



hello  
THERE!

I'M KELLY, NICE TO MEET YOU!



I'm a passionate believer in the power of a *stunning* first impression.

I design every piece of stationery to capture your unique style and personality. When your guests receive their invitations, they'll know they haven't just been invited to a wedding, they've been invited to *your* wedding.

#### FEATURES & RECOGNITION

MARTHA STEWART WEDDINGS  
BRIDES | THE KNOT | 100 LAYER CAKE  
STYLE ME PRETTY | WEDDING CHICKS  
AND MORE...

2022 FINALIST - CALIFORNIA WEDDING DAY  
BEST INVITATIONS & BEST CALLIGRAPHY

# our SERVICES

## STATIONERY CONCIERGE

*In addition to expert guidance in paper, print methods, etiquette, and postage, our custom clients enjoy the benefit of:*

- style consultation
- 2 initial sketches to choose from
- 5x7 custom artwork piece
- unlimited revisions
- access to extensive font library
- envelope addressing
- white glove assembly
- vintage postage curation
- Photographer's Kit
- Keepsake Invitation Set



# print METHODS

## DIGITAL \$

Digital or flat printing uses a combination of 4 ink colors to achieve any color of the rainbow. This makes it perfect for watercolor artwork or suites printing in a broad range of colors. Digital printing is also the most budget and time-friendly print method.



## THERMOGRAPHY \$\$

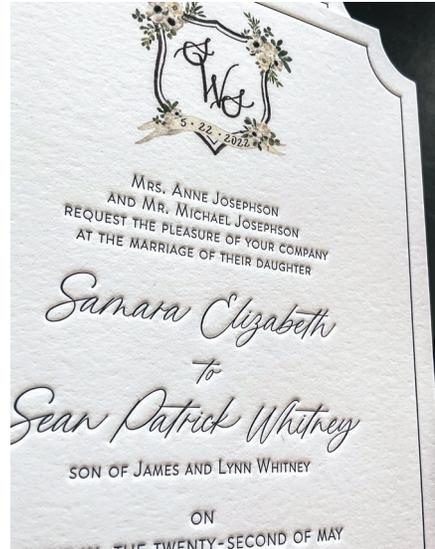
Thermography printing involves a powdered resin that is baked to create a raised effect. This method is perfect for text, line art, or monograms and is a great way to add a textural element while being relatively budget-friendly



# print METHODS

## LETTERPRESS \$\$\$

Letterpress printing is a specialized process that requires a custom plate that is inked and pressed into the paper to create an elegant textural effect. Since each color requires a separate plate, this method works best with text or line art.



## FOIL \$\$\$

Foiling doesn't use ink, but instead presses a thin metallic sheet on the paper with heat. It's similar to letterpress in that it requires a custom metal plate and works best with text or line art. Foil comes in a broad range of metallic colors, or even a custom hue!



# investment

## OUR DESIGN MINIMUMS

We have the utmost respect for your stationery budget and will present designs that capture your vision while keeping your needs in mind. Please note that we require the following minimum investments to begin work on your custom project.



### SAVE THE DATES

custom design fee - \$350

*on average, our couples invest \$850 for 100 Save the Dates*

### INVITATIONS

custom design fee - \$950

*on average, our couples invest \$3500 for 100 Invitations*

### WEDDING DAY STATIONERY

custom design fee - \$450

*on average, our couples invest \$1500 for 150 guests*

### PACKAGE MINIMUMS

save the dates, invitations, wedding day - \$1500

invitations & wedding day - \$1250

# investment



## DIGITAL

on average, our couples invest \$2500 for 100 digitally printed invitations

## THERMOGRAPHY

on average, our couples invest \$3500 for 100 invitations with thermography printing

## LETTERPRESS & FOIL

on average, our couples invest \$4500 for 100 letterpress or foil printed invitations

Please expect to invest a minimum of \$6 per Save the Date and \$10 per Invitation

# *frequently* ASKED

YOU MAY BE WONDERING...

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## *IS A CONTRACT REQUIRED?*

Yes, we do require a contract and deposit to begin work on any custom projects.

## *HOW MANY CUSTOM CLIENTS DO YOU SERVE EACH YEAR?*

In order to provide our clients with the best service and care, we only accept a limited number of custom projects per year.

## *HOW LONG DO CUSTOM INVITATIONS TAKE?*

I typically have custom clients booking 1 year in advance, but the actual design process takes between 8-12 weeks from beginning to mailing.

## *WE'RE NOT SURE ABOUT [insert invitation accessory here], CAN WE ADD IT IN LATER?*

Of course! We will definitely have time to decide on all of the accessories, materials, and styling items as we go through the design process. Please note that any changes after your invitations have been approved to print will incur additional fees or delays.

## frequently ASKED

### YOU MAY BE WONDERING...

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#### *CAN YOU COPY "THIS" DESIGN?*

Just like in school, copying isn't cool. First off, it's illegal (feel free to Google copyright laws if you're curious, or having trouble sleeping...). Secondly, each designer has their own style that comes through in their work. Trying to copy a design that isn't mine would be like Rachel Green getting dressed in Phoebe Buffay's closet. Just not quite right. And who wants a "not quite right" invitation? I certainly don't want to make one!

If you truly love another designer's work and want that EXACT design for your own invitations, please hire them! If you love my style and trust my expertise, we can break down what you like and dislike about your inspiration pieces and I can create something truly original that captures YOUR personal love story (instead of someone else's)!

#### *WHAT IF WE DON'T LIKE THE FIRST TWO SKETCHES?*

I am happy to create new sketches for an additional fee of \$50/sketch. Don't worry, with our initial style consultation and the info I gather from you, I've never actually had a couple request additional designs.

#### *WE GOT OUR SAVE THE DATES SOMEWHERE ELSE, CAN YOU MAKE THEM INTO AN INVITATION?*

This can get a little tricky, especially if you're looking to use exact artwork, but we can usually find away to incorporate style elements and color palettes to ensure a cohesive look between your Save the Dates and Invitations.

# *frequently* ASKED

YOU MAY BE WONDERING...

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## *HOW MANY INVITATIONS DO I NEED?*

You will need 1 invitation per household. We also recommend 3-7 extra for last minute additions (I have never NOT had a last minute add-on guest, or 7...), post office snafus, or family members who'd like an extra as a keepsake. My design fee includes a Keepsake copy for my couple, as well as a copy for the Photographer, so you're all set there!

## *WHAT IS A PHOTOGRAPHER'S KIT?*

A Photographer's Kit is a complete copy of your wedding stationery for your photographer to capture those beautiful details shots. I also include 3-5 styling items, like ribbon, wax seals, or small pieces that accent your suite. Envelopes are addressed using faux addresses to ensure they're safe for sharing publicly.

## *WHAT IS THE DIFFERENCE BETWEEN CUSTOM & SEMI-CUSTOM?*

Custom invitations are created "from scratch" to capture your love story in a unique way. The process takes a little longer, but in the end you'll have gorgeous invitations that feel exactly like *you*. Semi-custom invitations are pre-designed and filled in with your information, which means they're a little more time & budget-friendly than custom invitations. Most have the option for minor tweaks in color, font, or layout, as well as a hearty collection of accessory upgrades to ensure we capture your wedding style.

## *frequently* ASKED

YOU MAY BE WONDERING...

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### *WHY IS LETTERPRESS & FOIL PRINTING SUCH A SIGNIFICANT INVESTMENT?*

Letterpress and foil printing are two specialty print processes that we offer. Letterpress involves creating a plastic plate with your design, rolling ink over it, and pressing the design into some beautiful, thick paper, one sheet at a time. Foil is similar in that we're creating a custom plate with your design, but the plate is metal and gets heated up, then pressed against the foil onto your paper to make it stick.

The added cost comes from the additional design work on my end (setting up files for these processes takes more time), purchasing the custom plates (they're pricey), and the process itself (which is also time consuming and required a great deal of equipment & expertise). I use skilled vendors who love what they do for these processes and the outcome is SO, SO beautiful (and WELL worth the upgrade!

### *CAN WE COMBINE PRINT PROCESSES?*

Absolutely! We adore the look of digital printing combined with foil or letterpress, and foil mixed with letterpress is stunning as well! We're happy to make recommendations to achieve the look you're going for!



# are you READY

TO LOOK GOOD ON PAPER?

1

#### INQUIRE WITH US

Let's chat about your love story, wedding style, and the tone you'd like to set with your wedding stationery!

2

#### DEPOSIT & CONTRACT

We'll collect your deposit & signed contract to reserve your spot on our design calendar!

3

#### STYLE CONSULTATION & SKETCHES

You'll fill out a style survey and we'll use that info to create 2 initial concepts for your invitations as a starting point.

4

#### PROOFING & PRODUCTION

After you select a concept, we'll create your first proofs! This is the part of the process where you'll have a chance to fine tune all the wording & accessory details. Once your invitations are 'chef's kiss' perfect, we'll collect your remaining balance and get your invitations into production!

5

#### DELIVERY

Your invitations will arrive to you fully stamped, sealed, addressed, and ready to mail! We can also mail them for you, if you prefer!

let's talk  
SOON!

THANK YOU FOR YOUR INQUIRY!

We look forward to creating gorgeous stationery for your special day and ensuring you Look Good on Paper!

xo Kelly

email: [hello@lookgoodonpaperco.com](mailto:hello@lookgoodonpaperco.com)

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