

# WEDDING STATIONERY DESIGN GUIDE

AKA HOW MUCH IT COSTS, AND  
HOW IT WORKS!





# 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.



# Hello!

**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 all 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. 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.

## **3. DESIGN PHASE**

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.

## **4. PRODUCTION & ASSEMBLY**

Once the final draft is approved I'll send off your designs for printing (yay!!!) - the final payment will be collected prior to sending your designs for printing. Receiving your artwork from the printer is one of my absolute favourite stages (although I love them *all*) because I get to see your sunning artwork come to life! This is when I check to make sure that everything is printed correctly, that the quality is A+, and I assemble your stationery.

## **5. 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 postage to your guests? Inquire about my costs for handling postage - you know, sealing envelopes, stamping stamps, addressing and posting out your invitations!



# Design Packages



## **CLASSIC**

\$7,227

**INCLUDES DESIGN OF:**  
DOUBLE SIDED FORMAL INVITE CARD  
RETURN ADDRESS FOR ENVELOPE

## **LUXE**

\$9,227

**INCLUDES DESIGN OF:**  
DOUBLE SIDED INVITE CARD  
DINGLE SIDED RSVP CARD  
SINGLE SIDED DETAILS CARD  
RETURN ADDRESS FOR INNER & OUTER ENVELOPE

## **ULTIMATE**

\$11,587

**INCLUDES DESIGN OF:**  
DOUBLE SIDED INVITE CARD  
DINGLE SIDED RSVP CARD  
DETAILS CARD  
ADDITIONAL CARD (MAP OR DETAILS)  
RETURN ADDRESS FOR INNER & OUTER ENVELOPE

## **SAVE THE DATE**

\$4,757

**ADD SAVE THE DATES TO ANY PACKAGE!**

**INCLUDES DESIGN OF:**  
SINGLE SIDED SAVE THE DATE CARD  
RETURN ADDRESS FOR ENVELOPE

*PLEASE NOTE: PRICES ABOVE DO NOT  
INCLUDE COST OF PRINTING, SEE P.5.*

# Paper + Printing

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+  
(SEE EXAMPLE ON PAGE 8!)

## OTHER CONSIDERATIONS

### ECO-FRIENDLY PAPER

SUSTAINABILITY IS A FOCUS OF RUBY TUESDAY ART, AND ECO-FRIENDLY AND SUSTAINABLE PAPER OPTIONS WILL BE PROVIDED AS A PRIORITY. IN SOME CASES (DEPENDING UPON PRINT METHOD) THESE OPTIONS MAY NOT BE AVAILABLE, IN WHICH CASE I WILL DISCUSS THIS WITH YOU AHEAD OF TIME, SO THAT YOU CAN MAKE AN INFORMED DECISION!

### 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. IF THIS IS SOMETHING YOU'RE INTERESTED IN, LET ME KNOW!

*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)*





# Finishing Touches

## **CUSTOM ENVELOPE LINER**

With this addition, your guests will never throw out their envelope! An illustrated liner turns your envelope into a literal piece of art, which guests can treasure forever - liners can feature illustrations, pet portraits, patterns, anything at all!

## **GUEST ENVELOPE ADDRESSING**

All design packages include *return envelope addressing* (which can include illustration, see page 8 for example!). Guest envelope addressing as an optional extra refers to addressing the front of the envelope with the guest's address (and can *also* include an illustration!).

## **CUSTOM WAX SEAL**

I can design a *fully custom* wax seal to match your stationery, with an illustration or even your initials. A wax seal can be added to the outside of an envelope (see p.8 for examples!) or on your invitations themselves - the options are limitless!



Check out my work!







27th March 2021

CRAIG HURSEY  
AND  
AMY CONLEY

Request your presence for their wedding celebrations

27th of March 2021

Ceremony to commence 2:30 PM, at Valleyfield,  
Hamilton Road, New Nor

Reception to follow at Valleyfield.

Please RSVP to amyelizabethconley@gmail.com or  
9705008 by February 1st 2021

Please, no gifts are necessary.



Hursey and Amy Conley  
Church Road  
Collinsvale Tasmania  
7012













Let's do this!

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

Click below to book, or email me at hello @rubytuesdayart.com if you have any questions whatsoever.

**BOOK NOW**