



# CAPTIVATING CALLIGRAPHY

## 2021 Pricing & Studio Policies

*All projects will be quoted on a per project basis due to the custom nature of each project.  
The rates below are provided as a guide. See Terms & Conditions listed below.*

Minimum order is \$150  
Rush Fee 40% of order total

### CUSTOM INVITATION SUITE

#### Standard Suite Includes:

QTY: 50

A7 flat card invitation

4bar response card

Outer A7 envelope

flap for return address

4bar envelopes for reply cards (blank)

*Starts at \$730.00*

### ENVELOPE ADDRESSING

Outer envelope only: *starts at \$4.00*

Inner & outer set: *starts at \$1.25*

Return address: *starts at \$2.10*

RSVP Envelope: *starts at \$2.00*

### CUSTOM PERSONAL STATIONERY

Minimum quantity of 50 starts at \$210

### WEDDING VOWS & LETTERS

Start at \$150/page

Standard ink options include black, white or gold.

Surcharge of \$25 for custom ink.

Please inquire for a custom quote.

### AVAILABLE ADD-ONS

Custom Ink *\$25 flat fee*

### DAY-OF CALLIGRAPHY

Place Cards: *start at \$2.10ea*

Escort Cards: *start at \$2.65ea*

### ON-SITE CALLIGRAPHY

\$125/hr (3hr. minimum) - contact for quote





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## *Studio Policies*

### **PAYMENT & ORDER CANCELLATION**

- A non-refundable 50% retainer of the quoted order total is required in order to schedule a project. The remaining balance is due immediately upon project completion, before delivery of the finished goods. If the scope of the project changes after the retainer has been paid (i.e. an increase or decrease in the quantity of envelopes, etc.) , the remaining balance due will be adjusted accordingly. However, in the event that the scope of the project is reduced below the level of the original retainer, no refund will be made. *The remaining balance will include shipping expenses if applicable.*
- Acceptance of a retainer fee and signed contract ensures an agreed-upon project start date, subject to timely receipt of text and materials from the client.
- If the client cancels an order after the initial retainer fee has been accepted, the retainer fee is not refundable. The client is also responsible for paying for any work already completed that exceeds the retainer amount.
- This studio has a minimum order fee of \$150. Work added to an order after the project has been completed will be considered a new job and is again subject to the minimum order and setup fees.

### **PAPER & MATERIALS**

- A 20% client-provided materials allowance is required for non-digitalized orders. For example, for 100 envelopes, at least 120 blank envelopes must be provided. The same applies to place cards, tiles, note cards, etc. Unused materials will be returned to the client upon project completion.
- This studio does not supply paper (i.e. envelopes, paper for custom quotes/poems, etc.) unless special coordination is negotiated. I am, however more than happy to advise about paper types at no additional cost.
- All materials must be shipped at the client's expense, using a trackable shipper, prior to the start date of the order.
- Paper type and color must be established before an order is accepted. Papers with porous, metallic, and glossy surfaces can be problematic for calligraphy, which is why pre-approval is required. Changes in paper type or color after a price is quoted may result in changes to project cost.
- Use of metallic ink, more than one ink color in a single design, or complex flourishing may incur an additional fee.





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## *Studio Policies*

### **SUBMISSION OF TEXT & ADDRESS LISTS**

- Guest names and addresses must be submitted exactly as they should be produced in calligraphy using the provided CC Address Template. This includes formal titles, capitalization, abbreviations, and punctuation. Failure to provide list in required format may incur an additional charge.
- It is the responsibility of the client to proofread and finalize all text and guest lists before submitting them. Any changes or additions should be emailed immediately as a separate document. If redos are required based on the new document, they will be charged as additional items.
- Any redos required because of typographical errors on the part of this studio will be done immediately at no charge, and shipped at the studio's expense.

### **SCHEDULING, RUSH ORDERS, & SHIPPING**

- Projects are scheduled to begin on specific dates. The retainer fee books your project's start date and all text and paper must be received on or before that date.
- Allow 10 business days for envelope, place card, escort card orders up to 100 pieces. Turnaround time for larger orders, or very complex designs will be estimated on a case-by-case basis.
- Clients are responsible for all shipping fees. Completed orders will be shipped using a trackable shipping service, and the shipping total will be added as a line item to the final invoice.
- Rush orders incur an additional 40% charge. Rush orders of two business days or less incur an additional charge of 50%.
- Jobs done on-site are subject to additional charges, including a per diem fee.

### **DESIGN CONSULTING & SAMPLES**

- This studio is happy to consult about layout, design, ink color, paper, and other aesthetic considerations.
- Ideally, custom samples should be done on the same paper that will be used in the project, so that the finished work will match the sample. If providing a paper sample is not feasible, clients should understand that some variation between the sample and the finished product may occur.





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## *Studio Policies*

### **DIGITILIZED CALLIGRAPHY (NON-COMMERCIAL)**

- Lettering digitalized for reproduction is done the traditional way -- all created to order, written by hand, then digitalized and exported for use in print or on the web.
- Digitized calligraphy is priced on a case-by-case basis depending on the design's complexity. Prices included a digital proof for client approval and one round of edits.
- Prices do not include printing.
- Digital designs are delivered as print-ready vectors and high resolution .jpps.
- The quoted prices for digital design assume that they will be put to personal (i.e. non-commercial) use. Designs created for promotional or commercial purposes (i.e. company logos, book covers, advertisements, etc.) are priced differently. For commercial design pricing, please contact me with as many details about the project as possible.



### **OWNERSHIP RIGHTS**

All artwork, both proposed and completed, is the wholly owned copyright of Captivating Calligraphy, and may not be reproduced, distributed, or displayed without prior written permission. Please contact me for information about purchasing the copyright to an original artwork. If you wish to use the design I have created and/or the images within it for another purpose or project other than the one(s) originally stipulated, you must contact me to arrange the transfer of rights and any additional fees before proceeding. I reserve the right to photograph or publish for promotional and marketing needs any work created for you.



# Liners

Quantity	50	75	100	125	150	175	200	225	250	275	300
Solid Color	\$75.00	\$112.50	\$150.00	\$187.50	\$225.00	\$262.50	\$300.00	\$337.50	\$375.00	\$412.50	\$450.00
Flat printed - digital	\$87.50	\$131.25	\$175.00	\$218.75	\$262.50	\$306.25	\$350.00	\$393.75	\$437.50	\$481.25	\$525.00

*\*\*Liners come assembled unless requested otherwise*

# Add-Ons

Calligraphy Envelope Addressing    pricing varies  
Corner Rounding    \$0.50 per piece  
Double sided letterpress printing    add 35% for one color backside or add 50% for two color backside

# Fine Print

**2 rounds of proofs - complimentary**  
**\$40 for each additional round of proofs**  
**Changes require a new proof**

**Turnaround**  
**Letterpress: Currently 3 - 4 weeks**

**Expedited orders**  
**2 week turnaround - starting at \$150 up to 50% of order total (please inquire for project quote.**  
**Quote is dependent upon time of year, print schedule and materials needed)**

**Cancelled orders**  
**Before first proof: no charge**  
**Before proof approval (after proof has been delivered): 80% of order total will be refunded**  
**After proof approval: billed according to costs incurred at time of cancellation**