



sky of blue cards

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SKY OF BLUE CARDS INTRODUCES ITS NEW LINE OF BIRTHDAY CARDS

MENLO PARK, CA, February 18, 2011. Sky of Blue Cards is proud to announce the release of its new line of birthday cards.

Sky of Blue Cards has created their first line of birthday cards comprised of 24 unique designs. Sixteen of the 24 cards are letterpress and eight are flat, offset printed. All measure 4.25" x 5.5", are greeted inside, and use a fresh and bright color palette of pink, purple, orange, red, lime green, and aqua blue.

Sky of Blue Cards' birthday line highlights company principal and designer Karla Ebrahimi's signature design and illustration style. Each card includes a lively message in her own voice. Illustrations of a guitar, martini glass, star, light bulb, candles, wrapped present, cupcake, sunglasses, birds, and a wise (but not old) owl pepper the new collection.

Within the line itself there are a few mini-series'. One group of five cards ("Glee", "BFF", "Cake", "Cloud 9", and "Sparkle") utilizes playful fonts with charming messages within large illustrated parentheses. A set of four cards ("Happy", "Laugh", "Smile", and "Celebrate") presents letters of large one-word messages arranged in various sizes and tints, bleeding off the edge of the cards. The third mini-series is a trilingual group of cards ("Un-Uno-One", "Dos-Two-Deux", and "Tres-Trois-Three") for 1st, 2nd, and 3rd birthdays, a clever juxtaposition of modern and old-fashioned styles. The birthday line is packed with variety, but all have one bright thread connecting them and that is the distinctive look of Sky of Blue Cards.

"I'm very proud of this new collection. We wanted Sky of Blue Cards to enter the birthday market in a significant way," commented Karla Ebrahimi. "These 24 new birthday cards resonate our company tag line: *Chic. Fun. Whimsical. Cards that fit you.* We can't wait to get them in stores!"

Sky of Blue Cards is a small but growing greeting card manufacturer offering chic, fun, and whimsical letterpress and conventional printed stationery, greeting cards and specialties for moms and kids.

You may contact Sky of Blue Cards at 912 Harmon Drive, Menlo Park, CA 94025, 650-566-9796, or by visiting skyofbluecards.com.

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