



Freedom Creative Group
INC.



Name art displayed on laptop as wallpaper

WHAT IS NAME ART? AND HOW CAN I GET A \$10 BONUS?

A message from the founder

As a kid, I remember walking into touristy boutiques with my sister and my mother, and coming across bicycle license plates, key fobs, and other items personalized with various popular names printed on them. Given the popularity of the name “Jennifer,” I never once had difficulty finding a cool plate, key fob, or any other variety of personalized gift. My twin sister Terrie, however, could NEVER find a mass produced personalized item with her name on it. This made me feel bad for her.

As an adult, I’ve frequented my share of embroidery shops to get one thing or another embroidered with one of my kids names, or the baby’s name of a friend, only to be frustrated at the lack of unique, creative and non-hokey embroidery machine fonts available to consumers wanting to personalize a blanket, shirt, backpack, etc.

For years I’ve worked as a professional graphic designer, and I’ve seen the stock photography industry go from infancy into a multi-billion-dollar powerhouse industry. And so it goes...a thought occurred to me: with the advanced capability of today’s personalization industry (think Zazzle, Cafe Press, and 3D printers), why not utilize the capability of the internet to curate the largest database of name art, and then make that name art available to everyday people, so they can customize just about anything and everything with eye-catching, unique and creative pieces of art with a person’s name artistically built into the design (not just a simplistic typeset name). How cool that would be!

And so the idea for EtyArt.com was born.

We are currently in the process of building the name art library, and are seeking Artist Contributors to draw works of art, and incorporate names. You can design for any names you like. You can draw unique single pieces of art, or you can draw pieces of art where you will be able to duplicate the art, and incorporate a different name into it (essentially creating multiple name art submissions from a single drawing). **YOU HAVE CREATIVE FREEDOM!** We are “Freedom Creative Group” for a reason; creating name art will give you the creative freedom you’ve been yearning for—no corporate restrictions, or clients art directing you! Designing name art should be a fun and liberating extra income stream opportunity for you.



Name art displayed as a wall decal

A Word about using fonts in your art:

We try to steer illustrators away from using fonts, due to the potential for licensing issues; however, if the font license you want to use in your art allows creating derivative works of art using their font, then you should be able to use it. But you’ll always be safe creating your own typographical name styles for your art, and it also will enhance your typography skills!

BONUS CASH TO THE FIRST 50 ARTIST CONTRIBUTORS

We are so excited to open up our Artist Contributor submissions that we are offering a \$10 bonus to the first 50 registered Artist Contributors (yes, you will receive a check from FCG in the amount of \$10 USD).

So get your art-on!

Jennifer Bernthal,
Founder, Freedom Creative Group Inc.

