



GRAPHIC DESIGN PLATFORM ANNOUNCES ORIGINAL STOCK LIBRARY

Diversity and inclusion to be the focus of the service

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Design Pickle

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About Design Pickle

Design Pickle is a global creative services company providing thousands of businesses with unlimited, high-quality design and illustration work at a flat rate.

For images and more information on Design Pickle, contact Jess Guffey at jess@designpickle.com or visit designpickle.com.



Above: Vectors from the FreshStock library

Scottsdale, AZ (June 30, 2020) — Design Pickle, the leading flat-rate creative services company, today announced the official launch of [FreshStock](#), a platform featuring stock vectors created entirely by in-house artists. The purpose-driven service is geared toward digital content creators, including designers and marketers, and offers a cost-effective solution to licensing premium stock vectors.

“There is a diversity void in creative libraries we hope to fill with FreshStock,” said Russ Perry, Founder and CEO of Design Pickle. “Our professional artists create vectors and templates reflective of the world around us, with the goal of inspiring creators and marketers everywhere to diversify their own content.”

FreshStock will exist as a separate venture from the Design Pickle umbrella of services. The launch comes shortly after the announcement of Design Pickle's Custom Illustrations service and cements the company's commitment to leadership, service, and diversity in the creative industry.

Like Design Pickle, FreshStock adopts a flat-rate subscription model, giving users unlimited access to stock vectors and templates for \$49 a month. Outside of the assets, the site aims to facilitate a community of creators who guide and contribute to FreshStock's ongoing philanthropy efforts. For more information, visit <https://freshstock.com/>.

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