

# Creators Handbook

## Our advice

As mentioned, our niche is clear, we are an LGBTQ+ greeting card company, thus it goes without saying designs entered should meet the criteria of LGBTQ+ focused. We like to keep it classy, although we dabble in a few rude and cheeky designs here and there we are really looking to reify the LGBTQ+ community with the respect it deserves as unfortunately more often than not our community is viewed as nothing more than seedy or hyper sexualised. So please keep this in mind when designing.

## Using our templates

We create our illustrations on AI Adobe Illustrator, and you will need this software to access our template. When you open our template, you will see two layers present, one is locked and should not be altered, this is the back page of our design. If we see this has been altered and suspect this has been done so deliberately you will automatically be blocked from entering any future designs and face the consequences of which outlined in the *Creators Agreement*. You are welcome to be as creative as you like and use as many layers as you wish within your designs. Please note along with your AI completed card you will also need to create a .PNG file that accurately displays the front page of the card only, use the template provides for this, copying and pasting your design. Remember if you are creating a card with a white background you must place a white rectangle on the design as a .PNG format will not recognise the card without this and create a transparent background.

When you open our template, you will notice blue and red lines, these are simply guides. The red lines are our bleed lines they are a safety feature to ensure we are always getting the full picture, literally! So, stretch your background out to these lines to ensure your card never has a boarder. The blue lines are where you can get as creative as you like, anything out of these lines may be cropped or lost so please keep everything within these lines. If you have a design that you would like to last from the end of a card inwards place this on the black line (end of the card) but keep in mind detail between the black and blue line may be lost so ensure nothing essential is in there.

Most of our cards do not use text inside as we feel people should be able to add their own heart felt messages to a card without having to awkwardly write around a pre-determined text. However, you are welcome to enter an inside text to the card if you wish, the template has a designated space for this. If you would not like to add text and leave the inside blank, please **delete** the text box on the right-hand side of the 1st artboard on the template. Please note even if text is entered with a design we have the right to, and may remove text entered in a design and promote and sell designs as blank cards, without requesting consent from yourself.

## Diversity and Equality

We pride our self on being one of very few greeting card companies that offer cards representing diversity and equality. What we mean by this is equality in representing all genders, ethnicities and sexualities and diversity in offering a variety of representations of gender, ethnicities and sexualities.

As a company we have a Zero Tolerance approach to hate and discrimination. Hate and/or discrimination are defined by our discretion.

## Submitting designs

As a creator you will be eligible for six design slots at a time, what we mean by this is at any given time you may have up to six card designs present on our site- if we approve submissions. You can remove designs at any time and replace this with another design, so think about seasonality. If a design is a top seller, we are under no obligation to remove it upon your request, removal and inclusion of any designs on the Site is at our absolute discretion. See the *Creators Agreement* for further details.

## Expectations of Our Creators

We expect and encourage our creators to operate within our companies' values. Creators must:

- Be accurate (when stating facts)
- Be genuinely held (when stating opinions)
- Comply with applicable law in the UK and in any country from which they post

## Creators must not, especially but not limited to the following:

- Submit any material which is defamatory of any persons
- Submit any material which is obscene, offensive, hateful or inflammatory
- Promote sexually explicit material, unless for submissions to our 'Rude' section, any material categorised as 'Rude' must not contain any actual images of people in a sexually explicit manner. Illustrations and cartoons will be subject to interpretation.
- Promote violence
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age
- Infringe on any copyright, database right or trade mark of any other person. We advise you aim to use royalty free images as inspiration for any designs or create original pieces.
- Be likely to deceive any person.
- Be made in breach of any legal duty owed to a third part, such as a contractual duty of conflict.
- Promote any illegal activity.

- Be threatening, abuse or invade another's privacy, or cause annoyance, inconvenience or needless anxiety.
- Be likely to harass, upset, embarrass alarm or annoy any other person.
- Be used to impersonate any person, or to misrepresent your identity or affiliation with any person.
- Give the impression that they emanate from us, if this is not the case.
- Advocate, promote or assist in any unlawful act such as (by way of example only) copyright infringement or computer misuse.

Thank you for reading through this handbook, please ensure you also read and complete our Creators Agreement. By submitting any design to Rainbow Nation LTD you are agreeing to the guidelines outlined in this document and the Creators Agreement.

For any enquires please contact [creators@rainbownation.co.uk](mailto:creators@rainbownation.co.uk)