

Incorporate unique

FINE ART & CUSTOM LETTERING

into your invitation suite



For example, watercolor venue illustrations can be displayed on a variety of stationery including:

SAVE THE DATES

INVITATIONS

DETAIL CARDS

PROGRAMS

ILLUSTRATED MAPS

A WEDDING GIFT

Request your custom quote today:
kaitlynashlee.com/weddings



Kaitlyn Ashlee
ART & DESIGN

Diagram Of A Wedding Invitation Suite

Here is an example of a full wedding invitation suite & some fun additions to elevate your suite: calligraphy, vintage stamps, envelope liners, colored envelopes, and wax seals.

WEDDING MAP

Get your guests ready to visit your wedding destination with an illustrated map.

CALLIGRAPHY

Elevate your envelopes with calligraphed addressing.

STAMPS

Add vintage stamps to match your colors & aesthetic.

ENVELOPE LINERS

Another fun way to add more art to your suite. We can tie the artwork of the paper goods through into your envelope as well.



DETAILS CARD

Detail cards can include any information you'd like - a schedule of events, addresses if you have multiple venues, hotel block information and more!

PROGRAM

Wedding programs can incorporate the style from your invitation suite as well. A perfect place to use a venue illustration.

INVITATION

This is the centerpiece of the invitation suite. This is where we formally invite your guests to join you in celebrating this joyous occasion.

WAX SEAL

Add an antique addition to your guests' envelope opening experience.

RSVP CARD

How the guests let us know if they will be joining in the celebration. We can be creative here with wording & design.

KEY:

- The Basic Invitation package (*The invitation + RSVP card & corresponding envelopes*)
- Fun upgrades!
- Day of Stationery

WEDDING INVITATION SUITE PRICING

I love creating unique fine art stationery for my clients. I am a watercolor artist, calligrapher, and graphic designer. I can create a custom illustration of your venue or other custom art to personalize your wedding invitations.

Basic packages

SAVE THE DATES



SAVE THE DATES

Includes:

- Save the Date cards
- Blank envelopes

Art & Design Fee: \$575
 Printing for qty 100: \$150
\$525

INVITATIONS & RSVP



BASIC INVITATIONS: 2-piece suite

Includes:

- Invitations
 - RSVP cards
 - and 2 corresponding envelopes*
- *blank, addressing can be added

Art & Design Fee: \$600
 Printing for qty 100: \$2.50 each (\$250)
\$850

INVITES & RSVP + DETAILS



BASIC INVITATIONS: 3-piece suite

Includes:

- Invitations
- RSVP cards
- Detail cards
- and 2 corresponding blank envelopes

Art & Design Fee: \$750
 Printing for qty 100: \$500
\$1,050

ADD ONS & UPGRADES

ENVELOPE ADD-ONS:

- Calligraphy envelope addressing
- Return addressing printing
- Return address (custom stamp)
- Envelope liner art

POSTAGE OPTIONS:

- Basic USPS stamps
- Custom art stamps
- Vintage stamps

PAPER UPGRADES:

- Letterpress printing
- Foil printing
- Handmade paper
- Double thick paper

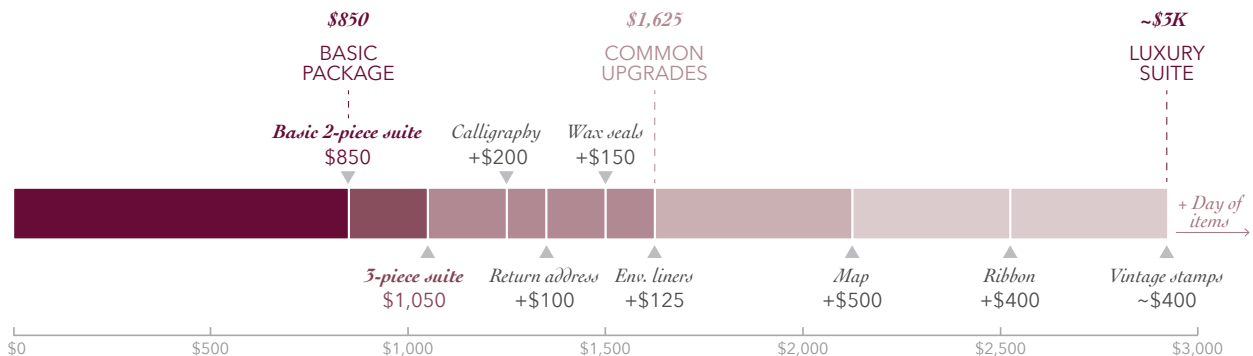
MORE:

- Ribbon
- Wax seals

ADDITIONAL ART:

- Wedding crest
- Venue illustrations
- Illustrated wedding timeline
- Wedding map

PRICING TIERS



DAY OF STATIONERY

We can carry the style of your paper goods through to the big day with day of stationery items and signage. I offer ceremony programs, menus, place cards, table numbers, seating charts, signs, wedding vows, and other items.

MENUS

Menu design is generally pretty simple but we can do some fun things here as well like adding wax seals and/or illustrations!

Design Fee: \$550*
 Printing for qty 100: \$150
 \$500

*Can be decreased if applicable (art re-purposed from the invitation)

SEATING CHART

Written in calligraphy, message me for specific options

Per name \$2.00/ each
 + material TBD

TABLE NUMBERS

Starting at \$5 each + artwork

PLACECARDS

Options: First name only or first and last + table numbers

First name: \$1.50/ each
 Both + table: \$2.50/ each

*Price for names written in calligraphy on paper, or folded paper cards. More material options below - price of materials will be added.

Some ideas for materials:

- Handmade paper
- Sea glass
- Terracotta tiles
- Tags
- Vellum paper (see through)
- Paper + Wax seals

PROGRAMS

We could use art created for the programs as well - a venue illustration for example. This would decrease the design fee. Reach out for specifics.

Design Fee: \$550*
 Printing for qty 100: \$150
 \$500

*Can be decreased if applicable

SIGNS

There are a variety of options available to order for wedding signs. I'll list some below, but feel free to reach out if there's something you'd like that isn't listed.

Starting Design Fee: \$500*

*For a 8x10" paper sign, larger signs can be done on chalkboard, wood, or acrylic

Some ideas:

- Bar menu, drink sign with illustration
- Welcome to the wedding of __
- Please sign our guest book
- Photobooth sign
- A meaningful quote, verse, or song lyrics

WEDDING VOWS

I would love to calligraph your wedding vows as a wedding decor item or gift for your spouse!

Starting at \$150*

*Price increases based on word count, paper preferences such as handmade paper, ribbon, etc...



CEREMONY PROGRAMS



WEDDING VOWS



Custom wedding art examples



LINE ART



WATERCOLOR



CREST EXAMPLE



Information about my crests:

- Fully custom design
- Letter(s): 2 intertwined letters, 3, or 1 (family name)
- Options: florals, a venue, landscape (a meaningful location), animals, favorite hobbies
- More options: Add a banner with the date of your wedding

Can be used for many items including:

- Invitations
- Thank you stationery
- Wedding napkins
- Wedding signage

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RSVP & DETAIL CARDS

There are so many options for both. You can customize each to fit your needs.

RSVP cards

OPTIONS FOR WORDING:

- “Accepts with pleasure” + “Declines with regret”
- “Yes, we’ll be there!” + “No, we’ll celebrate from afar”
- “Accepts” + “Regrets”
- “Yes, can’t wait” + “No, sorry to miss it”
- “Will attend” + “Will not attend”
- Other (describe below)



MAY ALSO INCLUDE:

- “We have reserved ___ seats in your honor”
- “Number in Party” - this would be space for the guest to indicate how many people are coming. They would be telling you in contrast to the option above.
- Meal options
- Space to write song requests or marriage advice or other fun additions

Detail cards

SOME IDEAS INCLUDE:

- Wedding website url + password if needed
- Attire
- Accommodations or hotel room block info
- Parking and/or transportation info
- Timeline of events - Sunday brunch, welcome party, etc (if everyone is invited)
- Other activities to do in the area - esp. if this is a destination wedding
- A favorite quote, poem, etc
- Rehearsal dinner information - note who will be receiving this and how many you need



ASSEMBLY & MAILING

I would love to assemble your invitation suite for you! This includes stuffing the envelopes, ordering and adding the postage to the envelopes, attaching envelope liners if selected, and taking them to the post office to be mailed. Hoping to help save you the time and trouble during this busy time. Some clients prefer to mail them out themselves, in which case I will ship all of the pieces to you and you can assemble and mail them.

Please note: once envelopes have been given to the USPS, I am not responsible for any issues thereafter.



Vintage Postage information

I will provide a curated collection of vintage postage based on the colors of the envelopes and whole suite + any specific preferences such as locations, colors, flowers, etc. 3-4 stamps per envelope to add up to 1 ounce or 2 ounce modern pricing (\$0.58 or \$0.78)

~Estimate: \$3-6 per envelope.



Another option is to use modern forever stamps + one special vintage stamp as well to save money.

Forever stamps currently cost \$0.58 and come in sheets of 20 (\$11.60).

4 options for a suite with 75 envelopes:



Option 1
5 Cent Audubon \$34
10 Cent Gainsborough \$50
55 Cent Hydrangea \$130
20 Cent Brooklyn Bridge \$57
Total \$271

\$3.62 per envelope

Option 2
15 Cent White Pine \$50
20 Cent Connecticut \$75
13 Cent Chipmunk \$25
25 Cent New York \$95
24 Cent Butterfly \$90
Total \$335

\$4.47 per envelope

Option 3
55 Cent Hydrangea \$130
4 Cent World Forestry \$26
16 Cent Statue of Liberty \$30
25 Cent New York \$95
Total \$281

\$3.75 per envelope

Option 4
55 Cent Hydrangea \$130
20 Cent Brooklyn Bridge \$57
1 Cent Yosemite \$60
34 Cent Hummingbird \$150
10 Cent Gainsborough \$50
Total \$447

\$5.96 per envelope

My process

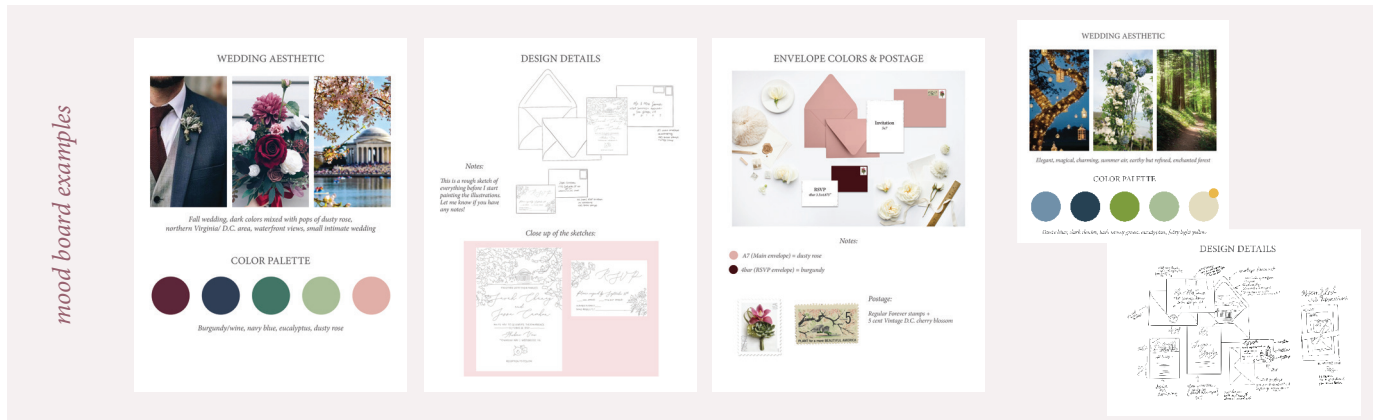
I'm so excited to work with you! Here is a little more information about my process & timing. From start to finish, the process usually takes 8 to 10 weeks. Please inquire and book within 2-4 months of when you'd like to send out your stationery/ 4-5 months before your wedding. Exceptions can be made depending on current workload, please don't hesitate to ask!

1. Booking and getting started

- a. DEPOSIT: 50% deposit to book
- b. CONTRACT: Once the invoice is agreed upon, and the deposit is paid, I'll send a contract to sign.
- c. VISION & WORDING: Let's get started! I'll send a little form to get to know your vision/style better and gather the needed information regarding wording (this will include options to choose from). I'll also set up a google drive folder for us to share information, photos, and edits.

2. Mood board, sketches, and illustrations

- d. MOOD BOARD: Within 1 week - I will create a mood board that includes a color palette/ inspiration photos and some preliminary sketches for you to sign off on / provide feedback.
- e. UPDATES: Will make any adjustments to the mood board/ sketches within a few days
- f. ILLUSTRATIONS: Will begin painting the illustrations and will send photos as I complete them (~2 weeks)



3. Finalizing the design

- g. DESIGN: 1 week for design using the finished illustrations
- h. EDITS: 1 week for edits (I'll send digital proofs) and then sending to production

4. Production, printing, & mailing

- i. PRINTING: 1-2 weeks for production / printing / assembly
- j. SHIPPING: 1 week: mailing

Estimated timeline

(After booking)

1.5 WEEKS for ideation/moodboard

2 WEEKS for illustrations

1.5 WEEKS for design and edits

2 WEEKS for production

1 WEEK for mailing

~8 WEEKS in total

When to send out your invitations:

Invitations typically go out **8-12 weeks** before the wedding and you should give guests at least **2 weeks to respond** (from when you send out), and have the reply-by date be about a **month to 6 weeks** before the wedding.

SEND OUT INVITATIONS

8-12

WEEKS

before the wedding

GIVE GUESTS

>2

WEEKS

to respond

REPLY-BY DATE

4-6

WEEKS

before the wedding

MORE EXAMPLES OF MY WORK



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I would love to work with you!

Please reach out via:

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www.kaitlynashlee.com/weddings

