



## Purpose

We believe in making the world a more Thoughtful and caring place by helping every person celebrate and create meaningful connections.

## Mission

We create happiness, laughter, and love.

## Vision

We are dedicated to helping every person celebrate the relationships and occasions that add meaning and purpose to life.

We are passionate about the power of connections and are always there with the words, artwork, and stories people need.

We are diverse, talented, and engaged. We are admired for our innovation and creative culture.

People are at the heart of everything we do, and we work to make the world a more thoughtful and caring place...

**Every. Single. Day.**

## Values

We're all creative, and we bring our creativity to everything we do.

We thrive on innovation and understand that innovation thrives on diverse thinking, smart risk-taking, and continuous improvement.

We recognize that great collaboration inspires great ideas, and we benefit when we connect with each other, our partners, and our customers.

We pursue success and celebrate the opportunities it provides.

We embrace diversity, equity, and inclusion and believe every person deserves to feel respected, supported, and valued.

We care about our people, our communities, and our planet and treat each with kindness and respect.