



DESIGN GUIDE

PRICES AND PROCESS FOR CUSTOM STATIONERY

Welcome!



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

Let's give them a sneak peek that'll get them excited for your big day!

CONGRATULATIONS ON YOUR ENGAGEMENT!

I'M SO THRILLED FOR YOU BOTH. IF YOU'RE LIKE MOST COUPLES, YOUR DAY ISN'T JUST SOMETHING YOU'RE WANTING THROWN TOGETHER, BUT A DAY TO REMEMBER AND TREASURE. A KEEPSAKE!

I CREATE ONE-OF-A-KIND DESIGNS FOR EACH OF MY COUPLES AND IT'S MY GOAL TO CREATE A WEDDING SUITE THAT IS COMPLETELY YOU. I CAN ASSIST YOU WITH YOUR CREATIVE VISIONS, AS WELL AS THE TECHNICAL ASPECTS LIKE PRINTING METHODS, PAPER TYPES, ETC.

IT IS MY GOAL TO CREATE A BEAUTIFULLY DESIGNED SUITE THAT REFLECTS YOUR UNIQUE STYLE, VIBE AND LOVE STORY. I WORK HARD TO MAKE SURE THE PROCESS IS STRESS-FREE, SEAMLESS (AND EVEN FUN!) FROM START TO FINISH.

ABOUT ME

Let's do more than just invite your mates to the party of your lives - blow them away with timeless stationery to treasure *forever*.



I'M TESS (SHE/HER) AKA RUBY TUESDAY ART

My wedding stationery and artwork is all carefully created just for you - everything is custom drawn and/or painted specifically for your wedding stationery. My job is to tell your story through watercolour artwork - your wedding stationery is about more than just paper, and amazing design - it's about storytelling and creating family heirlooms.

Before I draw anything, I make sure I get to know YOU as a couple, and alllll the things you love! Your invitations will be like nobody else's! The options are truly endless, I specialise in wedding maps and venue illustrations, I can also paint you (yes, YOU), your pets, your fav Mountain to hike - you name it.

Your invitations will remain with guests as treasured keepsakes, to hold onto and remember your special day for years and years to come.

DESIGN PROCESS

1. WEDDING QUESTIONNAIRE + DESIGN GUIDE

To get the ball rolling I need to know a bit about you, your fiance and your special day! I'll also send you a design guide (this document, woo hoo!) for you to get a better understanding of my process, packages and pricing.

2. PHONE CONSULTATION (*optional!*)

Let's chat! After you've reviewed the design guide, we'll schedule a call to go over the package you are interested and design aspects. On the call we can get into the details, and answer any questions you may have!

3. PROPOSAL + CONTRACT

Now I've got a better understanding of your style I'll send over a design proposal. Along with the proposal you'll receive an invoice and a contract - a 50% retainer is due at this time.

4. DESIGN TIMELINE

The timeline for your project will be outlined in your proposal as well as your contract. My process includes: sketch and look-book/mood board, first proof, first round of revisions, second draft, second round of revisions, final draft. Each draft is accompanied by a form/survey for you to fill in any feedback or comments.

5. PRODUCTION & ASSEMBLY

Once the final draft is approved I'll send off your designs for printing (yay!!!). The final payment will be collected at this time. This is one of my absolute favourite stages (although I love them *all*) because I get to see your sunning artwork come to life!

6. YOU'VE GOT MAIL

Ok...maybe THIS is my favourite?! I'm sending your stationery to you, and you'll be able to hold and admire them all before posting them off to your friends and family!

*Want the experts (ahem...me!) to handle assembly and postage? Inquire about my costs for assembly - you know, stuffing envelopes, stamping, sealing, addressing and posting out your invitations!

DESIGN PACKAGES



CLASSIC

\$2275

2-PIECE PACKAGE

DOUBLE SIDED FORMAL INVITE CARD
RETURN ADDRESS FOR ENVELOPE

(RSVP CARD + RSVP ENVELOPE WITH
RETURN ADDRESS ADDITIONAL \$795)

LUXE

\$3425

5-PIECE PACKAGE

DOUBLE SIDED FORMAL INVITE CARD
RSVP CARD
INSERT CARD
RETURN ADDRESS FOR INNER AND
OUTER ENVELOPE

ULTIMATE

\$4655

6-PIECE PACKAGE

DOUBLE SIDED FORMAL INVITE CARD
RSVP CARD
INSERT CARD
ADDITIONAL CARD (MAP OR DETAILS)
RETURN ADDRESS FOR INNER & OUTER
ENVELOPE

SAVE THE DATE

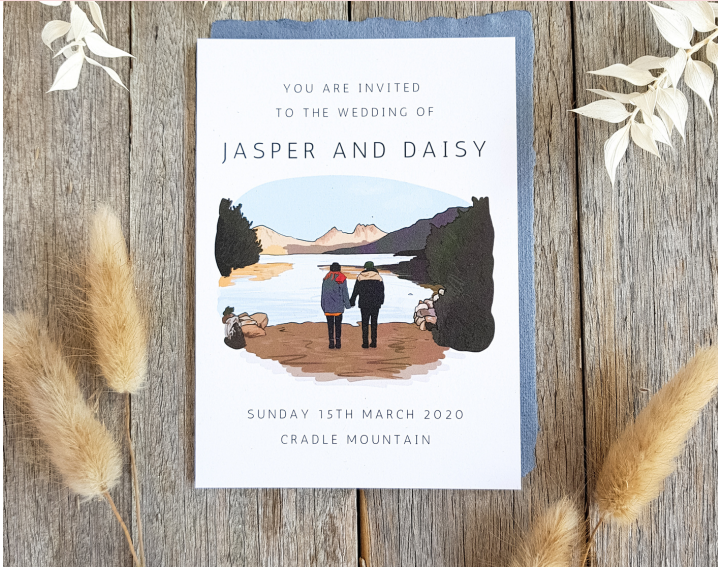
\$1200

ADD SINGLE SIDED SAVE THE DATES
TO ANY OF THESE PACKAGES!

2-PIECE PACKAGE:
SAVE THE DATE CARD
RETURN ADDRESS FOR ENVELOPE

ALL PACKAGES INCLUDE 2 ROUNDS OF REVISIONS, ALL THE DESIGN WORK, POSTAGE OF INVITATIONS TO YOU, PLUS ASSEMBLY (I.E. PUTTING YOUR INVITATIONS TOGETHER!). PLEASE NOTE, PRICES BELOW DO NOT INCLUDE COST OF PRINTING. OTHER OPTIONAL EXTRAS AVAILABLE, SEE PAGE 6.

Print + Paper



I'LL RECOMMEND THE BEST PAPER STOCK THAT WILL COMPLIMENT YOUR DESIGN AND PRINTING METHOD. VARIOUS PAPER WEIGHTS (THICKNESS!) ARE AVAILABLE, FROM STANDARD CARD (300GSM) TO EXTRA THICK LUXURIOUS CARD TYPES.

PRINTING METHODS

FLAT PRINT/DIGITAL PRINTING (\$)

PRINTED DIGITALLY ON PREMIUM CARD STOCK*
BEST FOR WATERCOLOUR DESIGNS AND VIBRANT COLOURS 100 SETS OF FLAT (DOUBLE SIDED)
PRINTED SUITES CAN RANGE FROM \$350

LETTERPRESS (\$\$\$)

METAL PLATE IMPRESSION CREATING DEEP TEXTURE * BEST FOR SUITES WITH ONE OR TWO COLOURS, CAN BE ADDED WITH FLAT PRINT 100 SETS OF LETTERPRESS PRINTED SUITES CAN RANGE FROM \$1000-1800+

FOIL PRINTING (\$\$\$)

METAL PLATE IMPRESSION USING METALLIC FOIL * BEST FOR CREATING SHINE AND LUXURIOUS FINISH, CAN BE ADDED WITH FLAT PRINT OR LETTERPRESS 100 SETS OF FOIL PRINTED SUITES CAN RANGE FROM \$1400-2500+

PAPER + PRINT GLOSSARY

ECO-FRIENDLY PAPER

SUSTAINABILITY IS A FOCUS OF RUBY TUESDAY ART, AND WHERE POSSIBLE ECO-FRIENDLY AND SUSTAINABLE PAPER OPTIONS WILL BE PROVIDED. IN SOME CASES, DEPENDING UPON PRINT METHOD, THESE OPTIONS MAY NOT BE AVAILABLE, IN WHICH CASE I WILL LET YOU KNOW.

HANDMADE/DECKLED EDGE

HAVE YOU SEEN THOSE BEAUTIFUL EDGES THAT LOOK HAND TORN? THIS IS CALLED DECKLED EDGE PAPER, WHICH I OFFER IN THE FORM OF HANDMADE PAPER.

EDGE FOIL

FOR A WOW FACTOR, WE CAN ADD EDGE FOILING TO YOUR SUITE. THIS PAIRS BEAUTIFULLY WITH EXTRA THICK CARDS.

PLEASE NOTE, EXAMPLE PRICES ABOVE ARE BASED ON 100 INVITATIONS, AND MAY VARY DEPENDING ON FINAL DESIGN AND QUANTITY. PRINT PRICING DOES NOT INCLUDE DESIGN FEE (PLEASE VISIT PAGE 4)

A la carte

I CAN ADD THESE FINISHING TOUCHES TO ANY OF THE DESIGN PACKAGES. LET ME COMPLETE YOUR CUSTOM SUITE WITH THESE LUSH DETAILS!

CUSTOM SUITE ACCESSORIES

CUSTOM ENVELOPE LINER

ENVELOPE ADDRESSING

VELLUM WRAP

WAX SEAL & STAMP

SILK RIBBON

CUSTOM POSTAGE STAMPS

DAY OF GOODS

WELCOME SIGN

SEATING CHART

ESCORT CARDS

WEDDING VOWS

MENUS

PROGRAMS

How to book!

LET'S DO THIS!

I'M SO HONORED THAT YOU'RE INTERESTED IN WORKING WITH ME & CAN'T WAIT TO CHAT MORE ABOUT YOUR BIG DAY!

IF YOU HAVEN'T ALREADY GOTTEN IN TOUCH, CLICK THE BUTTON BELOW TO GET THE BALL ROLLING, OR EMAIL ME VIA HELLO@RUBYTUESDAYART.COM TO ASK ANY QUESTIONS YOU HAVE,

I cannot wait to work with you to make heirlooms you'll treasure forever!

BOOK NOW