

# THE Hallmark STUDIO

# WE ARE HALLMARK

At Hallmark we search high and low for the very best and brightest new talent for the Hallmark Studios. So if you're a creative looking to join somewhere fun, forward thinking and a little bit different, and you're passionate about design, we can't wait to hear from you.

Laura Broadley
Visual Studio Manager

# A BIT ABOUT HALLMARK STUDIOS

The Hallmark Studios are bustling with designers, photographers, editors, creative managers and art directors who dream up thousands of designs each year.

They're writers, illustrators, designers, artists, inventors and perfectionists, and their passion shines through in everything they create – whether that's cards, wrap, and Christmas crackers, or calendars and partyware.

We have one of the largest creative studios in the UK – just take a look at our work in Hallmark, M&S, Tesco, Waitrose, The Co-op, Morrisons, Paperchase & many more.

# HALLMARK PARTNERSHIPS

We work with a broad range of customers, from the grocery channel to the high street.

amazon.co.uk

John Lewis

M&S
EST. 1884

DEBENHAMS

Waitrose

LIDL

Morrisons
Since 1899

Card Factory

# HALLMARK LINKS

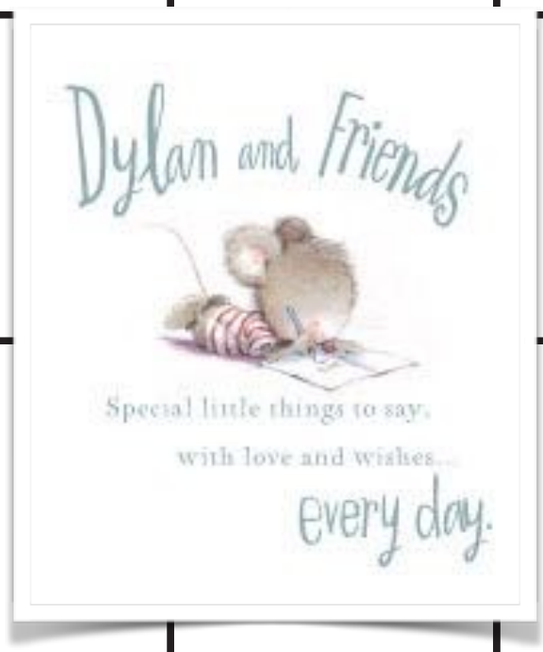
To create the best bespoke licensing solutions we also partner with…

…developing the new & different in product design outside of the category we operate in.

# PROPERTY SOLUTIONS

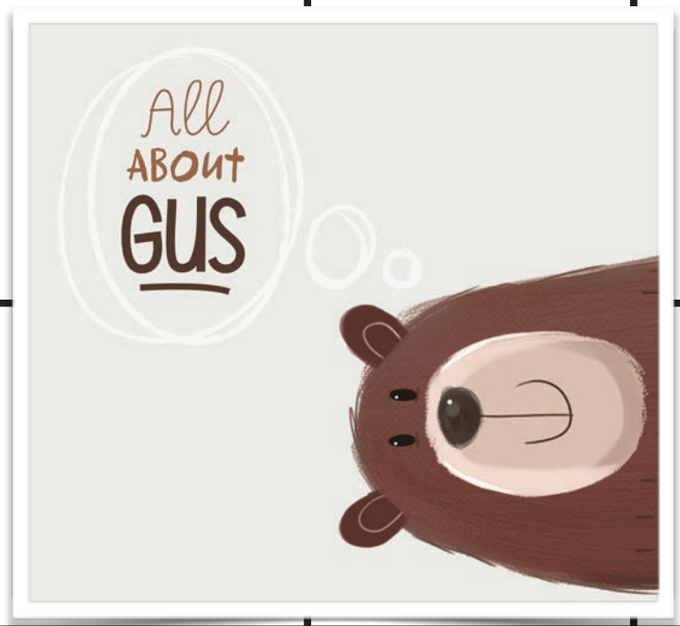
We have a track record of developing leading character properties.

Forever Friends is worth millions in the UK marketplace & is still a firm favourite with consumers.







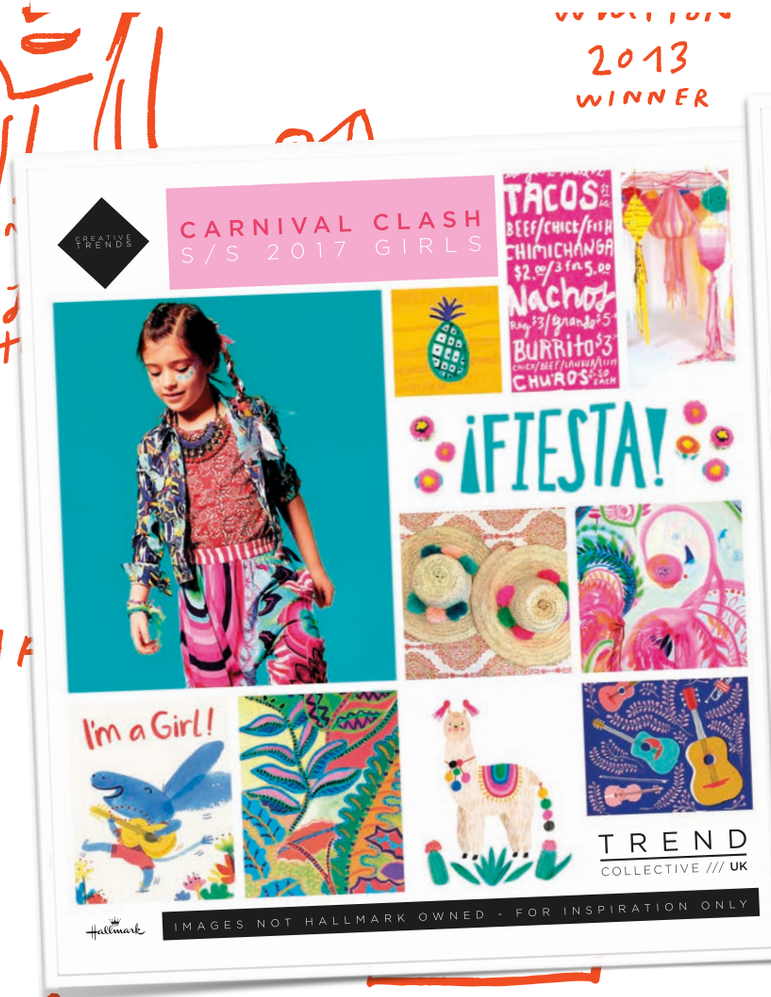





# TREND DEVELOPMENT

We tap into a wide range of sources to translate ‘up & coming’ trends into fresh and inspiring new product, focusing on all aspects of design from packaging to fashion and interiors.





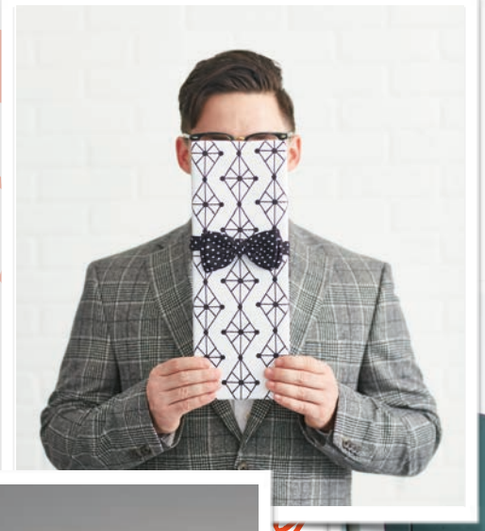




# PHOTOGRAPHY

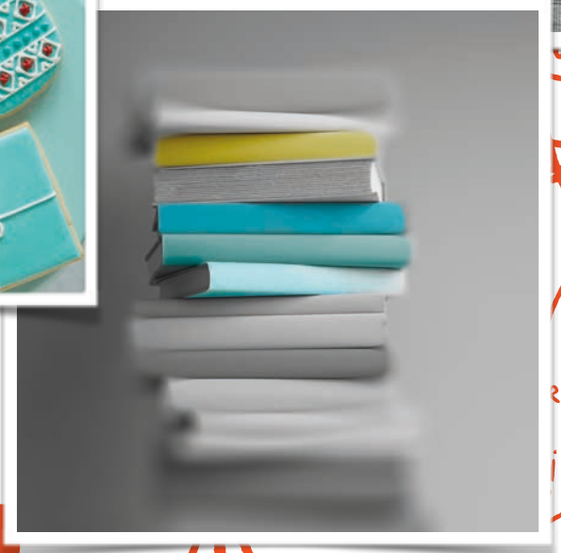
Our very own in-house photography studio adds to our existing vast library of digital images, including studio and location shoots. This allows us to create bespoke images for our customers.













# RETAIL DESIGN SOLUTIONS

Our retail design team have over 30 years of experience in creating solutions from in-store point of sale to campaigns and trade show events.

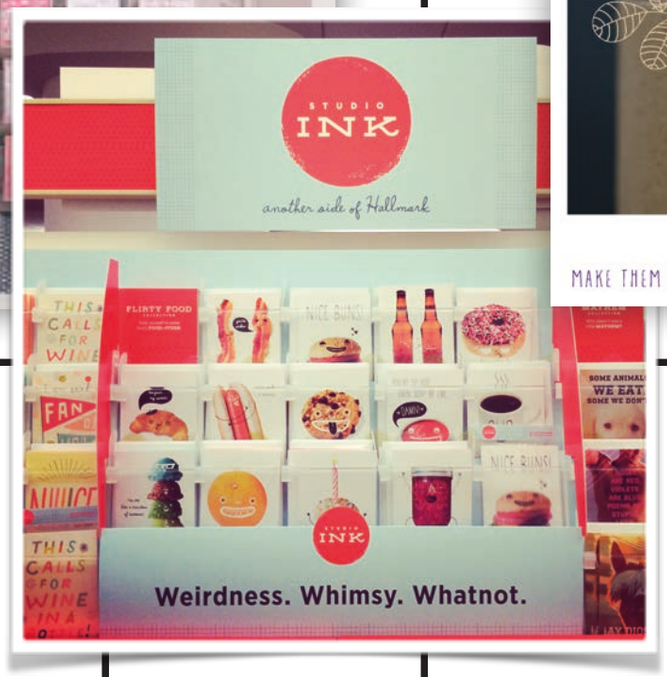


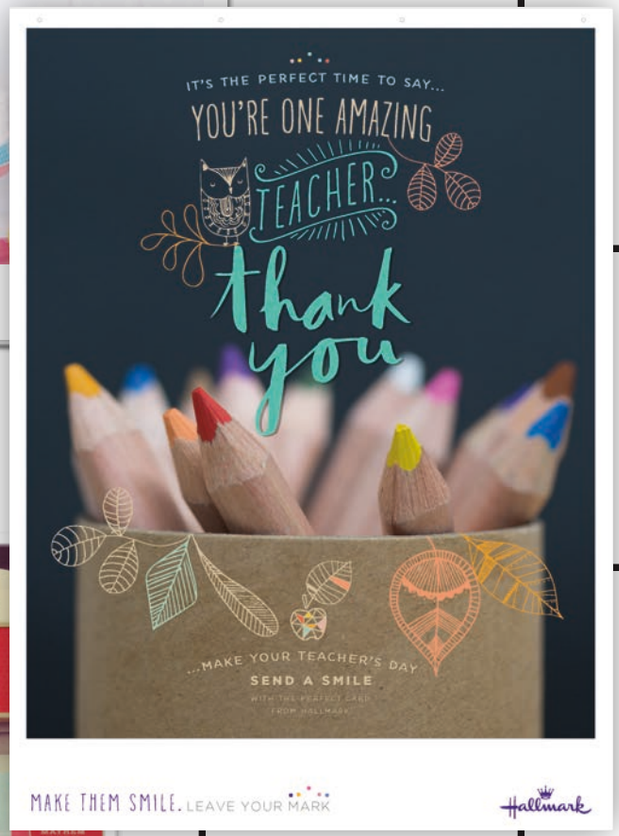








# EDITORIAL WRITING

We have one of the biggest internal editorial and writing teams of any UK card company, plus access to thousands of pieces of writing from the Hallmark US archive.

Our editors and writers are always on the lookout for societal and language trends to make sure our words resonate with real people, helping consumers express themselves in real and relevant ways.



# INTERNATIONAL PORTFOLIO

Our studios across the globe, from Japan to Kansas City in the USA, provide us with a wealth of inspiration, product opportunities and global perspective on the greeting card industry.



# HALLMARK ARCHIVES

Compiled over 100 years, we have over 11 million digital images owned by Hallmark and instantly available to our design team.

A vast and diverse history is held within the Hallmark archives and design collections.

They encompass examples of rare books and prints, with subject matter ranging from writing manuals, botanicals, textile designs, architectural and ornamental drawings, to children's books dating back to the 17th century.

# INNOVATION
# IN PRINT & FINISHES

We work closely with our print team and our external suppliers to keep at the forefront of print innovation.

Our technical and design teams work closely together to bring new and exciting concepts to life.



# CREATIVE STUDIOS

We employ designers from a wide range of creative disciplines, from textiles, paint & craft to graphics and 3D.









WINNER 2012 Laura Hopewell




WHAT CAN WE OFFER YOU?

Possible future employment for graduates.

Build your CV with freelance opportunities
after graduation.

Invaluable commercial experience with
placement opportunities in our studios,
working on a range of projects…

RETAIL I BRANDING I EDITORIAL I PHOTOGRAPHY I
STYLING
GRAPHIC DESIGN I ADVERTISING I TYPOGRAPHY I
CRAFT
ILLUSTRATION I SURFACE PATTERN I PRINT FINISHES
NEW PRODUCT DEVELOPMENT I TRENDS
ANIMATION I FILM



# CAREER PROGRESSION

Employees are encouraged to move up the ladder within the creative studio whether towards art direction or management.

We also offer training and development through courses and workshops run by different creatives across the studio.

Progression enables us to open up positions for new creative talent.

CREATIVE DIRECTOR

HEAD OF DEPARTMENT

ART DIRECTOR / CREATIVE MANAGER

SENIOR DESIGNER /SENIOR ILLUSTRATOR

DESIGNER /ILLUSTRATOR



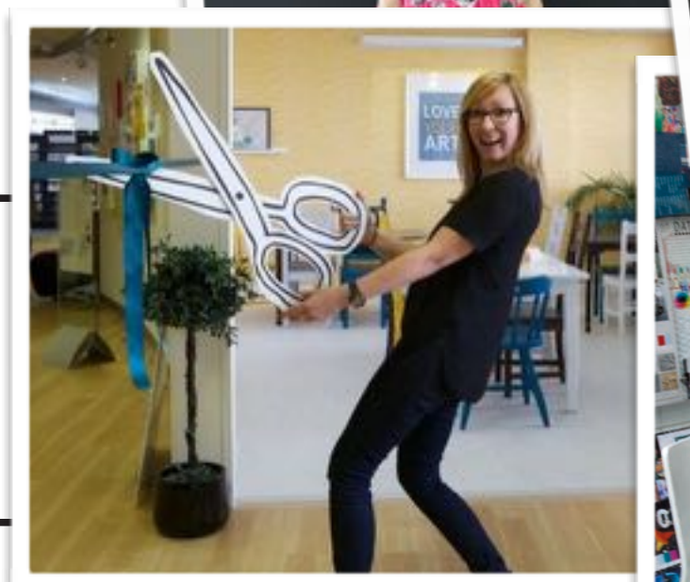
# CREATIVE STUDIOS



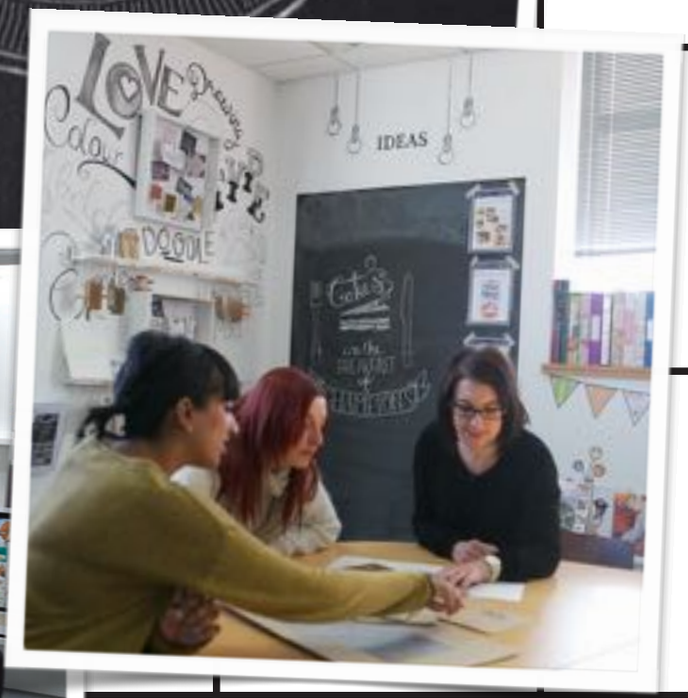










# HELPFUL WEBSITES

hallmark.co.uk

instagram.com/hallmarkcreative

twitter.com/HallmarkUK

pinterest.com/hmkcreativeuk

facebook.com/HallmarkUK

Creative Blog
hallmark-creative.co.uk

@hallmarkukcompetitions

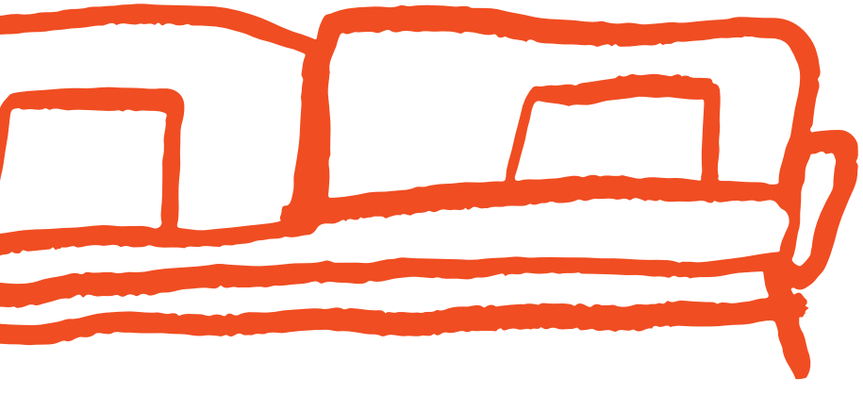
#HALLMARKND2018

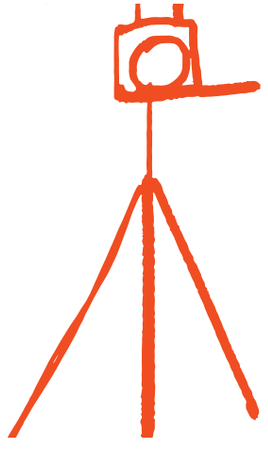





















# COLLEGE PROJECTS

For over 15 years, we have worked with a wide number of colleges and universities across the UK.

We run projects that start with an initial presentation about the business and the products we create, leading on to a more informal chat about what it's like to work in a design studio. We then set a brief and agree a deadline with the tutor, which would usually be about 4 weeks. Halfway through the project, we like to give feedback so that you get some input and advice from us.

The final visit is a presentation from the students showing their finished artwork for a group critique. Placements can potentially be offered at this time which can lead on to regular freelance work. In this instance we look for a strong range of skills, originality and excellent communication skills.



# HALLMARK AT NEW DESIGNERS

We joined forces with New Designers after admiring their commitment to discovering new talent and spring boarding designers into creative careers. We have now sponsored the event for 20 years!

We return each year to run competitions, award placements and give portfolio advice – as well as to appoint permanent positions. We also build links with colleges and creatives, and are keen to develop more.

We love exploring the creative talent that's out there and it's a great chance for students and graduates to come and see us, meet our team and find out that we're not quite like anyone else!













The Letter People



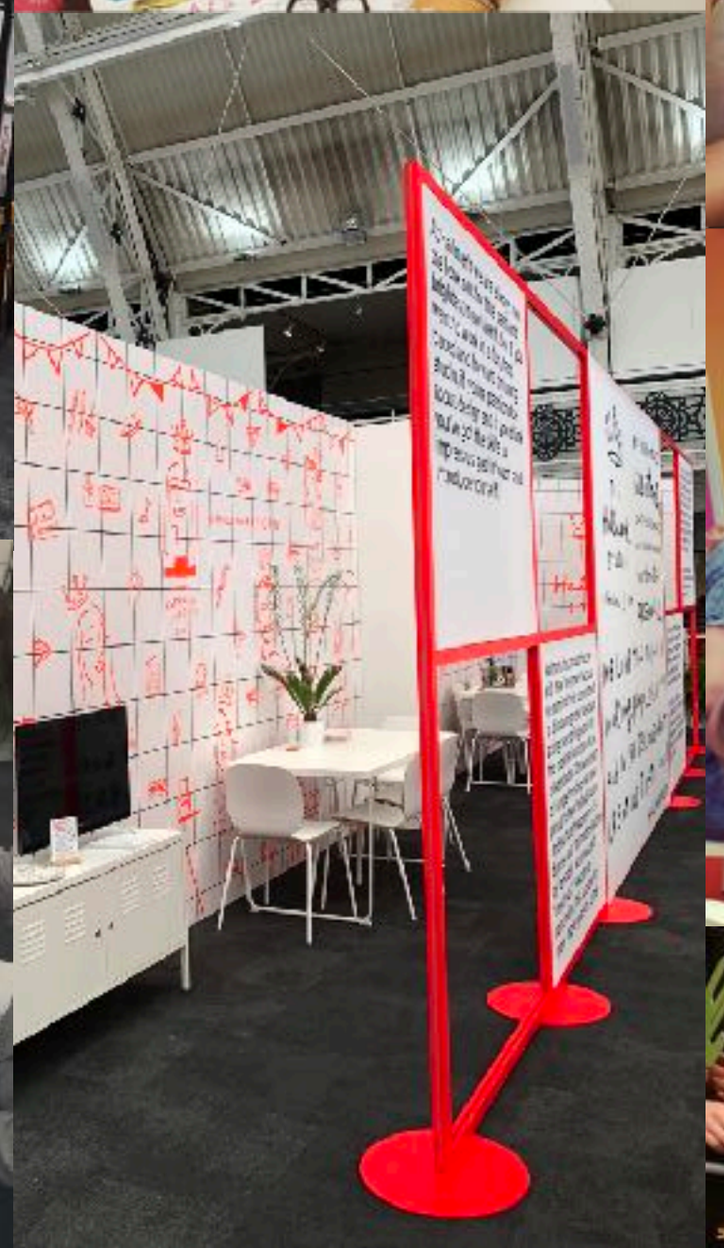






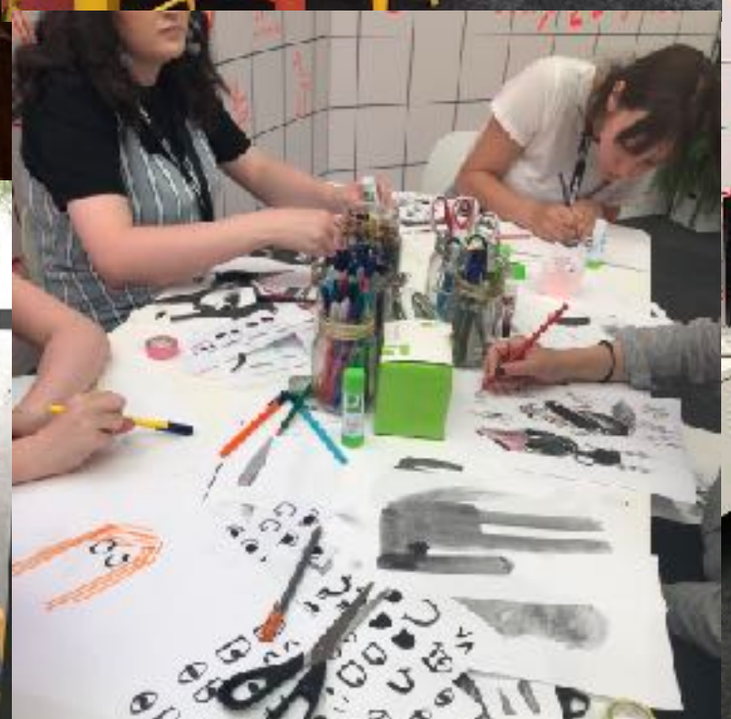



THE HALLMARK STORE
Gifted?











# PREVIOUS COMPETITION WINNERS

Rachel studied Illustration & Graphic Design at Salford University and exhibited at New Designers in 2016.

After a successful entry to the Gifted? competition, Rachel worked in the Hallmark design studio as a Studio Technician for 2 months before being asked to join the Tesco team on a 2 week placement last November.

Rachel made quite an impression, and subsequently moved into a full-time Designer position within the team.





# NEW DESIGNERS EXHIBITOR

Lydia studied Textile Design – Mixed Media at Falmouth University. She also exhibited at New Designers in 2016.

Lydia currently works as a Creative Studio Technician where she helps to visualise what the final products created in the studios would look like.

With the application of finishes such as foils, flitters or embosses, the creative teams receive a production level finished product that's tangible, something you can not replicate on screens.

# NEW DESIGNERS EXHIBITOR

Bibi studied Printed Textiles and Surface Pattern Design at Leeds college of Art. She exhibited at New Designers in 2016.

After being asked to join us on a two week placement she continued to freelance for Hallmark & Tigerprint.

As of the beginning of March, Bibi turned full time on the Ideation Team as Creative Development Assistant.

Gifted? since 1998 & ND New Designers



# THE HALLMARK COMPETITION

Do you have that special something? If you do we'd love to get to know you and your work a little better, so apply for our Gifted competition.

We run competitions six times a year to help us to recruit the very best and brightest new talent, with briefs that are designed to nurture commerciality, creativity and skill.

So remember to:

**Inspire** – by making sure quality and creativity drives everything you do.

**Innovate** – by using your creative talent to spark new ideas.

**Adapt** – to the ever changing needs of the customer.

Entry is open to students, graduates and established designers, so pick a brief that speaks to you and show us what you can do. We can't wait to hear from you!




# THE GREEN HOUSE

Hallmark were delighted to open their ‘Greenhouse' studio within Bradford School of Art in February 2017.

The studio will give the Hallmark creative studio’s a space to work in and get away from their desks, as well as sharing their skills and knowledge with students and staff within the college.



# THE BRIEF

Design a 2020 Calendar with co-ordinating Diary for our range in M&S.

We would like you to design one full calendar with a cover and 12 months, and a diary/planner that co-ordinates.

Show that you can work across different genres such as Traditional, Contemporary, Surface pattern, Typography, Character using a variety different media. Ink, Pencil, Collage, Watercolour etc.

Think about different use of scale, line work, composition, placement, colour balance & type, shape & format.

There are no set sizes, and we are open to new and different formats.

Consider how the products will ‘sit’ together, this might be through colour, style, content & subject matter.

Go & look at what is in the marketplace. The majority of our 2019 range will now be in stores and a selection online. Also look at the competition such as Paperchase & John Lewis as well as independent stationers like Kikki K and Fred Aldous.

Use the trend pack that we have supplied, these are trends that we want to see you using in your collections, don’t use them literally we want to see how you interpret these through your designs!

TREND AW 19/20

# SPIRITUAL BEING

ESCAPE - MAGIC - HEALING

KEY TREND: WEAREWHATWESHARE

**THINK:**

Fantastical
Magical
Ethereal
Dark velvet tones
Moody
Inspirational Messages
Crystals
Holistic
Fortune Telling
New Forms of Therapy

COLOUR



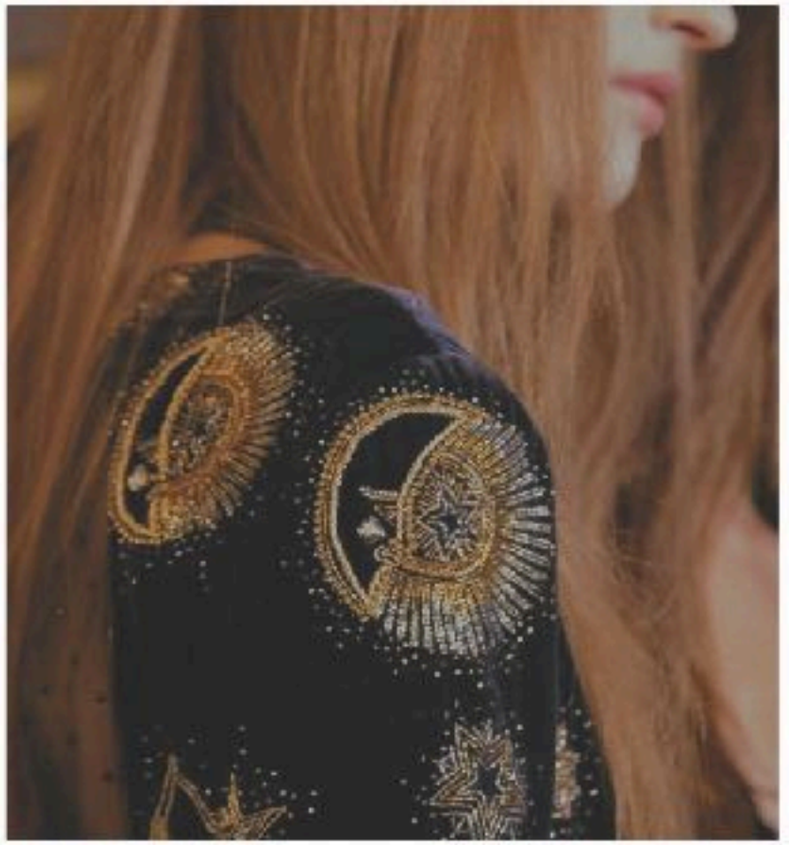
PATTERNS



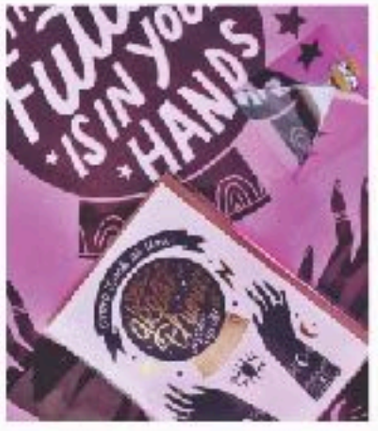












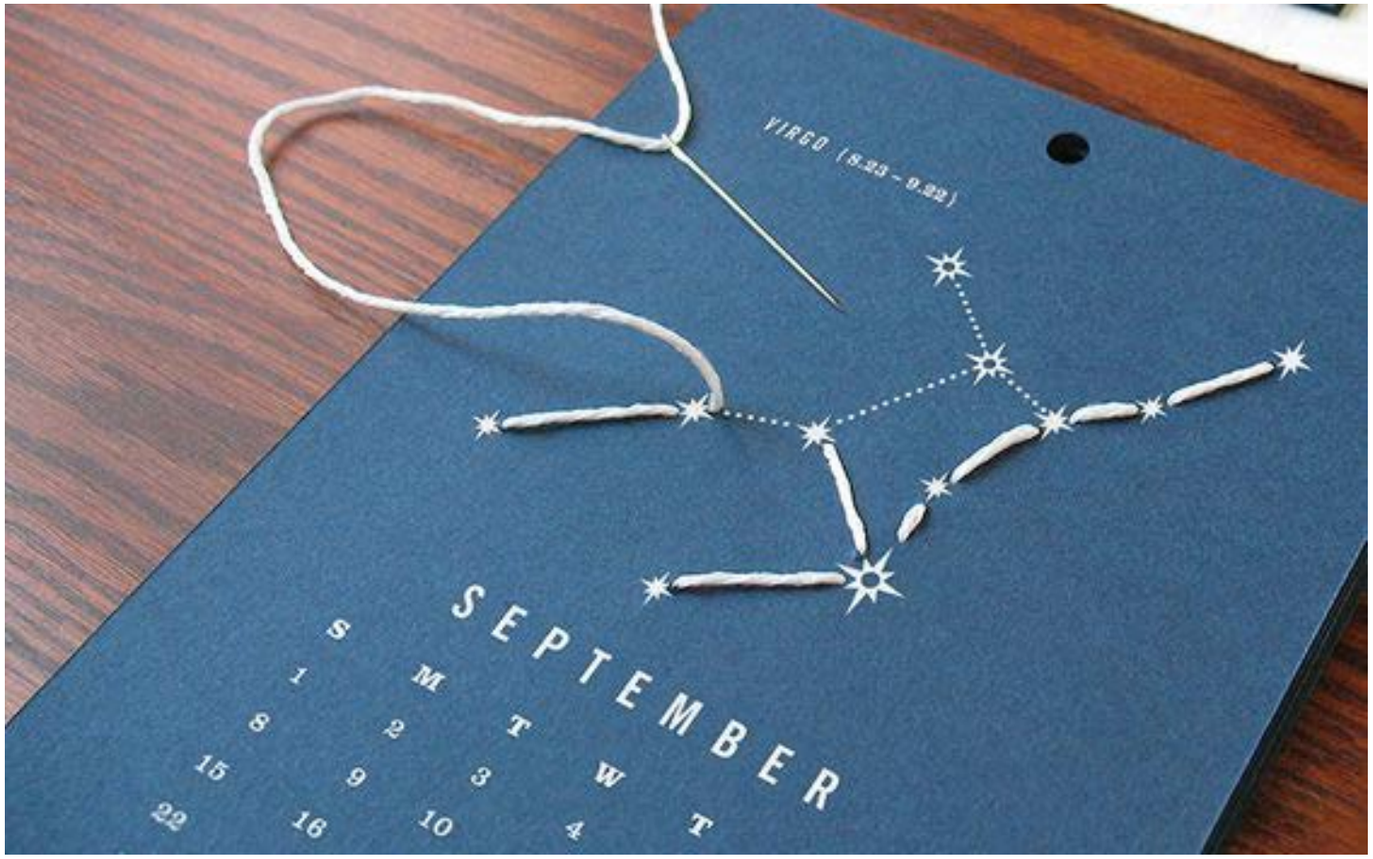








NOT OWNED BY HALLMARK - FOR REFERENCE ONLY


VIRGO (8.23 - 9.22)
SEPTEMBER
S M T W T
1
8 2
15 9 3
22 16 10 4


TODAY
IS
MAGICAL


HAVE A
MAGICAL
BIRTHDAY!


TAURUS


May
Good fortune
shine
on you

TREND AW 19/20

# LUXE REMADE

LUXURY - ARTISAN - SUSTAINABILITY

**KEY TREND:** PURPOSEFULL PAUSE

**THINK:**

Organic
Considered Process
Luxury finish
Natural Dyes
Hand Crafted
Small Batches
Simplicity
Traditional methods
Tactility
Natural forms
Plant textures

**COLOUR**

**PATTERNS/PROCESS**













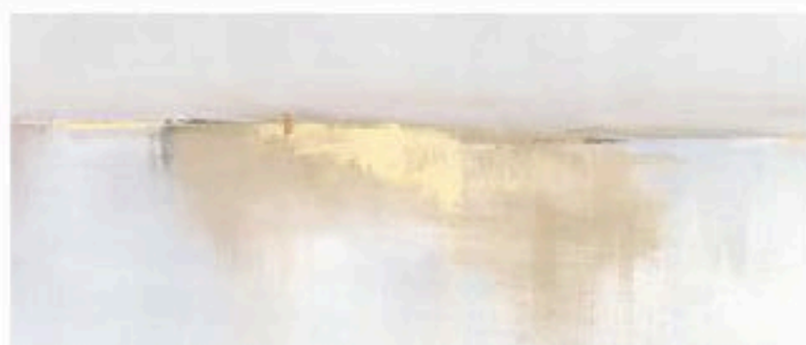












NOT ON MOBY HAL MARBOR REFERENCITON


April
Su M T W Th F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30


SOMERSET THYME
PURE SOY CANDLE


BOTANICA
Eat Me
ENJOY THIS DELICIOUS SALAD &
ALL OF ITS REAL FOOD INGREDIENTS
THIS WAS MADE FOR YOU:
TODAY
Eat Me
TODAY
REAL FOOD


70%
ORGANICALLY GROWN | FAIRLY TRADED
WILD
Raw Honey
ARTISAN CHOCOLATE


PAROMI TEA
BLACK TEA | COCONUT ALMOND
15 SACHETS
NET WT 1.6 OZ (45g)




BEING SERVED

TREND AW 19/20

# LITTLE CONSERVATIONIST

INQUISTIVE - CONSCIOUS - HAPPY

**KEY TREND:** WE ARE WHAT WE SHARE

**THINK:**

Organic
Spirit of Adventure
Ethically conscious
Handmade
Blue Planet
Botanical drawings
National History Museum
Travel learning
Minimal
Tactile/3D elements
Wild animals
Loving sentiment

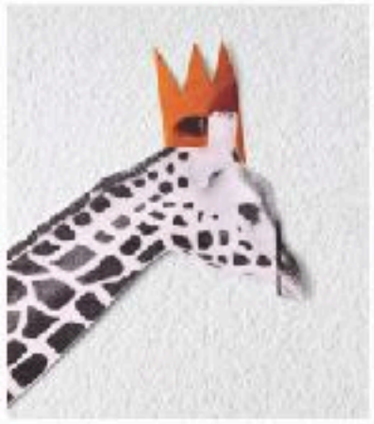
**COLOUR**

**PATTERNS**

















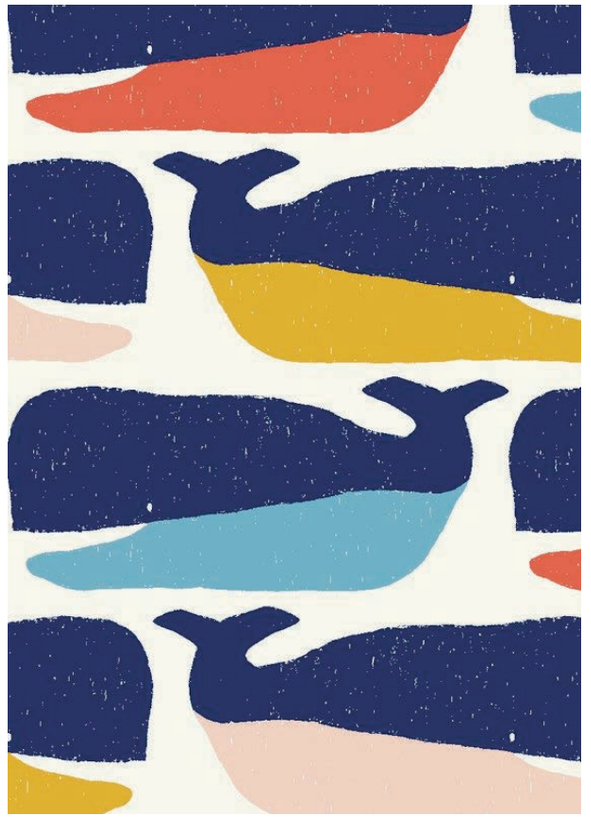

NOT OWNED BY HALLMARK - FOR REFERENCE ONLY




June
March
September


JAN
feb
MAY
Jun
APR
Aug
July
Sept
Nov
DEC
OCT





TREND AW 19/20

# IKIGAI

THOUGHTFUL - PURPOSE - FULFILLMENT

**KEY TREND:** PURPOSEFULL PAUSE

**THINK:**

Slow Down
Considered
Japanese brushwork
Live with less
Time is the new commodity
Thoughtful Sentiment
Joy in the ritual
Minimal
Ferns and Foliage
Spiritual connection
Natural substrates

**COLOUR**

**PATTERNS / PROCESS**



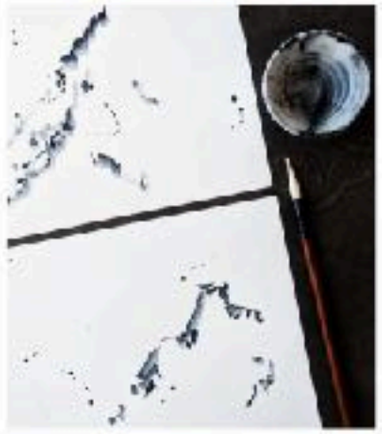






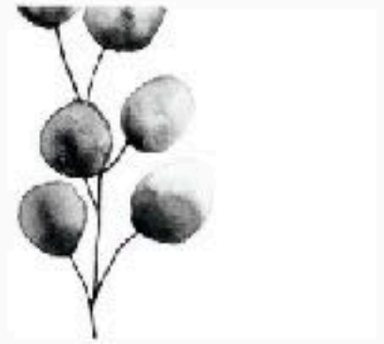








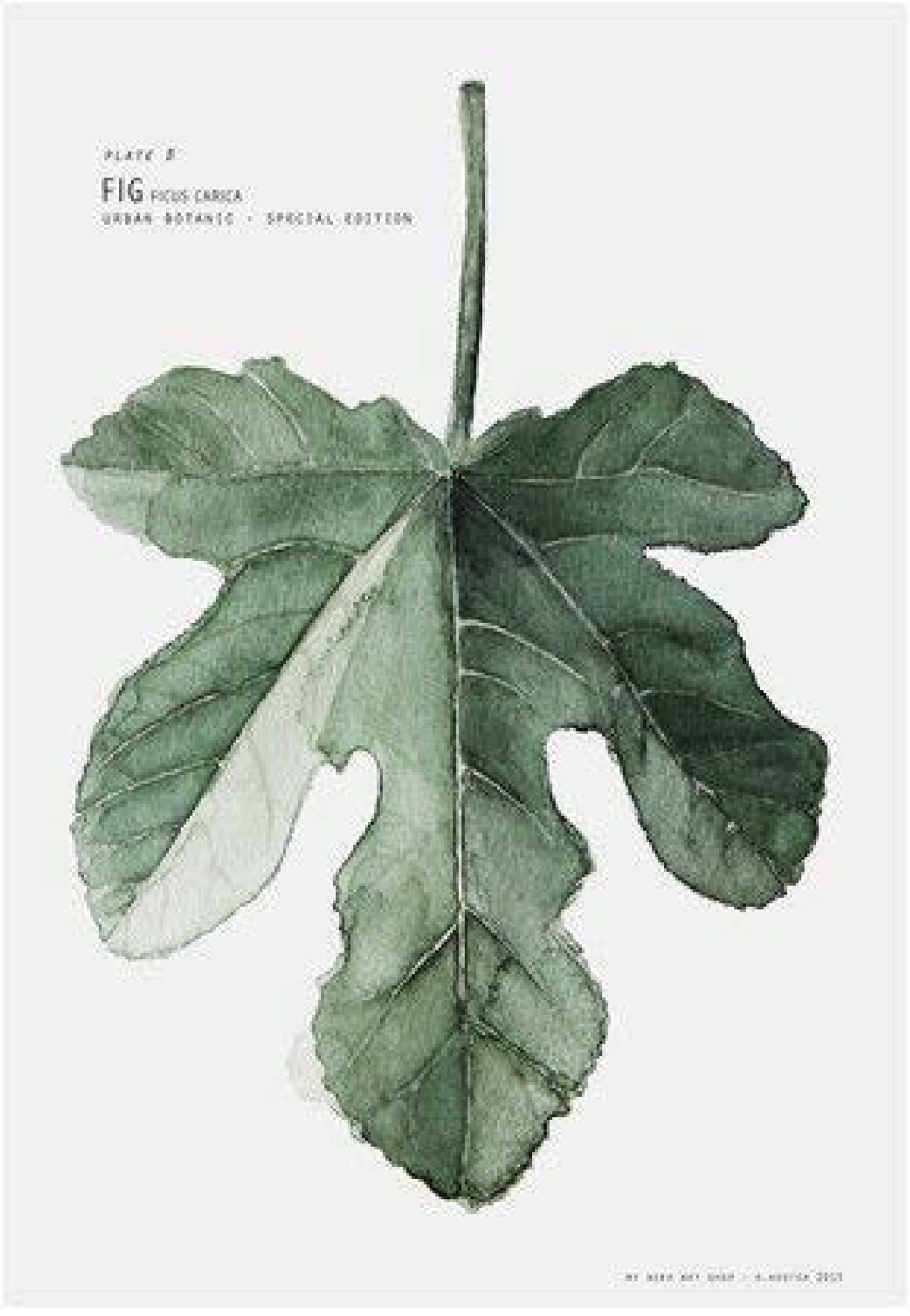







NOT OWNED BY HALLMARK - FOR REFERENCE ONLY


PLATE 8
FIG FICUS CARICA
URBAN BOTANIC · SPECIAL EDITION


take it
day by day
@MINNA_SO


canvas


05
20
Taeho and Eunsoo
05
20
Taeho and Eunsoo

TREND AW 19/20

# FREEFORM FLORALS

EXPRESSIVE - NAIVE - BOLD

**KEY TREND:** WE ARE WHAT WE SHARE

**THINK:**

Positive
Botanicals
Artistic
Texture
Brushstrokes
Abstract motifs
Unfussy
Simplistic
Hand rendered
Large scale
Bold colours

**COLOUR**



PROCESS/PATTERNS



















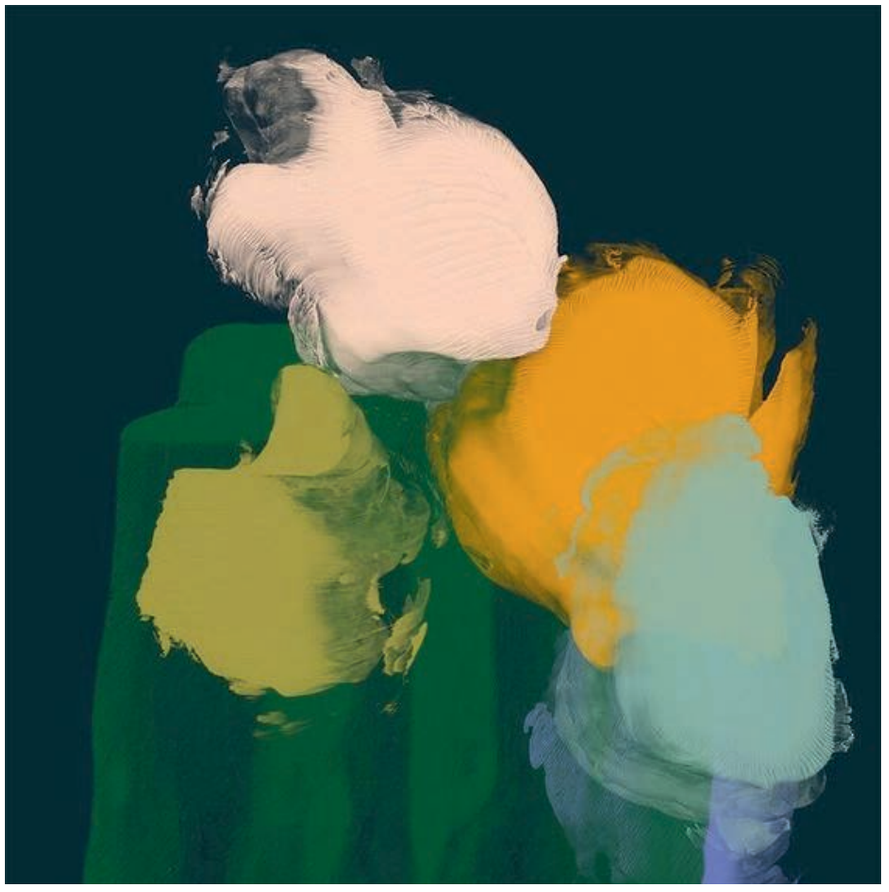


NOT OWNED BY HALLMARK - FOR REFERENCE ONLY









TREND AW 19/20

# NORDIC ESCAPE

WILD - TECH FREE - REFECTION

**KEY TREND:** PURPOSEFULL PAUSE

**THINK:**

Scandic folk
Indigo
Comforting
Safe haven
Wood grains
Lagom/Hygge
Warm Sentiments
Traditional weave
Rough textures
Weathered
Tiled repeats

**COLOUR**



**PATTERNS/PROCESS**



















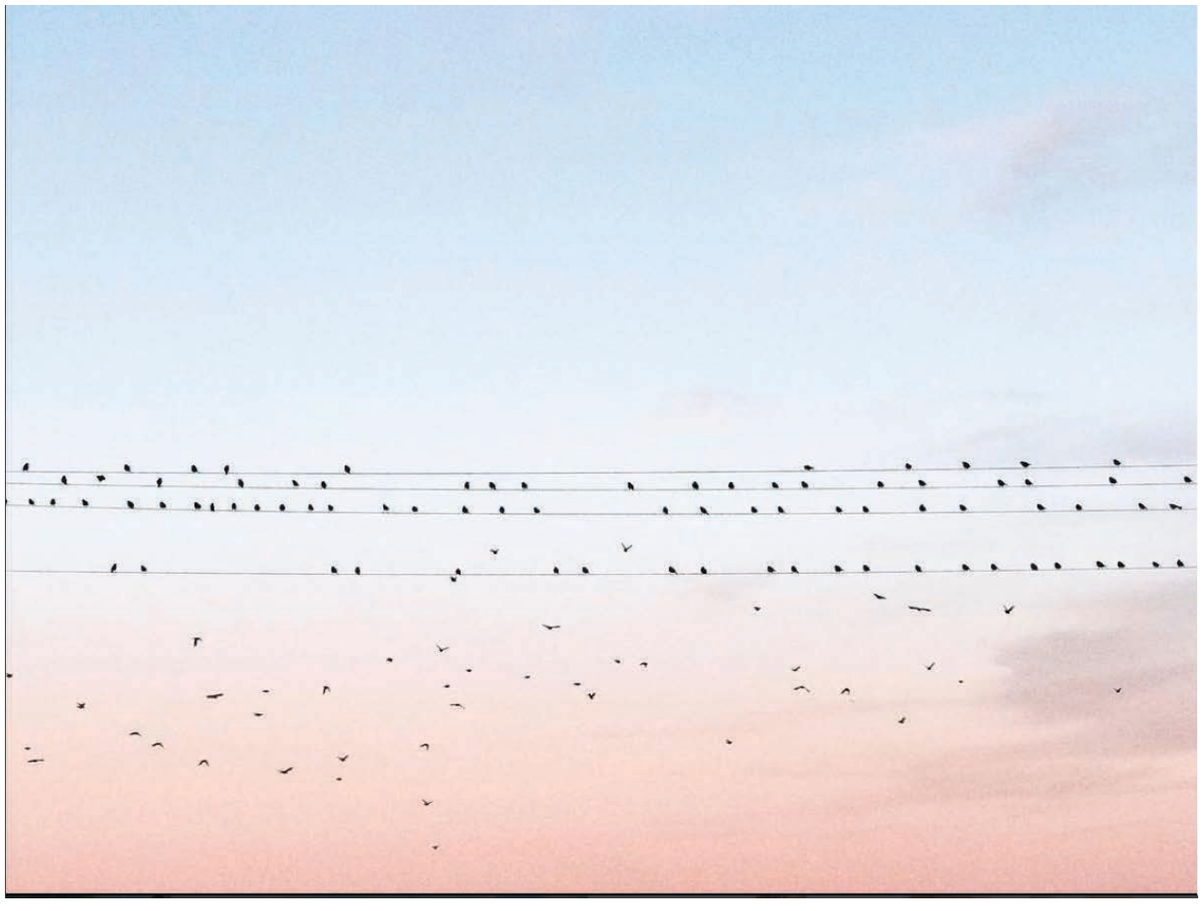





NOT OWNED BY HALLMARK - FOR REFERENCE ONLY


FEBRUARY


001
Периодика



TREND AW 19/20

# EXPRESSIONIST BOHEMIA

DECORATIVE - CRAFTED - INDIVIDUAL

KEY TREND: WE ARE WHAT WE SHARE

THINK:

Pattern Heavy
Multi Ethnicity
Hand Crafted
Eclectic
Hippy
Decorative
Laid Back
Traditional craft
Embroidery
Ikat and Floral Clash
Basket Weaving

COLOUR



PATTERNS/PROCESS













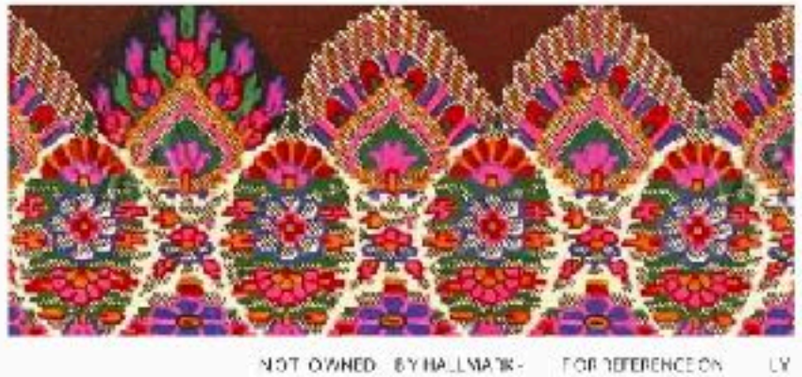




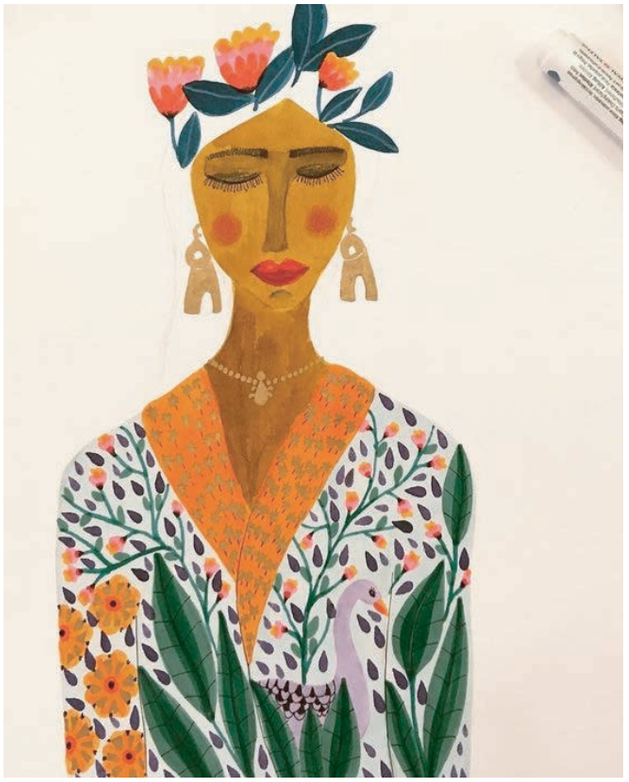


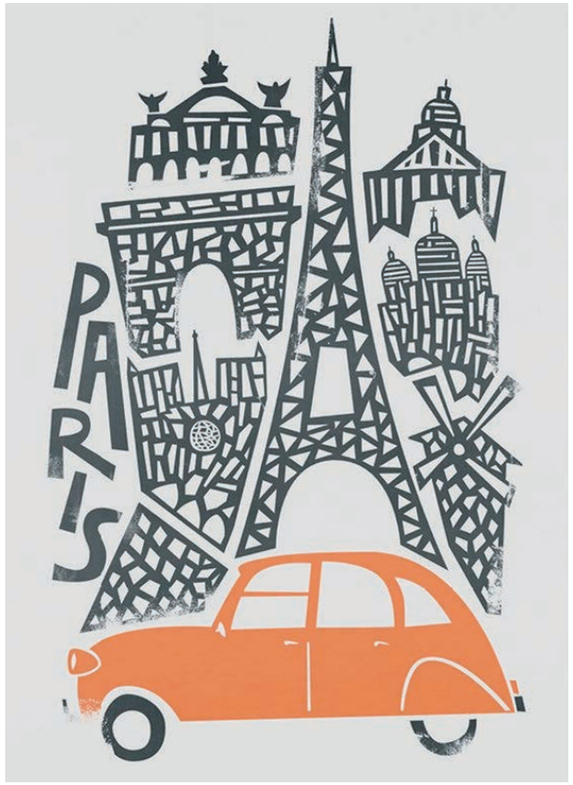




NOT OWNED BY HALLMARK - FOR REFERENCE ON LY




PARIS


PAPUA NEW GUINEA
70% CACAO
SINGLE ORIGIN CHOCOLATE
TANZANIA
75% CACAO
SINGLE ORIGIN CHOCOLATE
CAMEROON
30% CACAO
SINGLE ORIGIN CHOCOLATE
MACONDO CHOCOLATE CO.
TANZANIA
75% CACAO
SINGLE ORIGIN CHOCOLATE
MACONDO CHOCOLATE CO.


MADE IN
ITALY
RISO
D'UOMO
MILANO
CARNAROLI
INTEGRALE
100%
PURO



TREND AW 19/20

# NOURISH

SELF LOVE- WELL BEING - KIND

**KEY TREND:** PURPOSEFULL PAUSE

**THINK:**

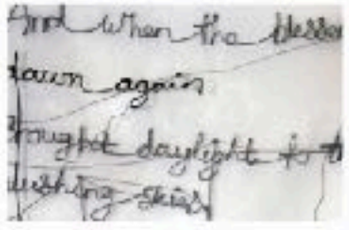
Self Help
Mental Health Recognition
Alternative Therapy
Balance not Perfection
Soothing
Sensitive Editorial
Positivity
Reflection
Organic
Simple Illustration
Beautiful

**COLOUR**



**PATTERNS/PROCESS**









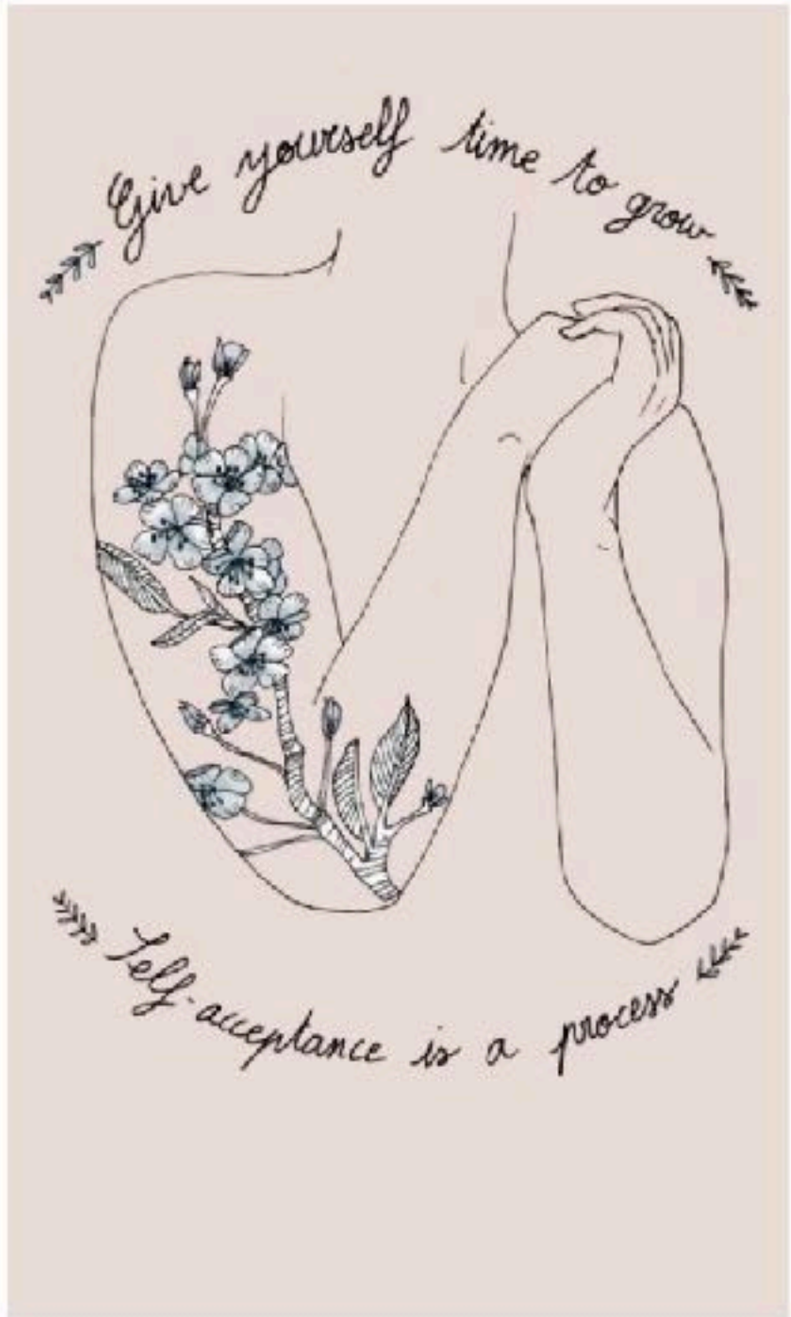










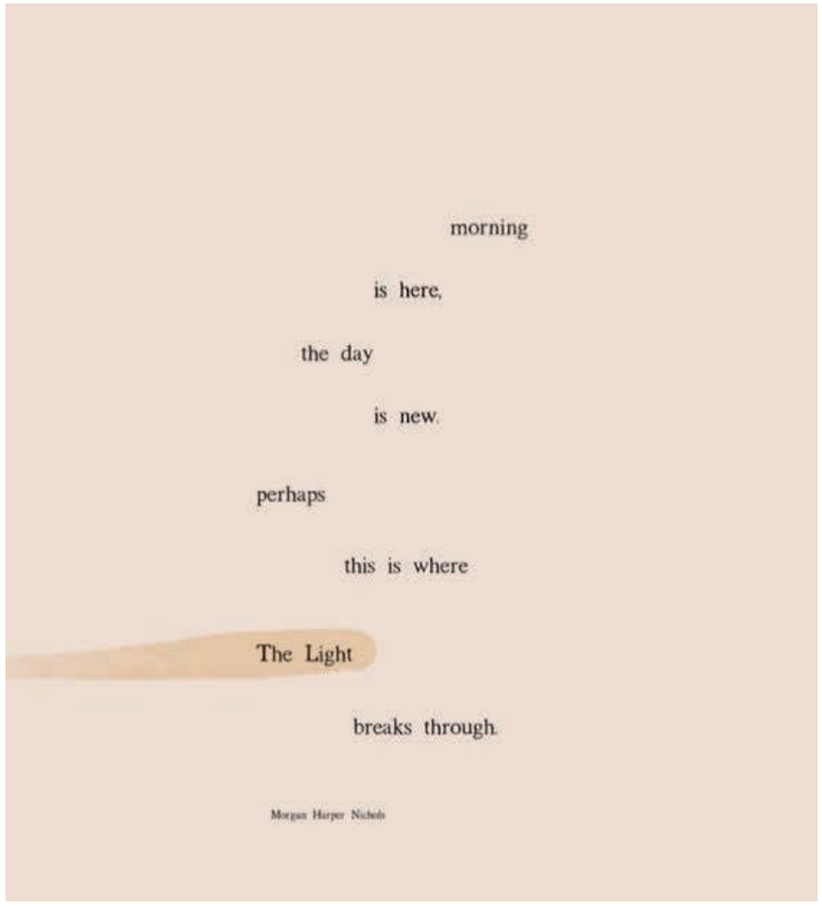





NOT OWNED BY HALLMARK - FOR REFERENCE ONLY

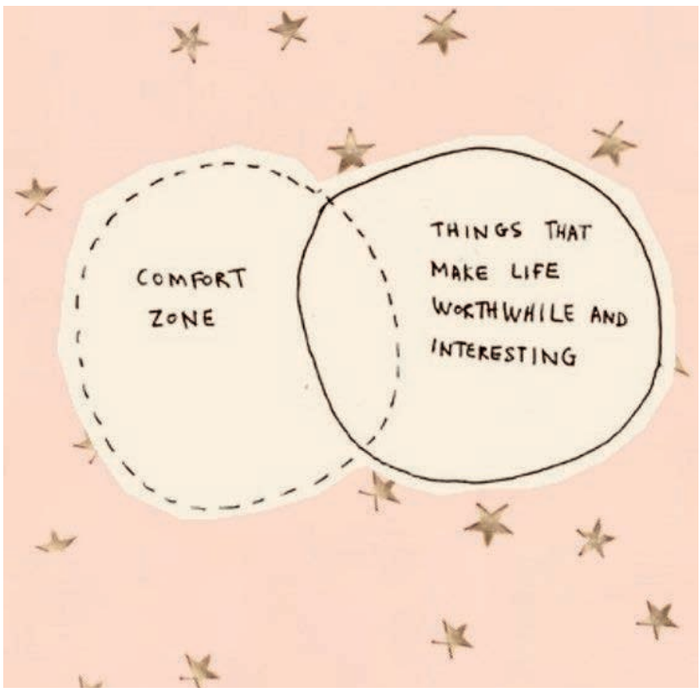

look how they shine for you


KEATS
TRUTH + TRIUMPH
KEATS
WIT + WONDER
KEATS
GUMPTION + GRACE
KEATS
MYSTIC + MUSE
KEATS
PEACE + POISE
KEATS
HOPE + HARMONY


morning
is here,
the day
is new.
perhaps
this is where
The Light
breaks through.
Morgan Harper Nichols


EPICE Doux
BON·LUX
scented soy wax candle
EPICE Doux
BON·LUX


You are
powerful, beautiful,
brilliant
and
brave


COMFORT ZONE
THINGS THAT MAKE LIFE WORTHWHILE AND INTERESTING

# BRIEF REQUIREMENTS

- Research/development/sketches from brief to inspiration to initial concepts & ideas - we will look at these at the midway crit. Date TBC.

- Completed designs – 1 finished & mocked up calendar with cover and 12 internal pages and 1 finished and mocked up diary to be submitted at the end of the project. Date TBC. The winner(s) will be offered a 2 week placement in the studio. Accommodation provided.

<u>Things to consider:</u>

- Think about each month as a new design, but make sure it flows with the others.
- Is the design relevant to the month?
- We don’t want to see reiterations of the same design on each month, they all need to be different but sit together as one product.
- Don’t be obvious.
- Make sure you show variety in scale, repeats and compositions
- Try and show a range of techniques and finishes
- Be selective, and make sure your mock ups and work is presented professionally.

We're makers, creators, crafters & shakers.
We're forward thinkers, wordsmiths & dreamers.
We love the magic of making people happy
And we're serious about creating the ta-da!

