



**media kit.**

[www.forgedflare.com](http://www.forgedflare.com)

**forged***flare*<sup>®</sup>

# Helping you perfect the art of gift-giving.

We're Jen and Chris, the husband-and-wife artist team behind Forged Flare®. We make unique angel collectibles for people who believe that great gift-giving is a true art form. We've been a team for more than 20 years, from collaborating on class projects back in our college days to turning our car into a dragon for Halloween. Our creative journey continues with Forged Flare®, adding a vibrant chapter to our 20-year artistic collaboration.



# It all started with a birthday gift.

Chris knew he wanted to give his mom something special and truly one of a kind for her upcoming birthday. Something handcrafted, from the heart, that really said, “Mom, you mean the world to me.”

We’d bought our very first laser during the early COVID-19 days and we were itching to try it out. Chris’s mom adores angels — in fact, she has a whole collection of them. So Chris designed an angel with a beautiful stained glass–inspired calla lily at its center. We used our new laser cutter to bring it to life. (Full disclosure: I stood over Chris with a fire extinguisher in hand the first time he tested out the laser cutter. Ya know, juuust in case it blew up or something.)

The final product gave us goosebumps. We knew Chris’s mom would like it, but we never could have imagined just how happy it would make her.

**Cue the choir of angels** ... that moment of immense gratitude and joy sparked the idea for Forged Flare® and inspired our popular product line: Mother’s Angels®.

Each Mother’s Angels® collectible is meant to commemorate a meaningful moment, memory, or milestone.





## Our process

From initial sketch to finished product — each Mother's Angels® collectible is our own original creation. Our normal process starts with conceptualizing a design and solidifying our ideas through rough sketches. Once we have an idea of how we want a specific design to look, we create the vector design files needed for production.

Each angel is carefully pieced together by hand and is created using sapele plywood, MDF, a variety of premium acrylics and finished with decorative string.

We concentrate on using an assortment of beautiful and unique transparent, semi-transparent and frosted acrylics. These types of acrylics allow light to shine through the design — creating a beautiful look that is reminiscent of stained glass.

Each new design can take up to several days to complete.



# Our story

We've been joined at the hip for a long time. Alllllll the way back to our days in college. It was touch and go at first, what with Jen judging Chris for being late to class and Chris secretly judging Jen for baking him cherry-flavored cupcakes on Valentine's Day. (Chris HATES cherry-flavored anything.) But we eventually realized we were meant to be and have been there for each other ever since.

Chris is a full-time animator (he's worked on a whole gamut of styles from fluffy and friendly animated feature films to gory demon-slaying video games). You've seen his work on films including *X-Men: First Class* and *Life of Pi* and video games like *DOOM Eternal*. He even has his own page on IMDB!

Jen previously worked with some of the world's biggest brands as a web and graphic designer. She ventured out on her own in 2020 and founded Forged Flare®. She has never looked back.



# Featured designs



**Monarch Butterfly**  
Mother's Angels®



**Sunflower**  
Mother's Angels®



**Paw Print for Charity**  
Mother's Angels®



**Honey Bee**  
Mother's Angels®



**Daisies**  
Mother's Angels®



**Dragonfly**  
Mother's Angels®



**Poppies**  
Mother's Angels®

# Our brand

## Primary logo treatment

**forged***flare*<sup>®</sup>

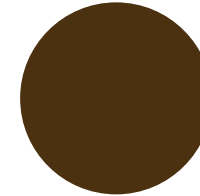
Logo On Yellow



Logo On Dark

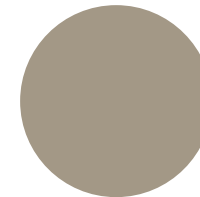


## Primary colors



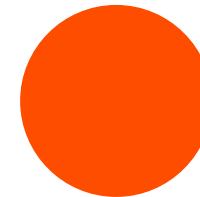
### Brown

**Pantone:** 469U  
**CMYK:** 48 67 92 59  
**RGB:** 76 49 16  
**Hex:** #4C3110



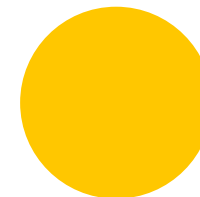
### Beige

**Pantone:** 4239U  
**CMYK:** 38 35 47 2  
**RGB:** 163 152 134  
**Hex:** A39886



### Orange

**Pantone:** 1655U  
**CMYK:** 0 83 98 0  
**RGB:** 255 77 0  
**Hex:** #FF4D00



### Yellow

**Pantone:** 115U  
**CMYK:** 0 21 99 0  
**RGB:** 255 199 0  
**Hex:** #FFC700

# Thank you for your consideration!

Email us for high-resolution  
brand assets.

**Email:**

[hello@forgedflare.com](mailto:hello@forgedflare.com)

**Press:**

[https://www.forgedflare.com/pages/  
media-inquiries](https://www.forgedflare.com/pages/media-inquiries)

**Social:**

[@forgedflare](#) (everywhere)

