

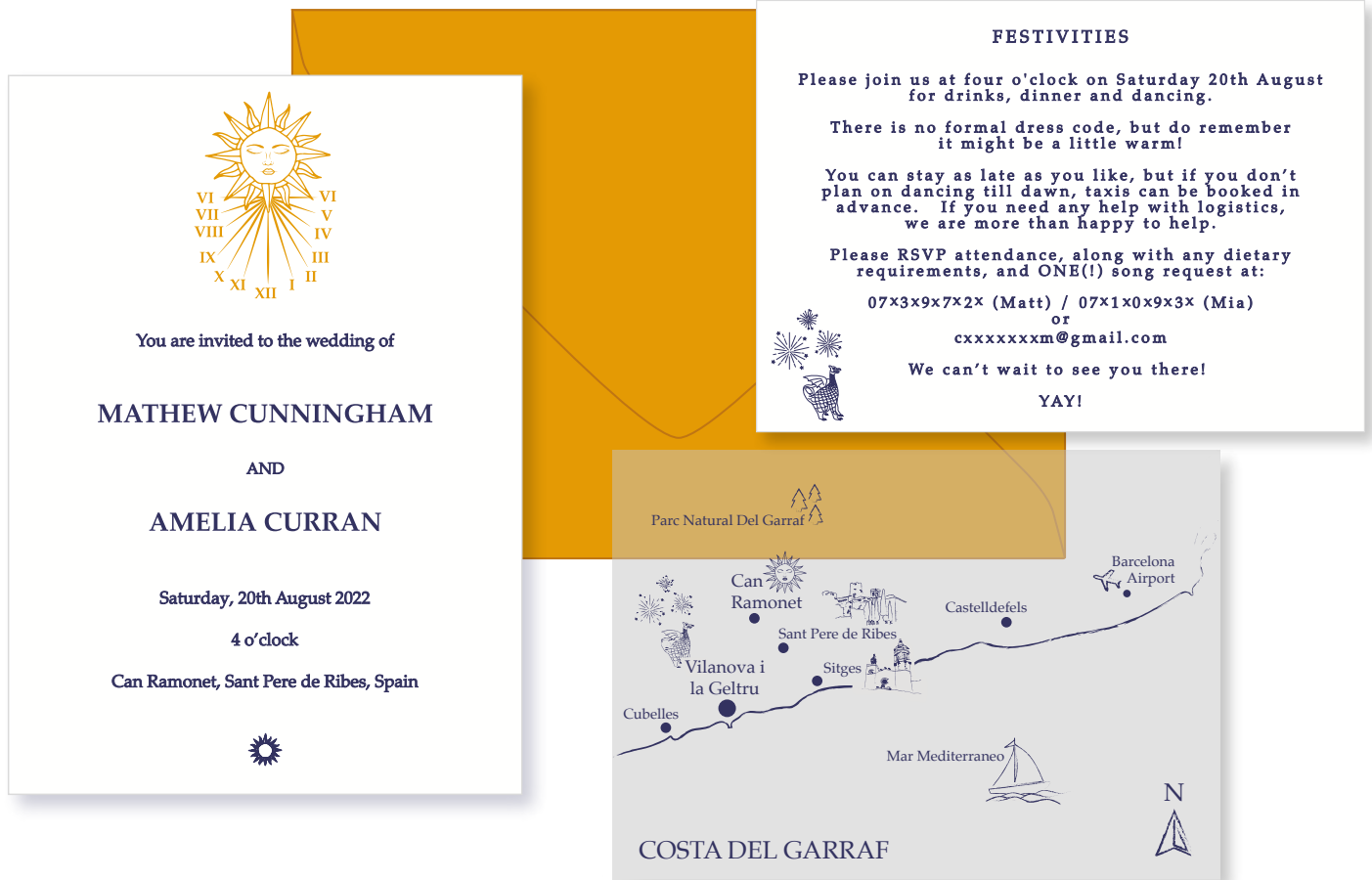
# The Dairy Studio

BESPOKE WEDDING STATIONERY

LETTERPRESS + COTTON PAPER

## BESPOKE WEDDING SUITE

*This is an example of costings for the below bespoke wedding suite. The costings are based on 120 guests attending so therefore printing 80 stationery sets*



### Main Invitation

125mm x 175mm Linen Cream 600gsm Heavyweight Paper  
 2 Colour Design  
 Luxury coloured envelope

Design Fee = £150  
 2 Colour Invitations + Envelopes = £482  
 Total = £632\*

### Details Card

148mm x 105mm Linen Cream 600gsm Heavyweight Paper  
 1 Colour Design

Design Fee = £80  
 1 Colour Details Card = £186  
 Total = £266\*

### Vellum Digitally Printed Map

148mm x 105mm 140gsm Vellum Paper  
 Digitally Printed

Design Fee = £200  
 Digitally Printed Map = £94  
 Total = £294\*

**BESPOKE WEDDING SUITE X 80 SETS  
 TOTAL = £1,192.00\***

\*Post & packaging is not included in this total cost.

## *Congratulations!*

What an exciting time you have ahead of yourselves. I can't wait to hear more about the plans you have for your big day, and make some of those plans come to life! Your wedding stationery is a chance to put your personalities and wedding style on paper and share this for the first time to your guests.

Below I will explain how I will work with you, as well as just how beautiful letterpress stationery is! If your question isn't answered below, then please do not hesitate to get in contact with me at [hello@thedairystudiodesign.co.uk](mailto:hello@thedairystudiodesign.co.uk).

*Big love,  
Lizzie*

## *Letterpress & Hot Foil*

The letterpress & hot foil stationery I print is all printed by hand, feeding each individual piece of paper into the press, (my letterpress printer dates back to the 1920's!) Letterpress & hot foil stationery differs from digital printing, and creates a beautiful tactile impression into the surface of the paper.

## *Your Stationery Time-lines*

Here are some rough guidelines I suggest to follow for your stationery ahead of your wedding...

1. Ordering save-the-dates: 1 year in advance or as soon as you know more details about your big day.
2. Sending save-the-dates: 9 months to 1 year in advance
3. Ordering wedding invitations: 6-12 months in advance
4. Sending wedding invitations: 3-6 months in advance

## *Our Stationery Time-lines*

These are the time-lines I work towards. These are subject to change depending on the design work involved, any extras you would like to add, the quantity of stationery you are ordering and the number of items within your wedding suite.

For my semi-customisable wedding collections follow the below...

1. Design turnaround 2-4 weeks  
(subject to couples responding to emails within 2 working days, and vice versa)
2. Print Production 3-6 weeks

For bespoke wedding suites the while process can take around 4 months

## *Proofs*

I will always send you a digital proof of your design to confirm it before I get set to print. Unfortunately I don't offer physical proofs as due to the nature of letterpress & hot foil printing this is not possible. The client is responsible for checking that the final digital proof is correct for spelling, grammar and overall design.

## *Finish & Colours*

The way letterpress printing works, is that a thin layer of transparent ink is applied to your printing plate and then this gets transferred onto the surface of the heavyweight paper. This means that sometimes some graininess may occur when printing larger/block areas of design. Also impression throughout the design may vary too. When printing smaller/detailed pieces of design the impression will be slightly deeper compared to printing larger/block areas of design, where the impression is more spread out.

I will always try and show you the most accurate colour reference when sharing your digital artwork to you, but this colour may vary when I bring your stationery to life. I mix all of my letterpress inks by hand by following a Pantone (uncoated) formula guide and select the closest colour to your digital artwork.

## Stationery Process

### 1. Your wedding vibe!

The fun starts straight away... chat to me about your wedding. I would love to hear about the vibe, colours, style, flowers, venue, number of guests and anything else you would like to share with me. This is not just lovely to hear about but super helpful for me to help guide you as we work together. Then we can discuss whether you would like to select one of my semi-customisable designs or if you would like to have a bespoke wedding suite designed.

### 2. Your details

Once you know the details of your wedding please share them as soon as you can. Time can quickly slip away so the quicker we get started, the more smoothly your stationery journey will be.

### 3. Design comes to life

I then get to work and design your wedding stationery based on all the details you have given me. Once the artwork is finished, I will email it to you, suggesting colours for ink and envelopes if you haven't picked these already.

### 4. Sign off

Signing off your design is one of the most important parts of the process and you will receive a final PDF, which I will ask you to give a good read of everything including spelling and grammar. Once you are happy, your design is locked in and then we move on to print production.

### 5. Print production

You now get to sit back and relax whilst I bring your stationery to life. Letterpress & hot foil stationery is produced in house and I hand print everything. This really is a labour of love, so turnaround times are longer than digital printing, but it really is worth the wait!

### 6. Delivery

I take as much care when packaging as I do printing your stationery. The moment you open your parcel is just as important as every other stage. Your stationery will be couriered to you by DPD to ensure it gets to you in safe hands.

## Pricing

### 1. Design Fee

The great thing about ordering one of my semi-customisable wedding designs is that you don't need to worry about a design fee being added as all the design work has been done! If you want your wedding stationery to be that little bit more personal, I will advise the design fee involved in a bespoke wedding suite when we first get chatting about your stationery

### 2. The more you order the cheaper per unit it is

The minimum order quantity starts at 40 pieces per item of stationery and the more you order the cheaper it becomes per unit/piece of stationery

### 3. Added extras (venue illustrations, detailed maps, bespoke monogram, belly bands)

If you would like to add more personal touches to your chosen wedding design, this is not a problem. Just let me know as soon as you get in touch and I will advise the extra design fee and slightly longer lead-times involved.

### 4. Quotes valid for 30 days

When I send over your quote, this quote will be valid for 30 days. After this, a new quote will need to be re-issued. Quotes are subject to change until your stationery design has been finalised.

### 5. Payment

Once you have confirmed you would like to proceed with your wedding stationery, I will send you an invoice for 50% of the total ahead of any design work starting. Then once your stationery is all printed and ready to be packaged I will ask for the remaining 50%. Payment is to be settled via BACS.

## Post & Packaging

Postage - DPD Tracked Courier at £26.55

Packaging - The environment is important to me and as much as I try to only use eco-friendly packaging when sending your stationery, unfortunately paper can be heavy and if not protected well, it can get damaged in the post. So I do use bubble wrap that's on it's second use. Please always try to re-use or recycle the bubble wrap if possible from your parcel instead of throwing it away.