

WHO WE ARE, PRODUCT UPDATES, & MORE

NoteWorthy



SPRING/SUMMER 2021

Made to fit your life.

As we roll out some of our new journals for this year, you'll see the basis of our brand remains the same. Our journals are designed to be customizable, suitable to your unique schedule and organizational needs.

Choose from the same pages we've always had--monthly, weekly, and daily calendars; gratitude prompts; plant trackers; and more. Now, however, you can customize the **cover** of your journal to match the interior pages.

We have brand new color options for both covers and pages, in addition to new cover designs. Our Minimalist Collection features unique color pairings with elegant markings that indicate what kind of pages are inside the journal.

Image 1 shows a journal cover with 3 lines, indicating that some of the pages inside are ruled pages. The overall color scheme for the journal is monochromatic greens.



Image 1

Q&A with Artist Caroline Cremerius

Spring 2021 Specialty Illustrated Journals

Q: What inspired this 3-part series?

A: Honestly, the pandemic! Particularly quarantine, and the fear it brought our society--wondering when, or if, we would ever return to normal. Wondering what our new normal would become. I created these illustrations during the first few months in quarantine. The first painting, the one of a girl sitting outside with two coffees, was meant to represent the surreal time we were living in!

Q: What is the meaning behind the other two pieces?

A: I wanted something that would inspire positivity, act as a reminder of the beautiful things in life that can always be appreciated--such as nature. That's what the other two pieces are about, focusing on something we could still enjoy. The weather was so wonderful for most of quarantine, it really helped to get outdoors and to see others outdoors (from a distance!). I have family that lives just a few streets over from me, and we sometimes sat outside on opposite sides of the street to talk.



*Image 2
Illustration by Caroline Cremerius*

Q: How long have you been creating art?

A: As long as I can remember. When I was very little, I loved drawing and painting, as does any other 3 year old. But the love for it never left me as I got older! My mom is an artist as well, and we spent so much time creating art together, sharing in something we both love. In high school, I decided to major in journalism in college, but in the back of my mind I think I always knew I would end up with a career in art, whether it was illustration or graphic design. It was only a few months into my freshman year of college when I changed my major to graphic design, and I never looked back--on anything! I'm grateful to have been able to incorporate illustration work into my life; opportunities like this, working with Noteworthy, are really incredible.

Q: What led you to collaborating with Noteworthy in creating this journal series?

A: I have been a long-time customer of Noteworthy. I love journaling for myself, as well as using planners to stay organized--my work life is pretty chaotic. So when they reached out over social media, I was thrilled! We discussed ideas for a journal series, and they were very open with letting me have creative freedom. I expressed my ideas for a pandemic-inspired art series, and they were all for it! They also were great with giving me a lot of time to create this series.

Q&A Continued

Q: Do you plan to continue working with Noteworthy on future projects?

A: I do! I'm going to be a team member now, doing graphic design work for the company as well as more illustration projects in the future! This project really opened the door for me with opportunities like this. Noteworthy was initially just interested in my illustration work, as that's primarily what they'd seen on my social media, but once we started working together, they got to know my graphic design skills as well! I'm excited for the future and the opportunities this company has in store for me.

Q: What is your favorite aspect of the new Spring/Summer 2021 collections?

A: The extent to which they are customizable! Customizable journals are primarily what led me to be such a long-time customer of Noteworthy's, and these new collections take it even further. New page spread, color, and cover options are all encompassed in these collections. I can't wait for their release on both the Noteworthy website and their stores! One of my favorite aspects of the Minimalist Collection are the covers that indicate the interior pages, such as three lines on the front for ruled pages or three rows of dots on the front for dotted pages. These additions allow the customer to feel how important they are--all of their

unique needs and wants can be catered to through these beautiful journals!

Q: What does "Noteworthy" mean to you?

A: To me, that title means that my life is extraordinary--noteworthy, if you will. (laughs)
Having a journal tailored to my needs makes me feel like all the details and aspects of my hectic life are appreciated. Anyone who shops at Noteworthy experiences this feeling, I'm sure. It's why Noteworthy prides itself on having long-time returning customers.

Q: Anything else you'd like to add?

A: Just reiterate how grateful I am for this opportunity! Noteworthy has been so wonderful to me, and I'm excited for what the future holds. Also, if any readers decide to purchase a journal from either of the new Spring/Summer 2021 collections, you can use promo code CAROLINE21 for 15% off your order!



Image 3
Illustration by Caroline Cremerius



Image 4
Illustration by Caroline Cremerius

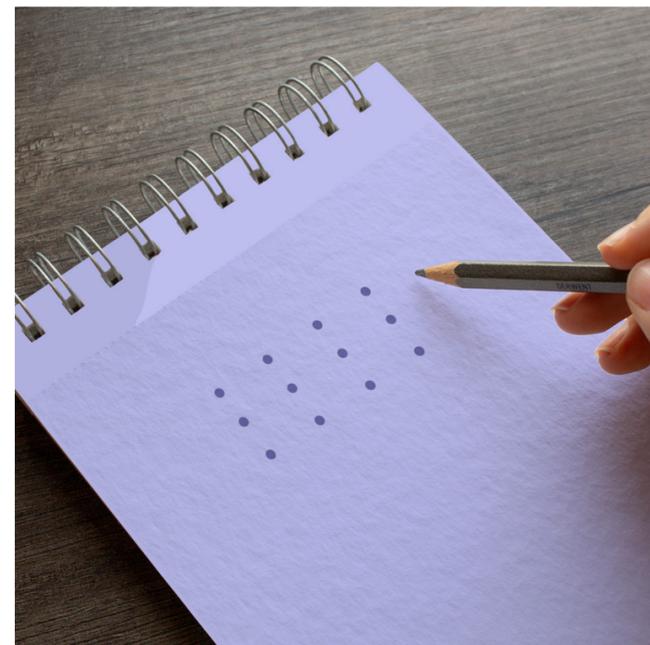


A page for every need.

With almost 15 different page spreads to choose from, we're certain you'll find what you need. Our spreads range from monthly, weekly, and daily calendars to plant trackers to recipe spreads to gratitude journaling. And, we have simple ruled or dotted pages, so you can be as creative as you want, all on your own. We know many of our customers love bullet journaling but don't have the time for it, so our customizable

pages are a great solution for them. But we know there are still many people that *do* want to bullet journal on their own, and we would never want to take that option away! Either way, you can choose from our variety of pages and even combine different page types that you love to create your own, perfectly customized journal. You can find all of these page types on our website.

Minimalist



Journals



Life is busy. Take note.

We want you to find exactly what you need to keep organized and **prioritize yourself**. To view all our products and customize your own journal, visit <http://noteworthy.com>

If you aren't seeing page spreads that you would like to include in your journal or you have ideas for page spreads, send us an email! Visit our contact page on our website, <http://noteworthy.com/contact>

