



STATIONERY DESIGN GUIDE

PROCESS & PRICING



WELCOME.



The invitation is the first impression your guests will get of your wedding day.

Let's give them a taste of what to expect and get them excited for your **big day!**

Hi there,

Congratulations on your engagement! I am so happy for you both and excited that you are interested in working with me for your one-of-a-kind wedding stationery & calligraphy details.

If you are like most modern couples, you want your wedding to be an event that reflects your personalities. Here at Smitten with Ink, I create designs that tell YOUR love story and it's my goal & privilege to bring into life a wedding suite that is completely you.

Now, you might not really know where to start, but don't worry! I am here to help you with your creative vision and will guide you all the way to choosing your paper, printing method, envelopes...anything you need to create your paper goods. It is my job to worry about the details and make the whole process as stress-free as possible for you.

So sit back, relax and let's dream up the perfect suite for you.

ABOUT ME.



I create designs that celebrate your story,
love & personalities.

• H é l è n e •

Before we get started, let me introduce myself.

Hi, I'm Héléne, the one woman band behind Smitten with Ink. I started my small but mighty stationery design business out of a love for calligraphy and illustration.

I won't tell you that it all began when I was little because it didn't! Yes, I've always been a bit of a stationery addict, but prior to this venture, I have had a couple of careers in International law then accountancy. I know, we are far from design and fine art!

The shift to a creative life happened when I was on maternity leave and I needed some time for myself. I found calligraphy as a creative outlet -or maybe it found me! I fell in love with it and the rest is history!

"What's your illustration and design style?", I hear you ask.

It's delicate, inspired by nature and all hand drawn. I particularly enjoy designing monoline botanicals which complements and compliments my modern calligraphy style.

I'm so excited to get to know more about you and to show you how personal I can get with paper!

DESIGN PROCESS.

1. DESIGN GUIDE + WEDDING QUESTIONNAIRE

IF YOU'RE READING THIS, YOU'RE ALREADY HALF-WAY THROUGH STEP 1!
I WILL USE YOUR WEDDING QUESTIONNAIRE (FIND IT ON MY CONTACT PAGE) TO HOUSE BASIC WEDDING INFORMATION.

THIS DESIGN GUIDE IS FOR YOU TO GET A BETTER UNDERSTANDING OF OUR PROCESS, PACKAGES AND PRICING.

2. PHONE CONSULTATION

AFTER YOUR INITIAL INQUIRY & REVIEWING THIS DESIGN GUIDE, I WILL SCHEDULE A CALL TO DISCUSS THE PACKAGE YOU WISH TO GO FOR. WE GET TO GO OVER DESIGN DETAILS & IT IS YOUR OPPORTUNITY TO ASK ANY QUESTIONS YOU MAY HAVE!

3. DESIGN PROPOSAL & ESTIMATE

WITH A BETTER UNDERSTANDING OF YOUR VISION AND STYLE, I WILL SEND YOU A DESIGN PROPOSAL AS WELL AS AN ESTIMATE AND A CONTRACT. ON SIGNING THE CONTRACT, A DEPOSIT OF 50% OF YOUR ESTIMATED DESIGN COST IS DUE.

4. DESIGN TIMELINE

IT IS TIME FOR YOU TO SIT BACK & RELAX, YOU ARE IN GOOD HANDS!
YOU WILL HAVE ACCESS TO YOUR CUSTOM TIMELINE SO YOU WILL KNOW EXACTLY WHAT TO EXPECT AND WHEN. THE PROCESS INCLUDES: FIRST PROOF, FIRST ROUND OF REVISIONS, SECOND PROOF, SECOND ROUND OF REVISIONS, FINAL PROOF.

5. PRODUCTION & ASSEMBLY

ONCE YOU HAVE APPROVED THE FINAL PROOF, IT IS TIME TO SEND OFF YOUR DESIGNS TO PRINT AND IT IS SO EXCITING TO GET TO SEE IT ALL COME TO LIFE.

IF YOU HAVE OPTED FOR IN-HOUSE ASSEMBLY, I THEN TAKE CARE OF ASSEMBLING YOUR INVITATION SUITE (STUFFING, STAMPING, SEALING & SENDING OUT YOUR SUITES).

THE FINAL PAYMENT (INCLUDING SHIPPING COSTS) IS DUE AT THAT TIME.

6. HAPPY MAIL

TODAY YOU GET TO OPEN YOUR OWN BESPOKE WEDDING INVITATION!

YOUR TIMING IS KEY!

BOOKING INVITATIONS

A minimum of 3 months' before send out i.e. 5 months before your wedding day.

DESIGN PROCESS

Digital proof with 2 rounds of revision

DESIGN SENT TO PRINT

5-7 business days
+
2 weeks for calligraphy envelope addressing

RECEIVE YOUR ORDER!

Don't forget invitations need to be sent 8 - 10 weeks before your wedding day.

DESIGN PACKAGES.



ALL DESIGN PACKAGES INCLUDE 2 ROUNDS OF REVISIONS
PLEASE NOTE THAT THE PRICES BELOW DO NOT INCLUDE THE COST OF PRINTING, ASSEMBLY
OR ADD-ONS SUCH AS ENVELOPE LINER, WAX SEAL, BELLY BANDS OR POSTAGE STAMPS.

CLASSIC

£250

FORMAL INVITATION CARD
+
RSVP CARD

GRAND

£300

FORMAL INVITATION CARD
+
RSVP CARD
+
DETAILS CARD

DELUXE

£350

FORMAL INVITATION CARD
+
RSVP CARD
+
DETAILS CARD
+
ORDER OF THE DAY CARD

A LA CARTE

SAVE THE DATE - £100 - Add the Save the date card to any of the above package options.

ILLUSTRATED MAP/VENUE ILLUSTRATION - £150 - Add it to any of the above package options.

ADDITIONAL CUSTOM DESIGN ELEMENTS - Menu, order of the day, envelope liner, thank you card, etc.

£ - Price depends upon amount and intricacy of design/illustration elements. Once I receive your inquiry I will communicate you the specific costs depending on your specs.

PRINT & PAPER.

THERE ARE SO MANY PRINTING TECHNIQUES AND TYPES OF PAPERS THAT IT CAN ALL BE A BIT OVERWHELMING. THE SIMPLE GUIDE BELOW SHOULD GIVE YOU ALL THE INFORMATION YOU NEED TO HELP YOU MAKE A DECISION.



PRINTING METHODS

1. DIGITAL PRINT / FLAT PRINT

Your design is printed digitally on Premium card stock. This full colour process works for most designs and is the most wallet-friendly option.

2. DIGITAL FOIL PRINT

If you want to add some metallic accents to your print but without breaking the bank, this is the option for you. The print is smooth with a mirror finish and comes in a range of colours.

3. HOT FOIL PRINT

This process involves hot pressing metallic foil to the card stock using a metal plate engraved with your design. This creates a luxurious finish with a slightly debossed texture. There is a vast choice of colours: metallic, matt, neon... you name it! You can also combine hot foil with flat print.

PAPER GLOSSARY

1. IN-HOUSE PAPER

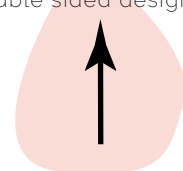
I will always recommend the best paper type to compliment your design and printing method.

I work mainly with Colorplan paper stock. This iconic range of premium coloured papers and cards is available in 50 colours and made in England. It is Acid Free, Heavy Metal Free and 100% ECF (Elemental Chlorine Free) virgin fibre. As well as being fully recyclable and biodegradable, Colorplan is FSC certified (made with /contains pulp from well-managed forests). What's not to like?!

I also use the beautiful Antalis and Fedrigoni papers to expand the colour palette available to you.

2. DUPLEX

If you'd like extra thick paper, I can add duplex! This process adheres two papers together for double the thickness and is perfect for double sided designs.



PRICE GUIDE.

MAKING THINGS AS SEAMLESS AS POSSIBLE FOR YOU IS MY PRIORITY AND THAT ALSO MEANS BEING TRANSPARENT ON MY PRICING SO YOU CAN CHOOSE THE BEST OPTION FOR YOUR BUDGET.

BELOW IS A PRICE GUIDE FOR ALL PRINTING ALTERNATIVES AS WELL AS FOR THE FINISHING TOUCHES.

THEY APPLY WHETHER YOU HAVE CHOSEN A DESIGN PACKAGE OR A SUITE FROM THE STUDIO COLLECTION.

YOU CAN MIX AND MATCH THE PRINTING OPTIONS TO YOUR HEART'S CONTENT TO ACHIEVE THE LOOK YOU ARE AFTER AND I WILL GUIDE YOU ALONG THE WAY IF NEEDED.

ALL INVITATIONS AND SAVE THE DATES COME WITH A 120GSM/135GSM WHITE ENVELOPE AS STANDARD.

DIGITAL PRINT STATIONERY

INVITATION	RSVP	SAVE THE DATE	DETAILS CARD	MENU	BUNDLE*
25+ • £4 each	25+ • £1.50 each	25+ • £3 each	25+ • £1.50 each	25+ • £2.75 each	25+ • £6 each
50+ • £3.75 each	50+ • £1.25 each	50+ • £2.75 each	50+ • £1.25 each	50+ • £2.50 each	50+ • £5.50 each
75+ • £3.50 each	75+ • £1 each	75+ • £2.50 each	75+ • £1 each	75+ • £2.25 each	75+ • £5 each
100+ • £3 each	100+ • £1 each	100+ • £2 each	100+ • £1 each	100+ • £2 each	100+ • £4.50 each
	125+ • £0.75 each		125+ • £0.75 each	125+ • £1.75 each	125+ • £4 each

DIGITAL FOIL STATIONERY

INVITATION	RSVP	SAVE THE DATE	DETAILS CARD	MENU	BUNDLE*
25+ • £4.75 each	25+ • £2.75 each	25+ • £3.75 each	25+ • £2.75 each	25+ • £3.50 each	25+ • £9 each
50+ • £4.50 each	50+ • £2.50 each	50+ • £3 each	50+ • £2.50 each	50+ • £3.25 each	50+ • £8.50 each
75+ • £4.25 each	75+ • £2.25 each	75+ • £2.75 each	75+ • £2.25 each	75+ • £3 each	75+ • £8 each
100+ • £4 each	100+ • £2 each	100+ • £2.5 each	100+ • £2 each	100+ • £2.75 each	100+ • £7 each

HOT FOIL STATIONERY

INVITATION	RSVP	SAVE THE DATE	DETAILS CARD	MENU	BUNDLE*
25+ • £8.50 each	25+ • £5.50 each	25+ • £6.50 each	25+ • £5.50 each	25+ • £8 each	25+ • £17.50 each
50+ • £7 each	50+ • £5 each	50+ • £5.50 each	50+ • £5 each	50+ • £5.50 each	50+ • £15 each
75+ • £6.50 each	75+ • £4.50 each	75+ • £5 each	75+ • £4.50 each	75+ • £4.50 each	75+ • £13 each
100+ • £6 each	100+ • £4 each	100+ • £4.50 each	100+ • £4 each	100+ • £4 each	100+ • £12 each
125+ • £5.50 each	125+ • £3.50 each	125+ • £4 each	125+ • £3.50 each	125+ • £3.75 each	125+ • £10.50 each
150+ • £5 each	150+ • £3 each	150+ • £3.50 each	150+ • £3 each	150+ • £3.50 each	150+ • £9 each

* The bundle includes the invitation and its envelope, the rsvp card as well as the details card.

DETAILS.

LET'S TAKE YOUR WEDDING STATIONERY SUITE TO THE NEXT LEVEL BY ADDING BEAUTIFUL DETAILS. YOU CAN LEARN ALL ABOUT THE FINISHING TOUCHES THAT CAN BE ADDED TO YOUR PAPER GOODS, JUST HEAD TO THE CUSTOMISATION GUIDE AVAILABLE ON MY WEBSITE.

FINISHING TOUCHES

- Calligraphy addressed envelope* • from £2.50
- Coloured 135gsm envelopes • from £50 for 50 envelopes
- Custom envelope liner • from £1.50 each
- Vellum wrap • £1 each
- Belly band • from £1 each
- Wax seal • from £1 each
- Silk ribbon / twine • £1 each
- Printed address • £1 each
- Assembly • £35 per 25 suites

ON THE DAY PAPER GOODS

Sky's the limit as to what I can create for your wedding day but here are a few ideas to get you started:

- Place cards in calligraphy* - £1 (first name) / £1.5 (full name)
- Table numbers - from £5 (depending on printing method/calligraphy choice)
- Calligraphy names on menus - £1 (first name) / £1.5 (full name)
- Wedding vows* - price on request depending on the length of text as well as paper and ink chosen.
- Table plan (printed A1) - £125
- Table plan (handwritten A1) - £125 + £1 per guest (first name) / £1.50 per guest (full name)

* All prices for calligraphy details are for black ink. If you would like a custom made coloured ink or metallic ink an additional £20 will be incurred.

Also note the prices above are exclusive of paper stock/envelope but not to worry, I will source them for you!

HOW TO BOOK.

LET'S DO THIS!

I AM SO HONOURED YOU ARE CONSIDERING WORKING WITH ME FOR YOUR WEDDING STATIONERY AND I CAN'T WAIT TO CHAT MORE ABOUT YOUR BIG DAY!

IF YOU WOULD LIKE TO BOOK A PHONE CONSULTATION, PLEASE EMAIL ME AT HELLO@SMITTENWITHINK.CO.UK OR START THE PROCESS BY FILLING THE WEDDING STATIONERY QUESTIONNAIRE ONLINE.

I can't wait to work with you to create keepsakes you will treasure forever.

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