



## **ALBUM GUIDE 2022**

- introduction
- pricing
- cover options



Thank you for opening downloading the guide! I'm happy that you have decided to invest in a family heirloom.

Living in the digital age, we have become accustomed of stockpiling on digital content on electronic devices. While an iPad makes it easy swiping through photos, it is special holding a book that has been crafted to preserve the most significant memories.

Through this process, we will put careful attention into designing the perfect album for you. It will be an heirloom that you will be proud to have in your family.

Thank you for investing your time and I look forward to working with you on this.

- Eder

# What's next?

**1) Select an album size:** Premium albums come in two standard sizes 10x10 and 12x12. The albums include 15 custom designed spreads (30 pages). Companion albums (duplicates) are available in 6x6.

**2) Select your cover options:** There are two decisions to make here. The first is the cover material. The second is if you would like any text debossed on the cover.

**3) Select your photos:** This is perhaps the only difficult step. With hundreds of photos, how do you select what to put in the album. The best way to do this is to let me start the design for you with my favorites. You can make changes before approving the design. If you think you will want to make your selections you can do so, just pick your favorite 60-80 photos.

**4) I'll start designing:** I'll look through the selections and determine what the best way they will fit in the design.



**5) Perfect the album:** I will put the album online for you to review. You can go through and give me notes on any photos that you would like to change. It's as simple as selecting a new vertical photo for a vertical photo you want to be changed and the same for a horizontal.

**6) Approve the album:** Once we complete the changes and design is approved, we will review your album order and get it ready for processing. If you want a companion album, this is the last opportunity to add one to your order without additional fees from the printing company.

**7) Your album is constructed:** The design will be sent to my printing lab partner, and your album will be carefully handcrafted in Louisville, Kentucky.

**8) Album arrival:** Your album will arrive 4-6 weeks from the time your order is processed.

**9) Receiving the album:** If you are in San Diego, I am happy to meet up and deliver the album to you. Standard US shipping rate is \$20 per album.



# ALBUMS

## Premium

- 10x10 - \$1200 | 12x12 - \$1400
- leather or linen cover
- standard debossing or cameo included
- 15 custom designed spreads (30 pages)

## Mini Companion

- 6x6 - \$400
- premium album duplicate
- matching leather cover
- companion albums can only be ordered at the time premium album order is placed
- must be exact duplicate of premium album spreads
- debossing not available

## Upgrades

- Additional Spreads - \$40
- Luxe Leather - \$100
- Luxe Linen - \$50

+ sales tax for California Residents



## LUXE LINEN



FROST



DUSK



ONYX



MOONSTONE



RAIN



DEEP SEA



ROSE QUARTZ



DESERT



FOREST



SPRING



SUMMER



AUTUMN

For true color accuracy, please view a physical swatch kit.



## CLASSIC LINEN



WREN



SHORELINE



DOVE



CYPRESS



RIVER



BLUFF



GROVE



HARBOR



HUDSON

For true color accuracy, please view a physical swatch kit.

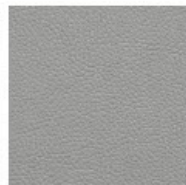


GUNMETAL

## LEATHER



PEARL



SLATE



MOSSTONE



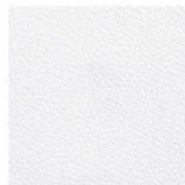
SALTBOX



PAGODA



NAVAL BLUE



WINTER WHITE



GUNMETAL



COAL

For true color accuracy, please view a physical swatch kit.



## LEATHER II



PINECONE



CREMA



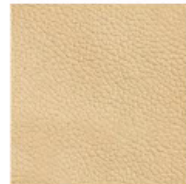
STONE



HAZELNUT



SAND



WHEAT



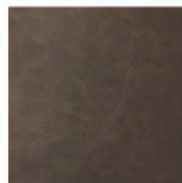
BLACK BEAN



IRISH CREAM (distressed)



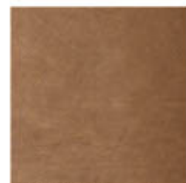
PALOMINO (distressed)



CHOCOLATE (distressed)



MOCCASIN (distressed)



NUTMEG (distressed)

For true color accuracy, please view a physical swatch kit.



## LUXE LEATHER



ALPINE



FOG



CAMEL



SAGE



CHAI



LATTE



STORM



VINO



CHARCOAL



## LUXE LEATHER II



SUEDE IVORY



SUEDE GRAPHITE



SUEDE NOIR



SUEDE DRIFTWOOD



VINTAGE BROWNSTONE



VINTAGE SHADOW



VINTAGE SANDALWOOD



VINTAGE MOCHA



VINTAGE MERLOT

For true color accuracy, please view a physical swatch kit.



## VEGAN SUEDE



STERLING



HERON



SABLE



MERINO



BIRCH



TUPELO



WILLOW



MAGNOLIA



TOPAZ



JADE

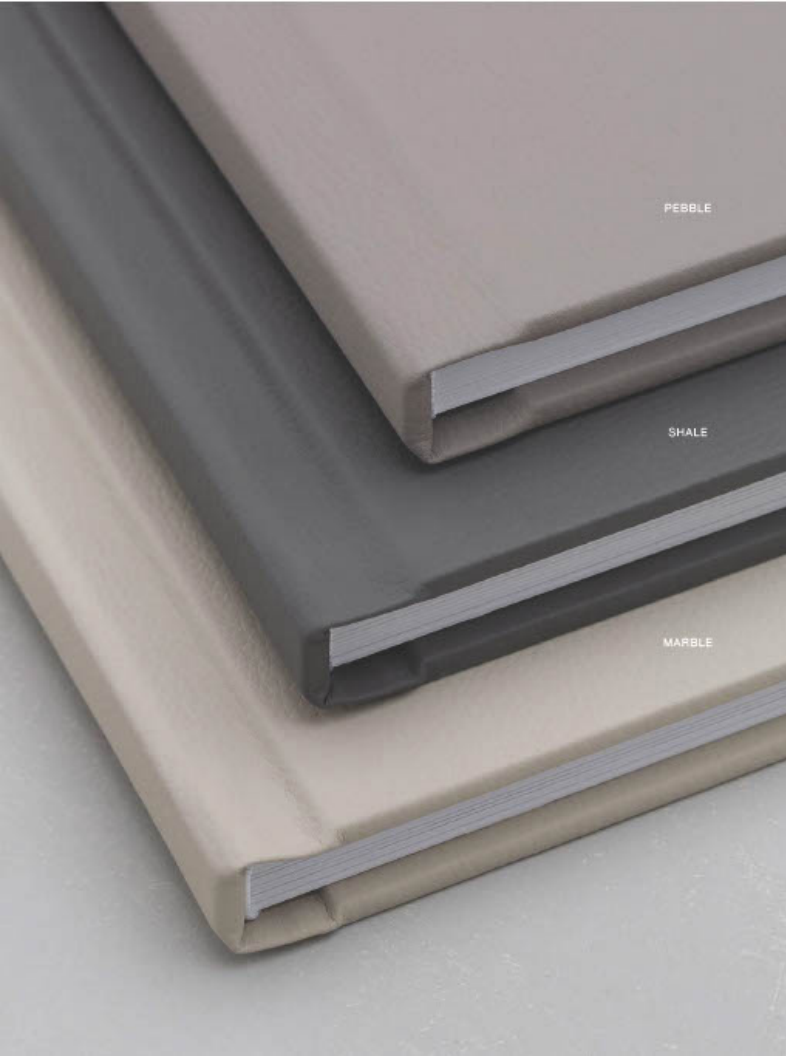


JUNIPER



JASPER

For true color accuracy, please view a physical swatch kit.



## VEGAN LEATHER



OPAL



FAWN



HICKORY



MARBLE



PEBBLE



SHALE



TWILIGHT



BROOK



NIGHTFALL

For true color accuracy, please view a physical swatch kit.



## FABRIC



PURE LINEN



NATURAL LINEN



ALMOND



SILVER MOON



CHAMPAGNE



TAUPE



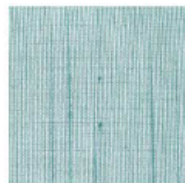
TURQUOISE MIST



BLUE SMOKE



PISTACHIO



AQUA

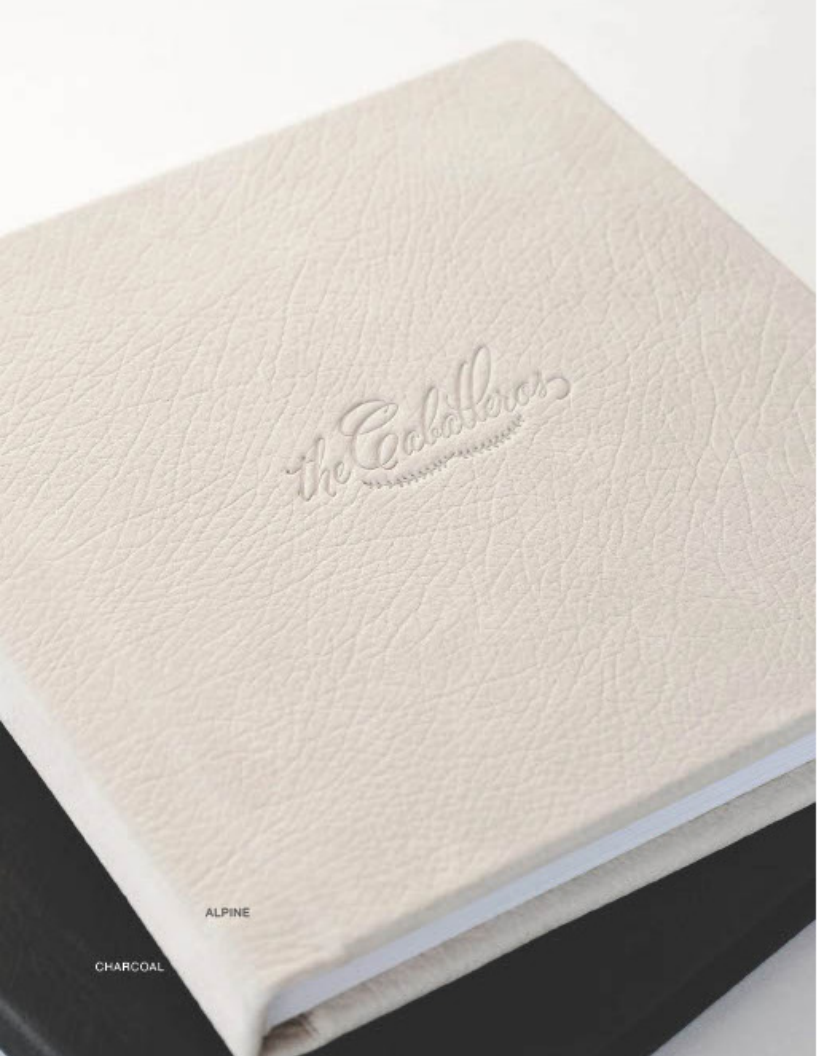


STEEL BLUE



SUGARPLUM

For true color accuracy, please view a physical swatch kit.



ALPINE

CHARCOAL

## DEBOSSING

We offer three tiers of debossing for personalizing your covers. Standard Debossing includes 14 plain text options on up to two lines; the Debossing Collection offers 16 premade and semi-custom designs; and, Custom Debossing offers the freedom to submit any unique design, in a small or a large size - small designs measure 4x2 inches and large designs measure 7x3 inches.

Blind debossing is our default style of debossing, which means no color or foil is added to the impression. Foil debossing is available exclusively on Luxe Linen, Classic Linen and Vegan Suede covers, in gold, rose gold, and silver.



MOONSTONE

*Note: Some cover materials deboss more clearly than others. For materials that are hard to deboss, we recommend using a cameo instead.*



# DEBOSSING

## STANDARD DEBOSSING

Standard debossing is our base-level debossing option. We offer 14 font types, and you can choose up to two lines of text and any letter case of your choice.

TAYLOR & MORGAN  
taylor + morgan

BRIGHTON

TAYLOR & MORGAN  
taylor + morgan

COLOGNE

TAYLOR & MORGAN  
taylor + morgan

EDINBURG

**TAYLOR & MORGAN**  
taylor + morgan

GLOUCESTER

TAYLOR & MORGAN  
taylor + morgan

TULA

**TAYLOR & MORGAN**  
taylor + morgan

BALLARD

TAYLOR & MORGAN  
taylor + morgan

ELLE

**TAYLOR & MORGAN**  
taylor + morgan

RUTLAND

TAYLOR & MORGAN  
taylor + morgan

GEO

TAYLOR & MORGAN  
taylor + morgan

DEVON

**TAYLOR & MORGAN**  
taylor + morgan

ALTO

*TAYLOR & MORGAN*  
*taylor + morgan*

ROSA

*TAYLOR & MORGAN*  
*taylor + morgan*

CHLOE

*TAYLOR & MORGAN*  
*taylor + morgan*

ASA

NOTE: The examples above are not precisely to scale. Please see our Standard Debossing Size Guide.



# DEBOSSING

## REDTREE DEBOSSING COLLECTION

With the RedTree Debossing Collection, you can avoid any design work and choose from one of our 16 pre-made designs. Options include script fonts, bold fonts, and various unique design elements.



NOTE: The examples above are not precisely to scale. Please see our Debossing Collection Size Guide.

## CAMEOS



*NOTE: Cameos are exclusively available on RedTree Albums.*