

just the basics



featuring/ Olivia™ paper collection

my inner girlie girl

by/ maggie koller

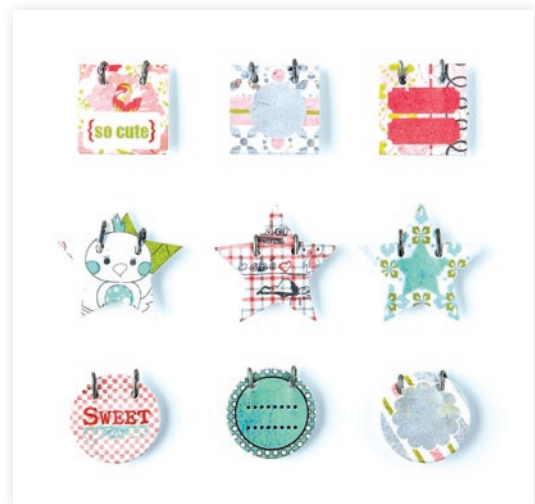
my mother dreamed of having a precious little girl, one whose hair she could brush, who would shop with her for ruffled pink dresses. She envisioned colorful manicures and brilliant tea parties with tons of dollies and sweets to share.

And along came me.

I was of the scraped-knees and hand-me-down-sweat-shirts girl species. My hair remained a defiant tangled mess resulting in bath-time fights. When mom tried to style me in ponytails with pink pom-pom accents, I would rebelliously shout, “NO!” and wiggle out of her grasp to cause mischief.

However, I harbored a secret girlie side. On Sundays, suddenly I donned frilly dresses, had my hair styled and put on my favorite accessory, Mary Janes (oh I love Mary Janes). Like most little girls, I broke into mom’s makeup stash repeatedly. I used mom’s drapes to play “wedding” and even styled my dog in old clothes (budding fashionista!). So my mom got her wish... sorta’.

Isn’t that the best part about girls? Our new Olivia collection is all girl, whatever your girl may be – a bit



precocious, a little sweet, and a whole lot sassy! One part princess, two parts mischief – that’s our Olivia. Along with the gorgeous Olivia papers, we’re adding new embellishments like Small Details, featured here (page by Kelly Goree). Small Details add big style. These self-adhesive embellishments contain wire rings and a foam backing to raise them slightly off the page. No matter how you use Olivia, we know you’ll add playful to your pages.

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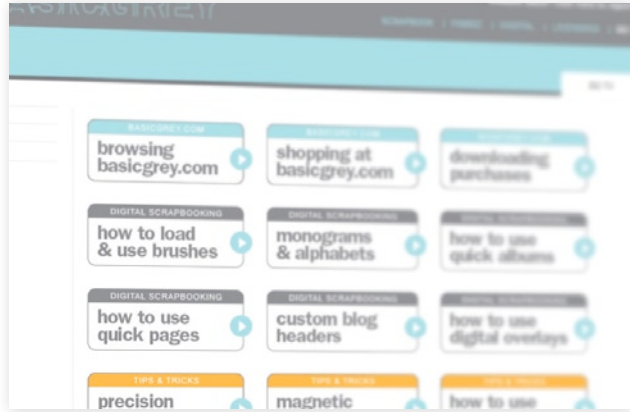
Layout by Kelly Goree

Note: Click [here](#) to access all the past issues of Just the Basics.

learn digital at BGTV!

Ready to delve into digital? Nothing could make it simpler than tuning in to our new tips-and-tricks addition to BGTV, available at Basicgrey.com. Click on the BGTV tab and you'll find tons of helpful tips and tricks from digital to traditional crafting, including directions on how to use file sets, magnetic snaps and more. Our newest addition "Digital Templates" demonstrates how to drop in patterns and shapes into a pre-designed template (available for purchase on our website). With simple step-by-step, easy to follow directions on video, it's easy to pause and rewind when needed and to sample with all of your favorite digital BG products.

[click here!](#) to visit BGTV



a second look at Olivia

Boys aren't excluded with Olivia! Kelly's page includes her boys in a very "sweet" place.

Olivia's colors are perfect for bright summer treats – cupcakes, watermelon, cotton candy, etc.

The "stitching" around the outside of the page can be done free-hand with a black journaling pen (cha-ching! Money AND time saver!).

Kelly's "flag" design mimics that of our Oliver and Olivia ad featured in July's scrapbook magazines.



eye spy {with my little eye} our favorite find of the month

A hhhh... nothing is more refreshing in the summer than a Lemonade Stand. That's why we were instantly thirsting for Alyssa McGrew's quenching layout featuring our Origins Collection. We spotted this cravable page in the galleries at scrapbook.com. Alyssa states, "I have used so much of Origins paper that I didn't have a full sheet to use for a background. I used lots of details cut from the paper, along with the Olio Origins rub-ons to create the cluster... the Origins collection gave the perfect 'lemonade stand' feel and created the perfect background for the photo." Mmm... it certainly hit the spot here! Thanks Alyssa.





digital feature

Ready to bring the Phunk to your digital pages? Our spunky Phresh & Phunky line is one of the latest to join our digital collection of products. Released in the paper version a few years back, it's remained one of the top favorites at BasicGrey. With its splashes of energetic blue, get-up-and-go green, and a vivacious pop of pink, you'll find thousands of uses for this spirited collection.

Slowly delving into digital? Download our Phresh & Phunky starter kit and start creating with our nine papers, mono-grams, rub-ons, buttons, brads, ribbons, paperclips and much more. Or start with a pre-made page and add your own stylistic elements.

[buy online!](#)

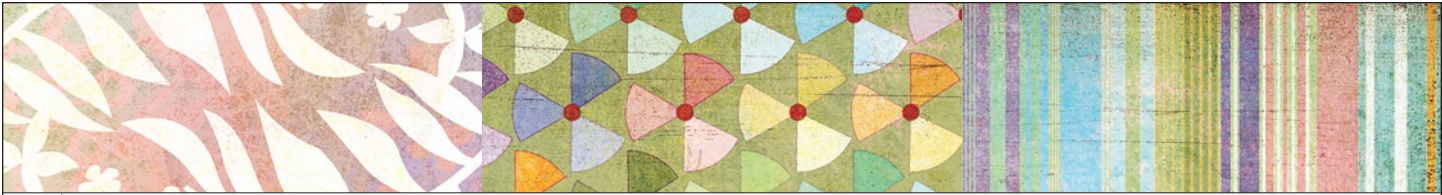
check out these classes!

Ready to meet our precious two-some, Oliver and Olivia? Then ask for these classes at a local BG retailer. From stickers to rub-ons, brand-new tabs and small details (and more), you'll capture sweet (and sassy) memories in this amazing class.

We know the economy hasn't been great, so we're packing two value kits into our teaching bag this month. The first is the Stamping Value Kit, featuring our summer-fun line, June Bug. This class kit, created by renowned designer Greta Hammond, is not only a great value, but also functional as you'll create eight sensational cards. You'll receive one of each of all 12 designs from the Alpha Series stamps and more, all using new, easy-to-replicate techniques.

The value doesn't stop there as we're introducing our Slice of Summer Mini-Album class. This colorful mini album, designed by Layle Koncar is ready for all those beachy, lazy, crazy days-of-summer memories. Featuring our tangy Lemonade line, you'll design your way to creatively capturing summer memories.





featuring/ BasicGrey paper



basic sketch

sketch by/ kelly goree

i Let the flag fly this July...right on your pages. This month's sketch features a flag-like border than can be adapted with your imagination – hearts, circle, flowers, etc. The sketch is also available as one of BG's new Digital Templates, **available at basicgrey.com**.

Carl Locken featuring Porcelain



Candice Greenway featuring Kioshi & more



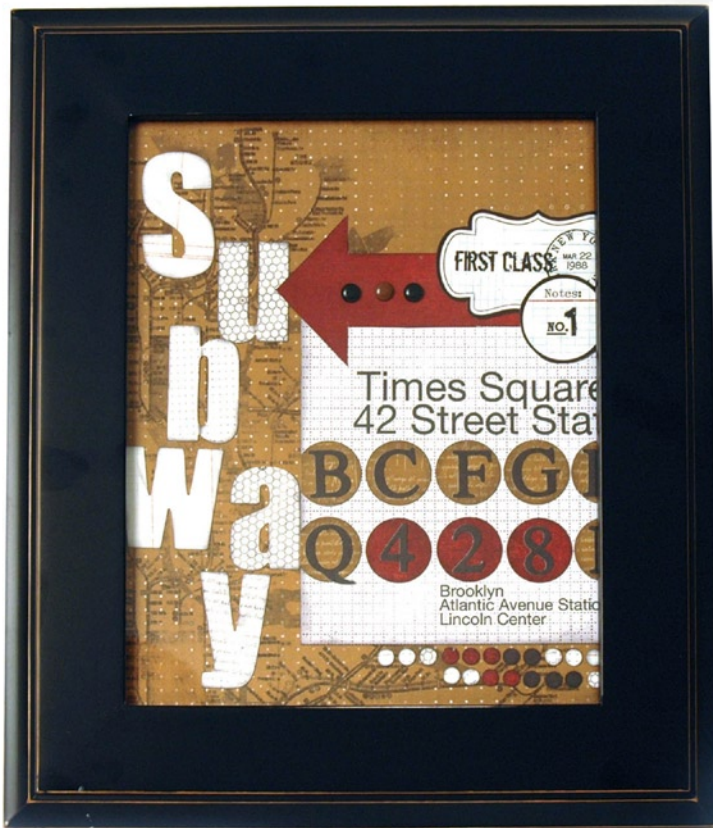
Kelly Goree featuring Oliver



Jamie Haley featuring Green at Heart



featuring/ Basics™ paper collection



basic inspiration

by/ sande krieger

BasicGrey supplies/

- 1 sheet Basic White Sphere
- 1 sheet Basic White Lexicon
- 1 sheet Basic White Manifest
- 1 sheet Basic White Ledger
- 1 sheet Basic White Vocab
- 1 sheet Basic Kraft Lineup
- 1 sheet Oliver Tyson
- 1 sheet Max & Whiskers Bubbles
- 1 sheet Basic White Cardstock Stickers – Labels
- 1 pkg. Max & Whiskers Brads
- 1 pkg. Basics Air Mail Rub-ons (black)

other supplies/

- 5"x7" black frame
- Quickutz Chocolate font (small alphas)
- Quickutz Diesel font (larger alphas)
- Standard hole punch (1/4")
- 3/4" circle punch
- Paper piercer
- Trimmer
- Adhesive
- Coordinating Ink (if desired)

We love how Sande Krieger used the Basics collection in her "Subway" frame. Adding a few simple solids from other lines makes an easy project that's anything but basic!

1. Download an old black and white map from the internet and print onto a 5"x7" sheet of Kraft Line-up.
2. Print out desired "travel" text (Times Square 42, etc.) onto a 3"x3" square of White Manifest. Ink edges and adhere in the lower right of the piece of Line-up.
3. Punch letters to spell "subway" from White Sphere paper and adhere as shown along the left edge of the Kraft Line-up piece.
4. Trim an arrow out of Tyson (red) and adhere with point to the left along the top of the square of White Manifest.
5. Apply rub-ons to white label stickers and adhere to the right side of the piece as shown.
6. Using a paper piercer, poke three holes in a line along the center of the arrow and apply small brads.
7. Punch numerous 1/4" and 3/4" circles from brown, black, red and white paper as desired.
8. Punch various letters from Bubbles (black) and add to 3/4" circles as shown.
9. Place finished piece in simple black frame.