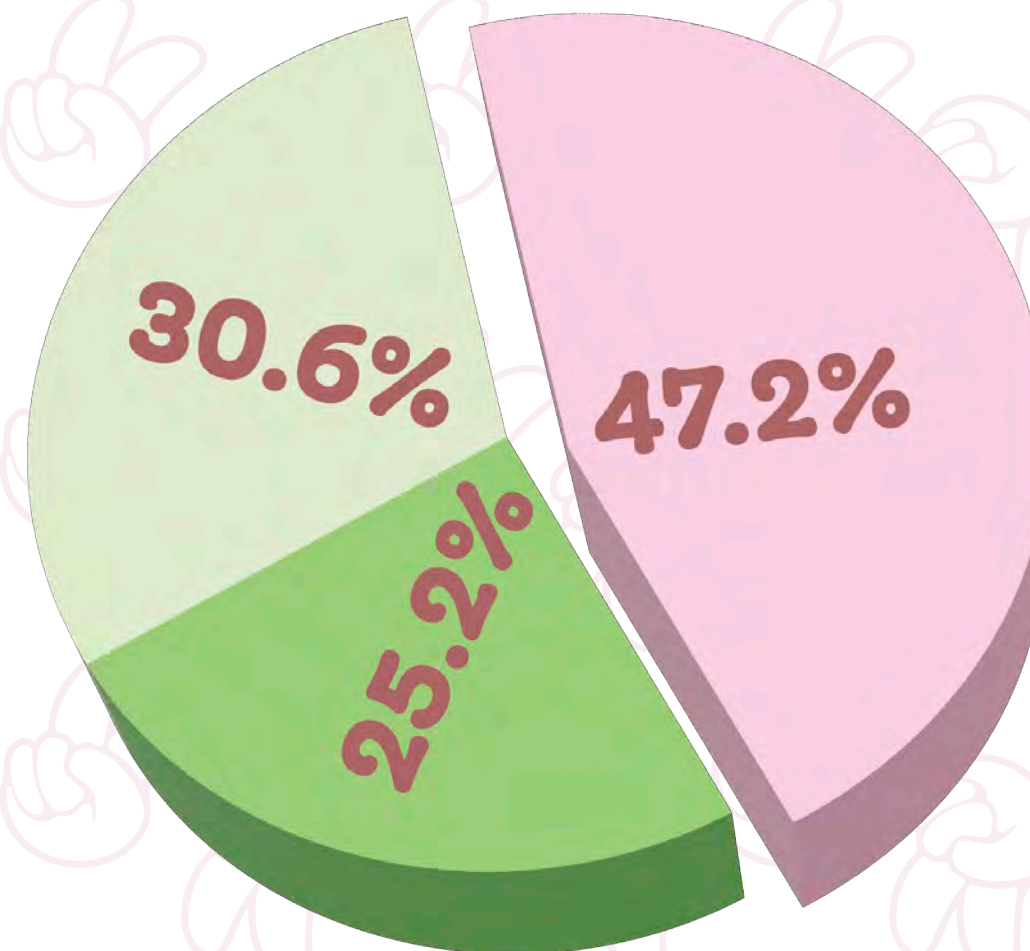
No



**Sometimes/
depends on art
or occassion**



64.6% keep their greeting cards as long as they can, but varies based on sentimental value



47.2% display their cards, 25.2% display them based off the card

100% Signs

What is Peace Signs?

PeaceSigns is a card and stationery small business, that aims to provide customers with beautifully designed products that not only serve as a means of communication but also as small pieces of decor for their home or workspace. Our mission is to create products that bring joy and inspiration to our customers' lives, whether they're sending a heartfelt message to a loved one or brightening up their own space. We also prioritize sustainable and eco-friendly practices to minimize our environmental impact. Our mission is to create products that not only make our customers happy but also contribute to a better world.



HEX: #EBC7DC

C: 0%

M: 27%

Y: 0%

K: 0%



HEX: #DC8EA9

C: 0%

M: 55%

Y: 10%

K: 0%



HEX: #AECE7C

C: 40%

M: 0%

Y: 70%

K: 0%



HEX: #996666

C: 30%

M: 67%

Y: 52%

K: 8%



HEX: #C68486

C: 12%

M: 57%

Y: 37%

K: 0%



HEX: #EFF4DA

C: 7%

M: 0%

Y: 17%

K: 0%

Brand Palette

Duckie

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

. , : ; ' " " ! ?

Giulia Plain

A B C D E F G H I J K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w

x y z

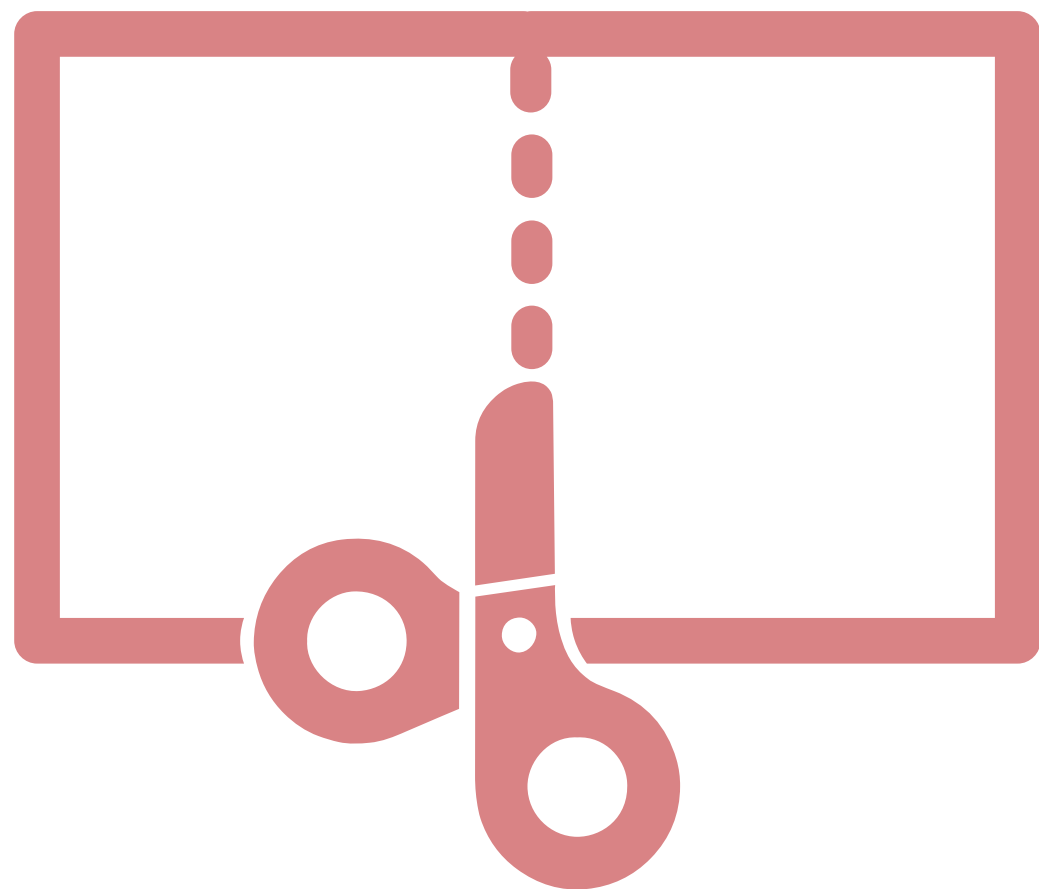
1 2 3 4 5 6 7 8 9 0

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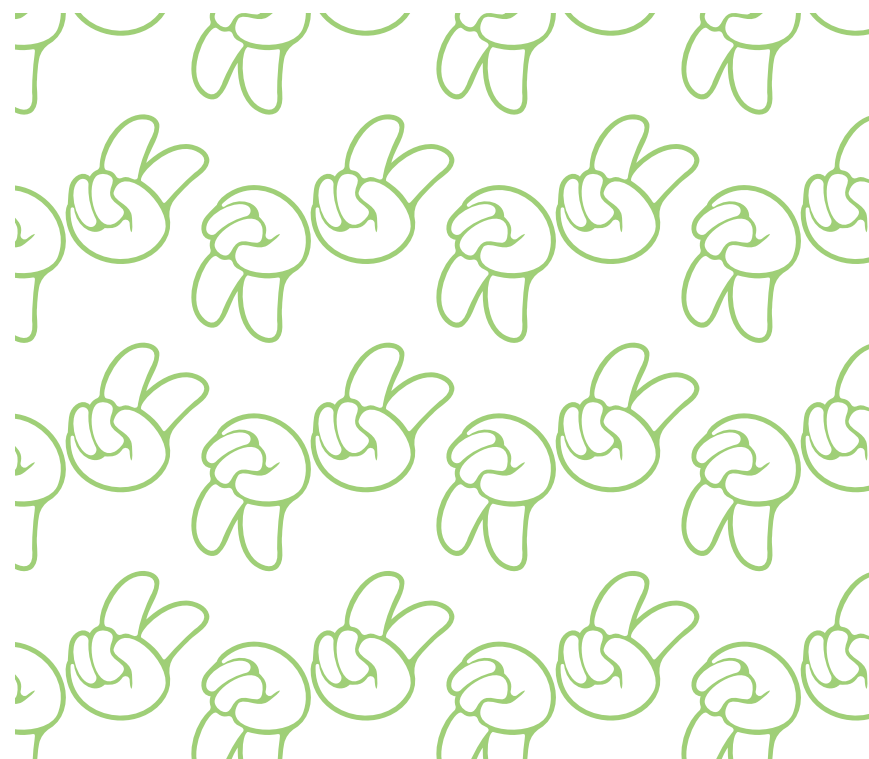
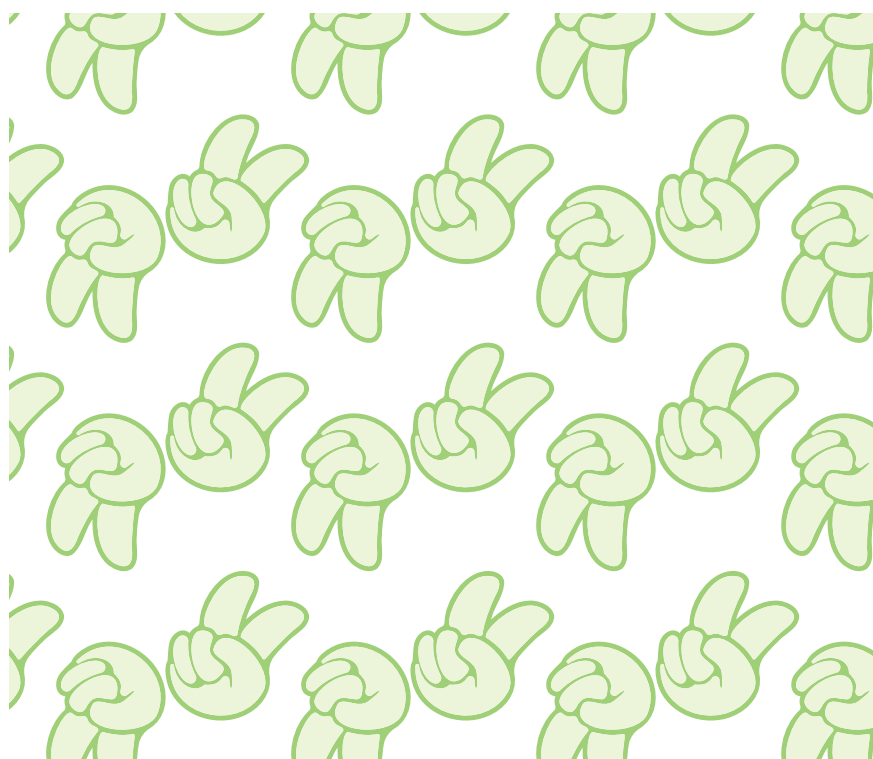
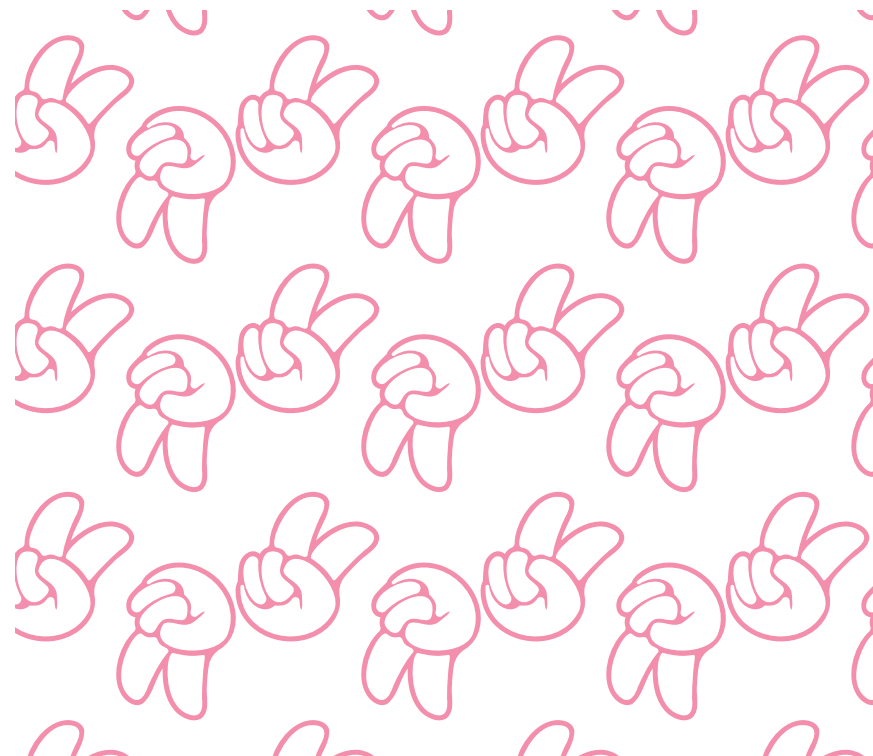
Typefaces



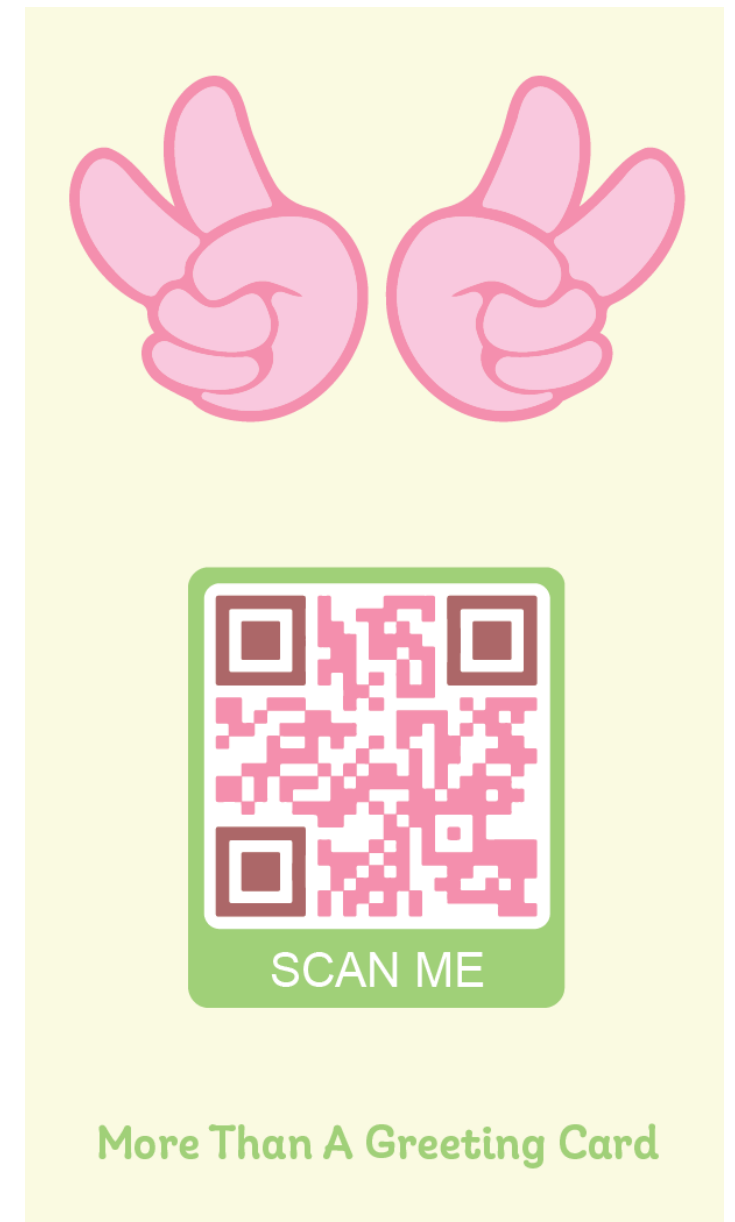
Logo



Icons



Patterns

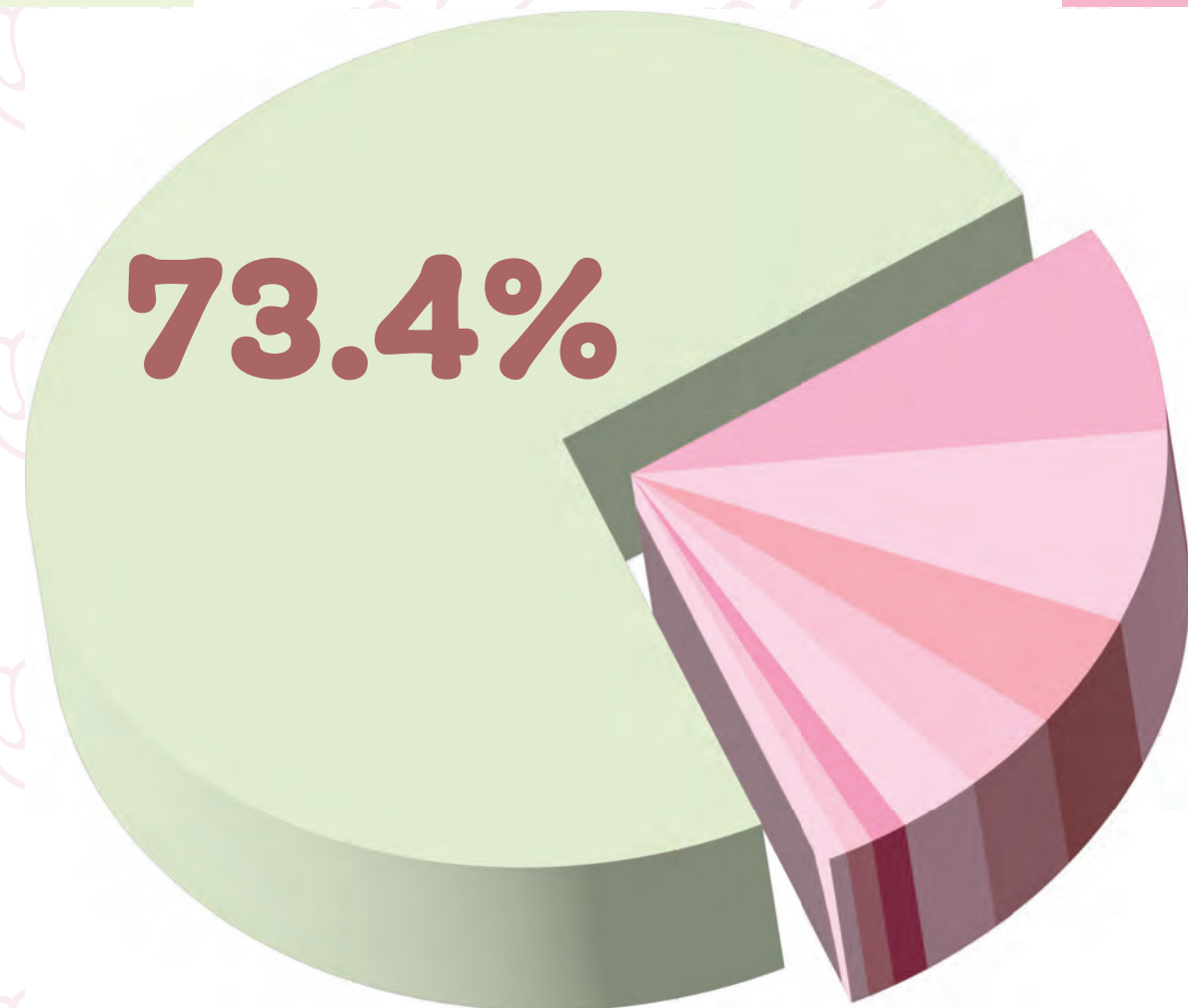


Business Card

Christmas



Valentine's Day



1 Birthday

2 Sympathy

3 Thank You

4 Wedding

5 Thinking of You

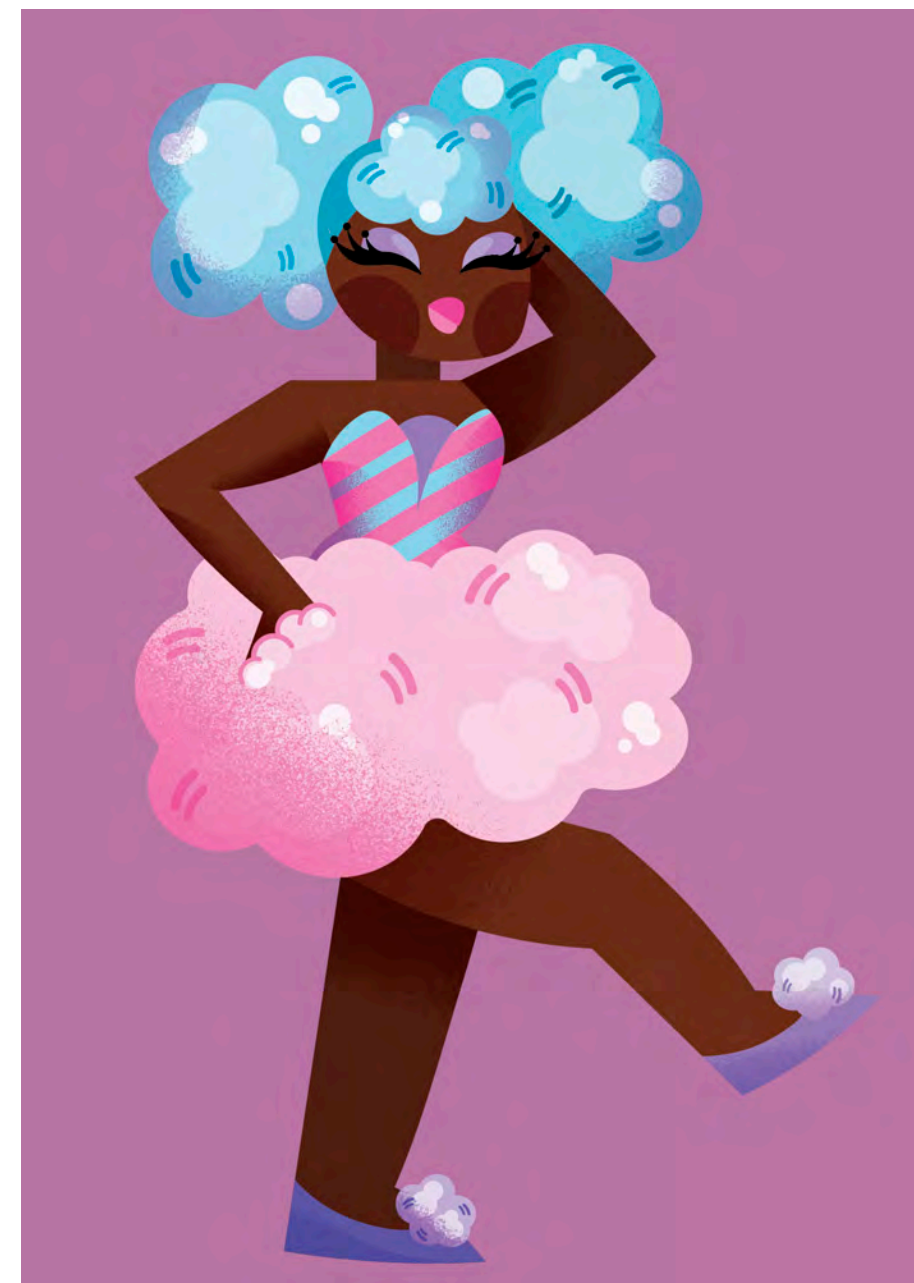
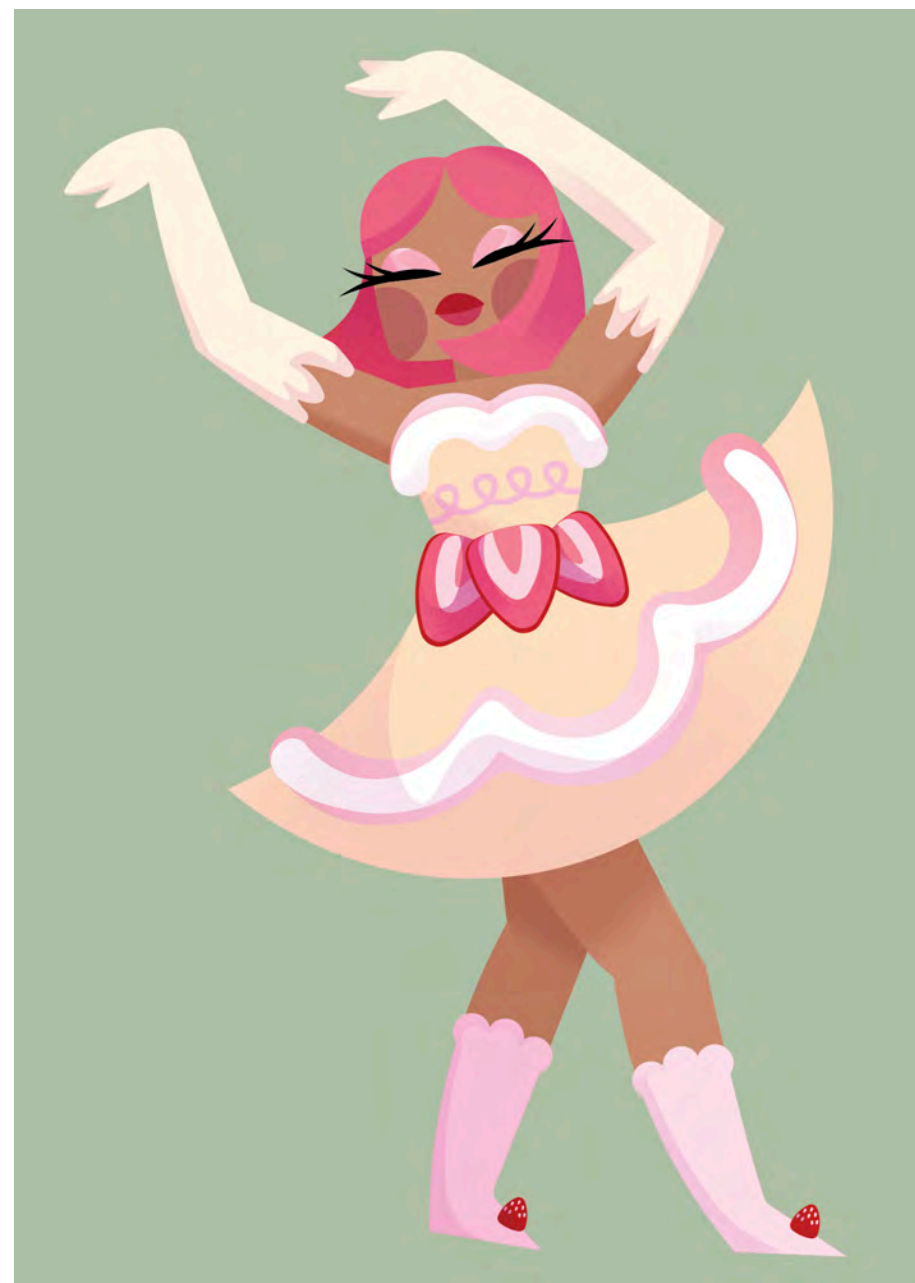
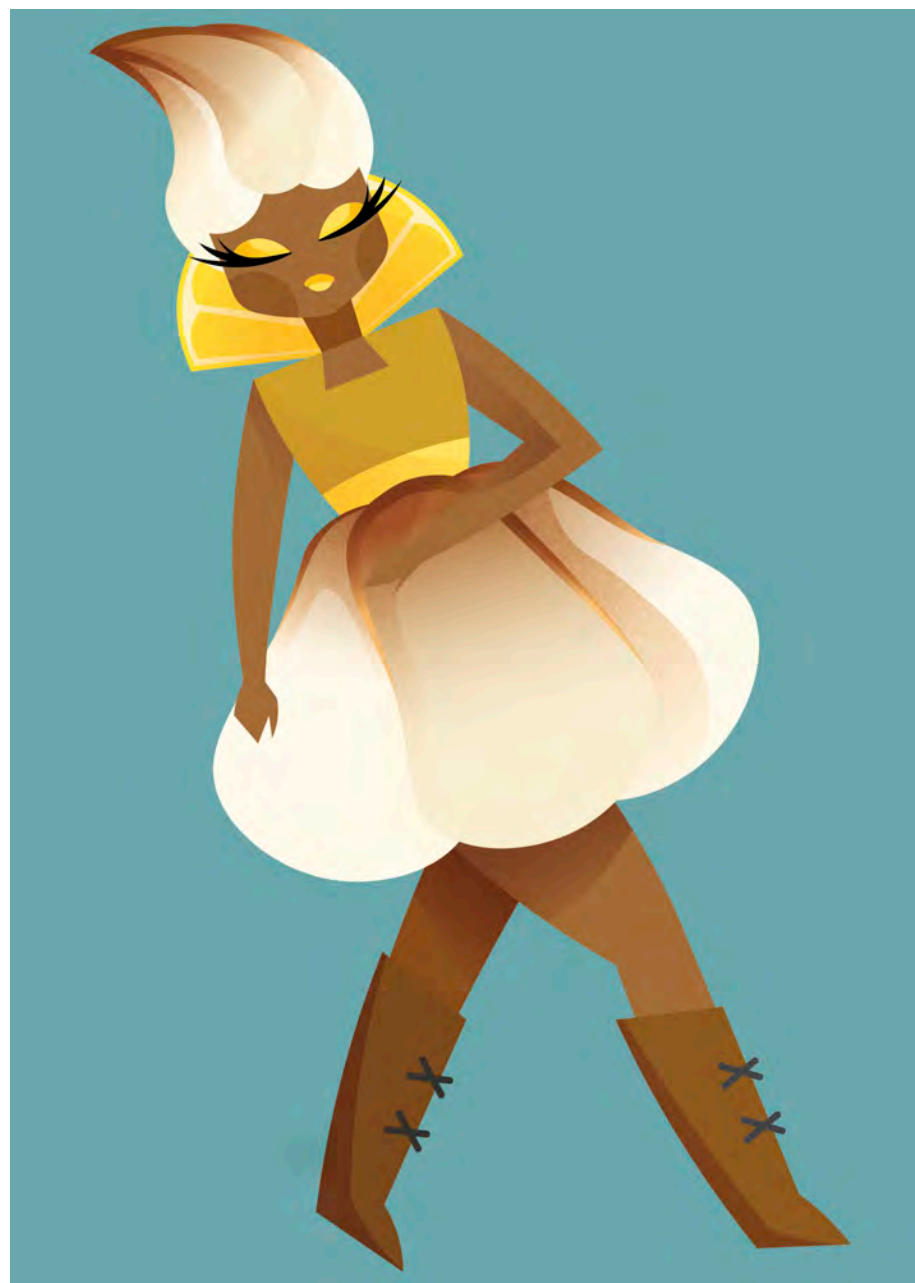
6 Get Well

7 New Baby

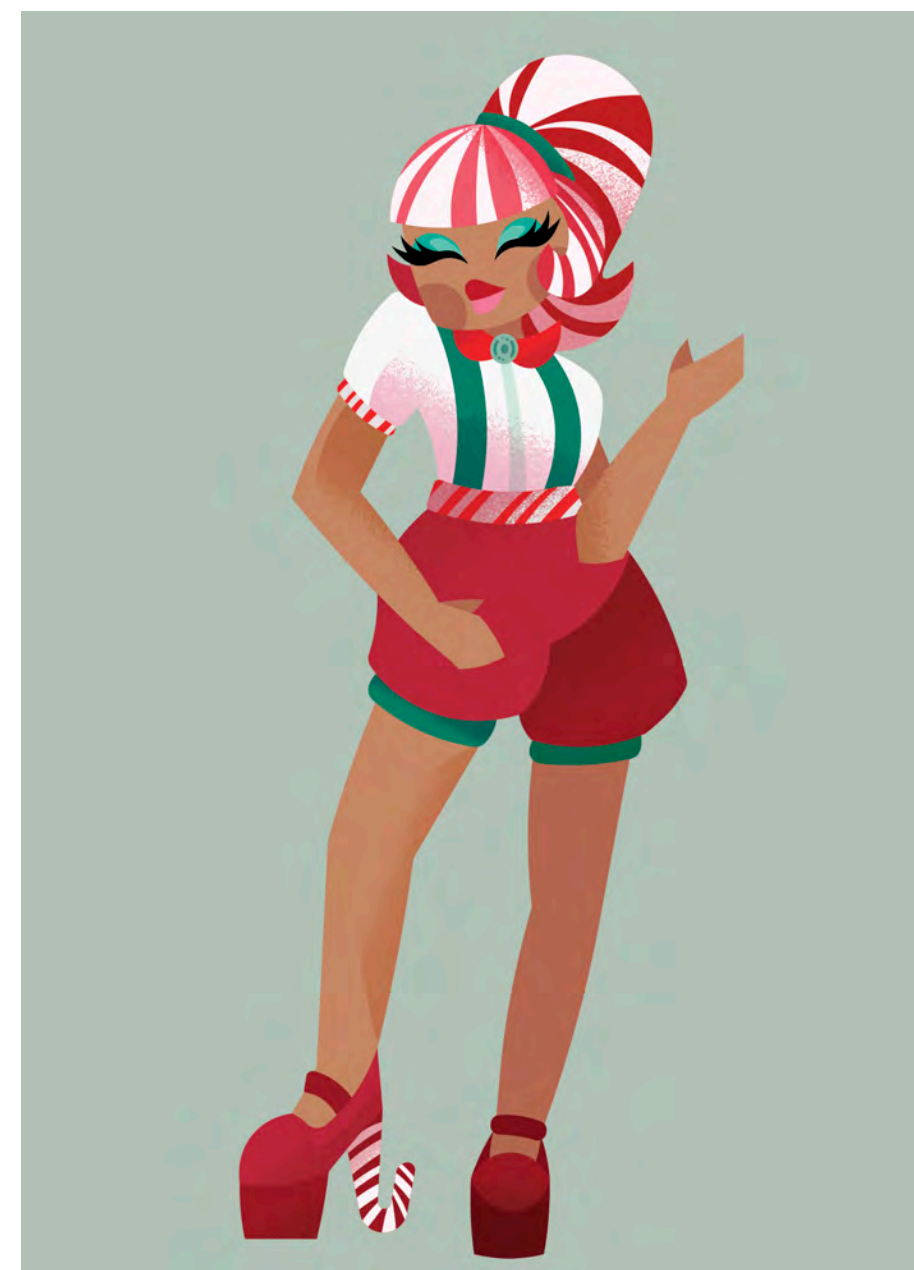
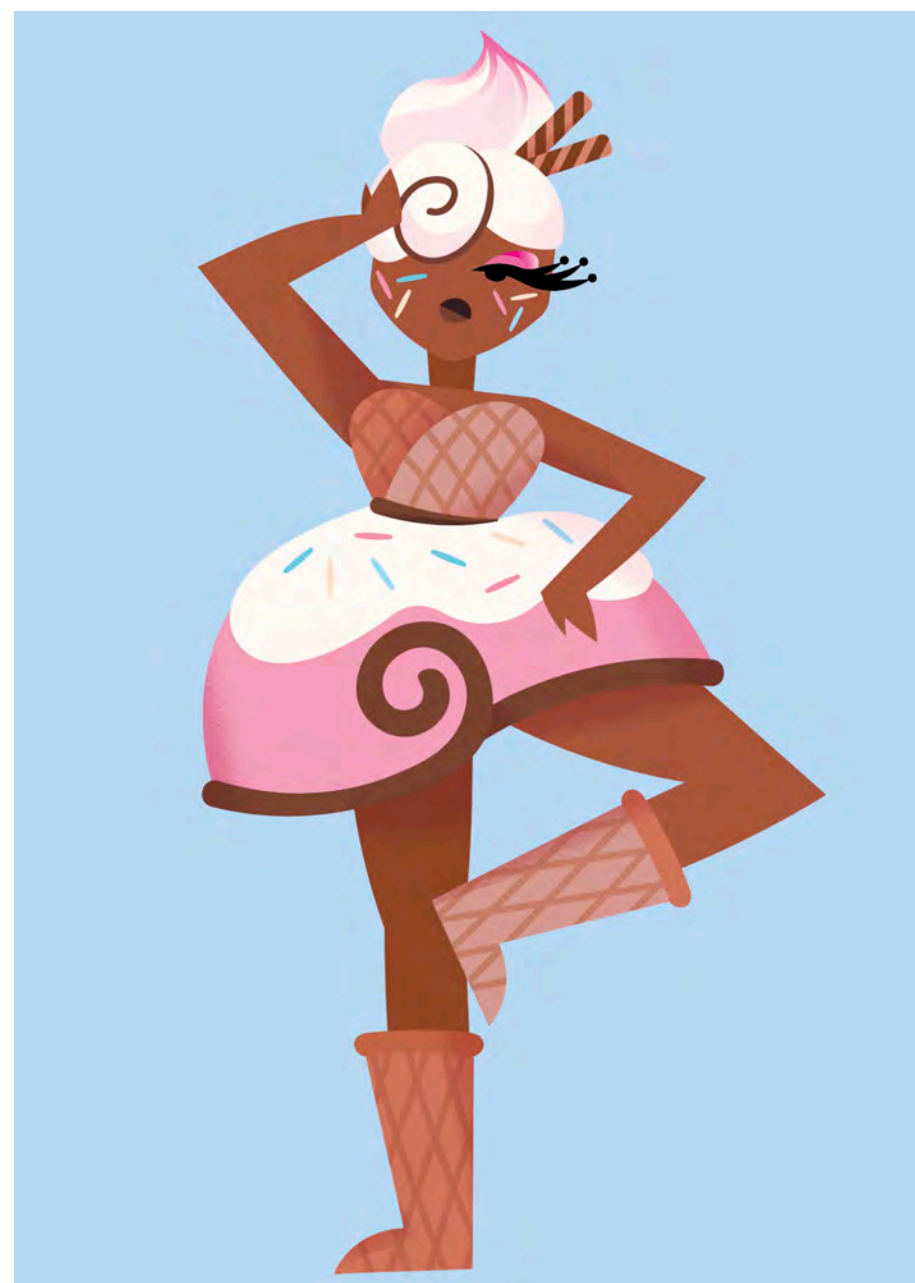
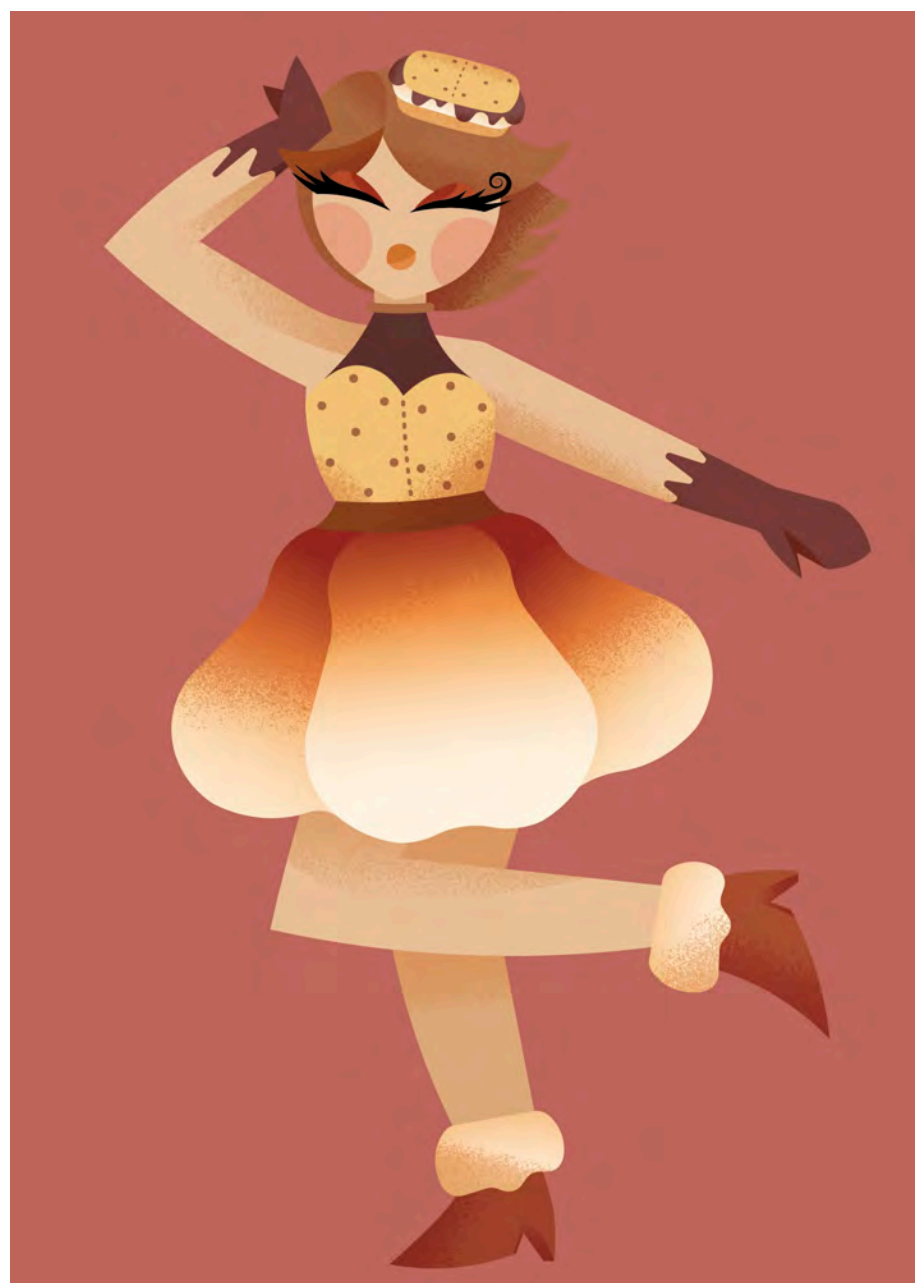
8 Congratulations

- **Cards are divided into two categories: Everyday and special occasions**

Sweet Gals



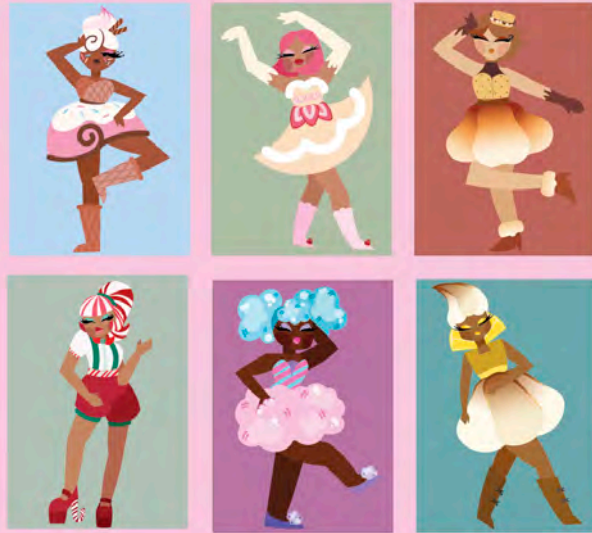
Sweet Gals



Flower Dancers







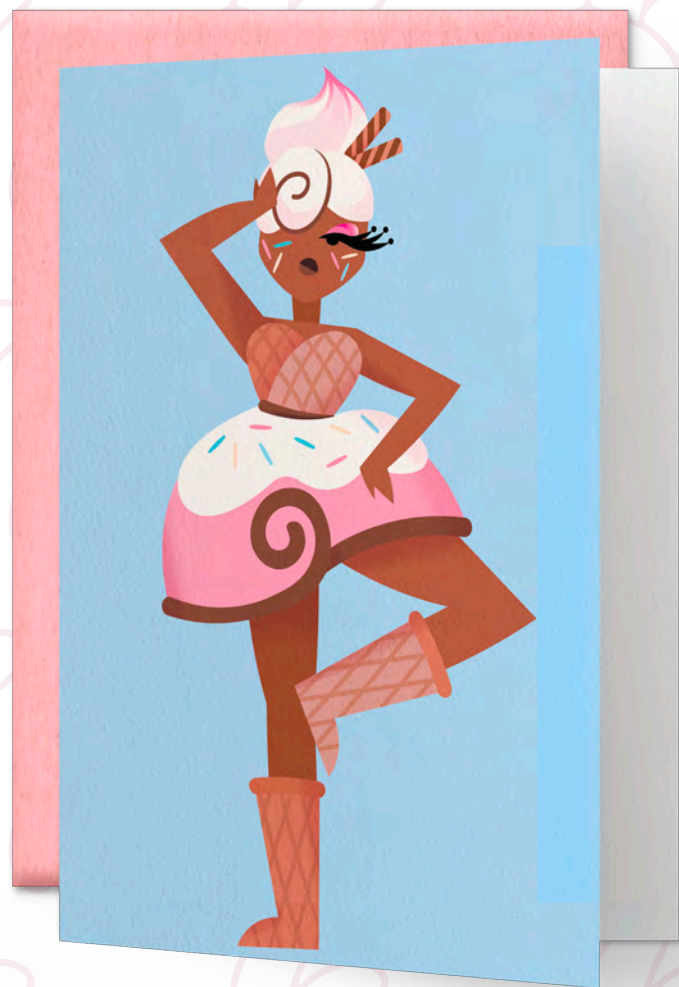
Sweet Gals



Flower Dancers

*It Doesn't Have
To Stop All
Cards*







Marketing Plan

Creative Individuals



People who value
handmade, unique
products

Gift Buyers



People who are looking
for unique,
thoughtful gifts for
their loved ones.

Home Decor Enthusiasts



People who are
passionate about home
decor and are always
on the lookout for
unique pieces

Target Market



Name: Cleo

Age: 26

Occupation: Marketing Intern



Personality

- Cleo is creative, enthusiastic, and always seeking new ways to express herself.
- She enjoys shopping at local markets and boutiques for unique home decor items.
- In addition to authenticity, she values individuality and personalization.

Needs

- A functional, aesthetically pleasing product is essential for Cleo.
- Her favorite products are those that can be used in multiple ways, like greeting cards that also function as decor.
- Her preferred products are unique and different from mainstream products.

Goals

- To support independent makers and small businesses, Cleo finds products that show her creativity and personality.
- She wants to feel happy about the things she buys and appreciate the thought and care that was put into their creation.

Persona

Social Media

- Promote PeaceSigns and build engagement
- Showcase products, share behind the scenes photos

Vendor At Art Fairs & Markets

- **Showcase products and connect with potential customers**
- **Get feedback on products and build brand awareness**

What's Next?

- **Build social media presents**
- **Design more card collections**
- **Hope for the best**

Thank You!

