

alexa

C R E A T I V E

NEW WEDDING CLIENT PACKET

This document is interactive, and may be completed by hand or in any compatible application such as Adobe Reader or Acrobat.

Please email your completed packet to
hello@alexa-creative.com

COUPLE INFORMATION

Spouse #1 _____ Bride Groom

Spouse #2 _____ Bride Groom

Address _____

City _____ State _____ Zip _____ Phone _____

Email Address _____

Wedding Website URL (if applicable) _____

WEDDING DETAILS

Wedding Date _____ Ceremony Time _____ Reception Time _____

Ceremony Venue _____

Address _____

City _____ State _____ Zip _____ Website _____

Reception Venue (if different from ceremony) _____

Address _____

City _____ State _____ Zip _____ Website _____

of Guests _____ # of Invites _____ Max Budget for Invites _____ Intended Mailing Date _____

Wedding Theme/Colors _____

Preferred Wedding Suite Style (see pages 3 and 4): Classic Deluxe

Preferred Printing Method (see design index for options) _____

Pick 3–4 words that best describe your wedding style:

- | | | | | | | | |
|-----------|--------------|------------|--------|----------|-------------|----------|-----------|
| Backyard | Bohemian | Casual | Chic | Classic | Destination | Eclectic | |
| Glamorous | Homemade/DIY | Minimalist | Modern | Preppy | Punk | Retro | |
| Romantic | Rustic | Simple | Swank | Tropical | Unique | Vintage | Whimsical |

Please check off any paper goods that you may need for your wedding. This will help me accurately quote you for my services, as well as help you ascertain any additional items you may need that you did not previously think of. The below sections (Before, Invites, and Day Of) are all quoted out separately to help avoid any confusion.

BEFORE THE WEDDING

Save the Dates

Engagement Party Invitations

Wedding Shower Invitations

INVITATION SUITE

Invitations

RSVP Cards

Mailer Envelope Liners

RSVP Envelope Liners

Suite Assembly

Inserts with additional info (check all that apply below)

↳ reception info cocktail hour info travel/directions accommodations wedding website
local sightseeing event itinerary dress code parking other _____

Envelope Addressing (check all that apply below)

↳ mailer envelopes, recipient addresses mailer envelopes, return addresses rsvp envelopes, recipient addresses

DAY OF & BEYOND

Ceremony Programs

Seating Chart

Escort Cards

Place Cards

Table Numbers

Menus

Thank You Cards

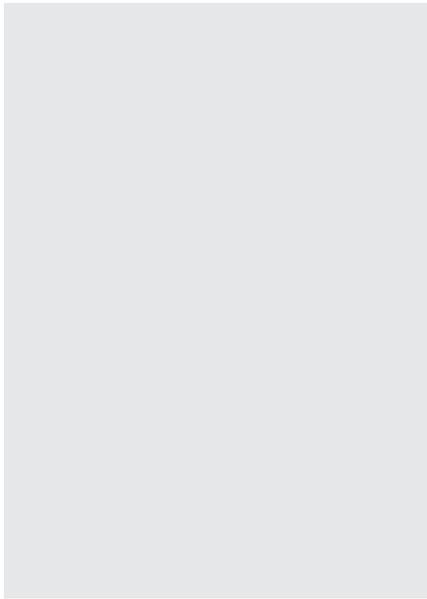
Other _____

OTHER

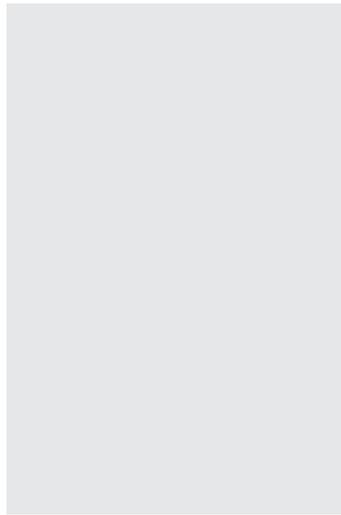
Are there any additional items or services that you need for your wedding?

AVERAGE PRICE: \$850.00

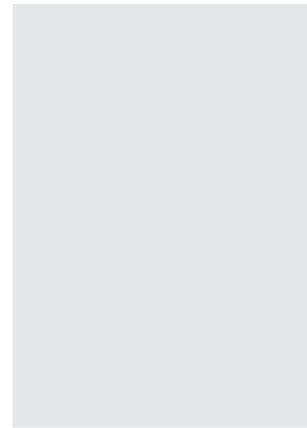
The above price includes the designing, printing, assembly, and shipping + handling of your wedding suite, along with the digital addressing of all envelopes. It is based on a digitally-printed, 100-invitation wedding suite and is only an estimate. Pricing will vary based on the contents of your wedding suite.



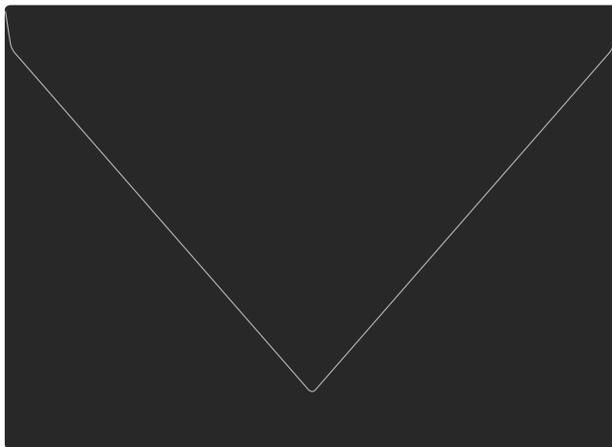
5 x 7" Invitation



4 x 6" Insert



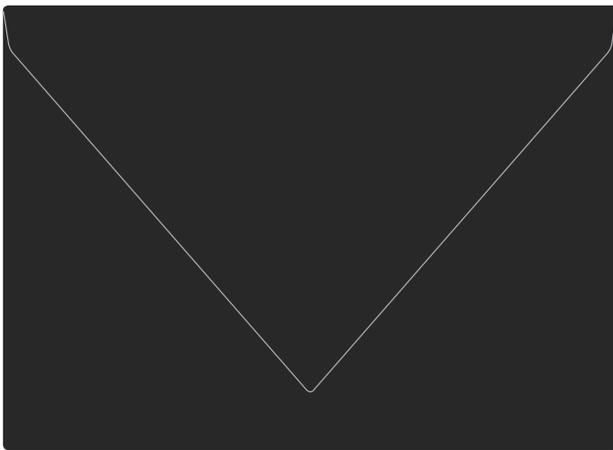
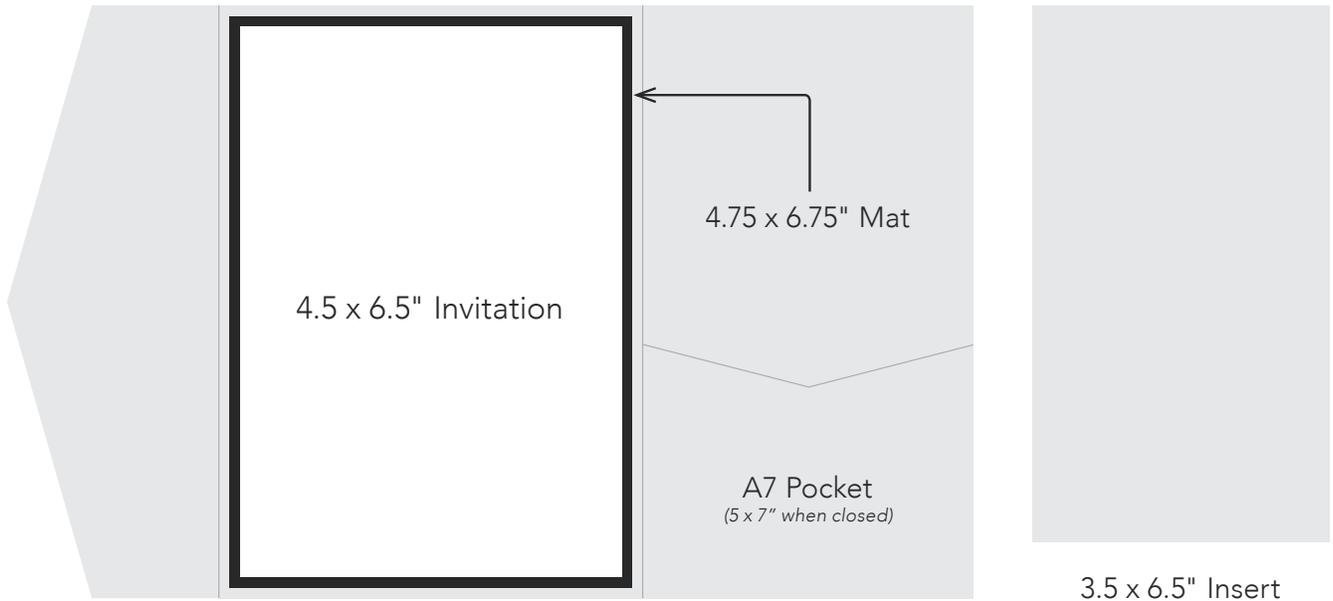
3.5 x 5" RSVP Card



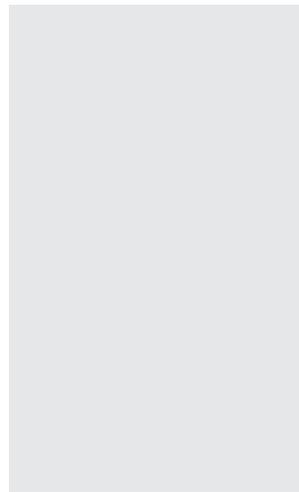
A7 Mailing Envelope



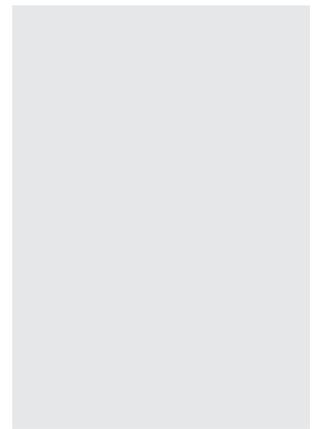
RSVP Envelope



A7 Mailing Envelope



3.5 x 5.75" Insert



3.5 x 5" RSVP Card



RSVP Envelope

AVERAGE PRICE: \$1,150.00

The above price includes the designing, printing, assembly, and shipping + handling of your wedding suite, along with the digital addressing of all envelopes. It is based on a digitally-printed, 100-invitation wedding suite and is only an estimate. Pricing will vary based on the contents of your wedding suite.

HELLO

The design process begins with an email, phone call, or a friendly chat where your ideas, inspiration, and all of your wedding paper needs will be discussed. If you are located in or within one hour of the north side of Chicago, an in-person meeting is possible and recommended. Email me at hello@alexa-creative.com to set up a time and date to talk or meet. Consultations are complimentary. If you were referred by a friend or past client, please let me know!

INSPIRE

This is the best part! What do you want your invitations to look like? It helps me immensely when designing the initial proof if you have even a small idea of what you want your ideal suite to look like. The more details you can supply, the better. Details can be your color scheme, theme, pictures of inspiration, bridesmaid dresses, other stationery, inspiration boards, etc... I want to know all about your vision for your dream wedding invitation.

It is important that every piece of stationery created by me is unique and one-of-a-kind. Sending inspiration from Pinterest, Etsy, or other creative outlets to give an idea of your style and vision is fantastic, but please do not send someone else's design and ask me to replicate it. Doing so breaks the moral code of designers and is copyright infringement.

ESTIMATE

Once I am confident that I understand your vision for your wedding stationery, I will present you with an estimate for the project. This typically takes about one week to prepare after your free consultation. Estimates are created on a per-project basis, and vary depending on the quantity, style, and content of your wedding suite. I realize that budgets can fluctuate. It is at this point in the process that changes can be made to the estimate and solutions offered, if necessary, that can help you save on your custom invitations without sacrificing design.

CONTRACT

After you approve the estimate, I will provide a contract outlining the details of your project and an invoice for a 50% non-refundable deposit to begin design. Once your deposit is received and contract is signed, designing can begin.

DESIGN

You will receive 2-4 initial custom design directions based on the ideas and inspiration discussed in your consultation. These will be sent as PDFs via email one week after your deposit has been received. Initial design directions for wedding suites include the invitation, response card, and accompanying envelopes. After your initial feedback has been discussed, the chosen design will be implemented into any remaining elements of the suite such as inserts, belly bands, etc...

REVIEW & REVISE

After you have reviewed the first proofs of your chosen design, your feedback will be discussed and revisions will be made, if necessary. If you wish to see additional initial designs, your estimate will be adjusted accordingly. Once revisions are complete, I will provide a final, print-ready PDF proof of all pieces for your review. This is your last chance to proofread for typos, color, and details. I require approval of the final proof by a written statement sent via email.

APPROVE

Upon receiving your approval, your files will be prepared and sent to print. Any changes made after your files are delivered to the printer will incur an additional fee. At the time of design approval, your remaining balance is due.

PRINT & ASSEMBLY

Turnaround times vary depending on the type of printing you choose. Production time after final design approval is at least 3-4 weeks for flat print wedding orders and 6-7 weeks for letterpress, foil stamp, embossed, or thermography wedding orders. Please factor in at least one (1) week for shipping. Assembly of invitation suites (stuffing and sealing of envelopes, tying of any ribbons, stacking inserts, etc...) is available as an extra service. Digital addressing of envelopes is also available as an extra service. Clients are responsible for their own postage.

NINE TO SIXTEEN MONTHS BEFORE

Get started on your guest list. It is best to begin this task as soon as possible, so when it is time to start working on your wedding invitations, you have a nearly-finished guest list.

EIGHT TO NINE MONTHS BEFORE

Start designing your save the dates. This should not be something to stress over, but rather a fun and exciting piece that announces to your loved ones that you have decided to tie the knot!

SIX TO EIGHT MONTHS BEFORE

Send out your save the dates. A lot of couples will include pertinent travel or accommodation information such as directions or reserved hotel blocks on their save the dates for the convenience of their guests. This is an especially good idea if you are having a destination/long-distance wedding or inviting many guests from out of town. If you are having a destination/long-distance wedding, save the dates should be sent out 9–10 months before your wedding.

Begin planning your invitation suite. It helps to have some sort of initial idea of what you want for your custom stationery. This is as simple as gathering images, fonts, textures, color combinations, or even other invitations you have seen that you like. It is also a good idea to know what you want in your stationery suite. Do you want an enclosure envelope? Are you going to need inserts? Will there be ribbons and rhinestones involved? Everything adds up, and it will help you get a better idea of what you really want your wedding invites to look like and what you are willing to spend. If you are going to have your envelopes handlettered, this is also when you should hire a calligrapher.

FOUR TO SIX MONTHS BEFORE

Finalize your invitations. At this point, you should know how you want your invites worded and designed, what kind of insert cards you need, and the sort of information you need to include on your response cards for guests to fill out. Be sure to check if there are any dietary restrictions that your venue needs to know about!

THREE TO FOUR MONTHS BEFORE

Finish up that guest list! A finalized guest list with addresses is especially crucial if you are having your envelopes addressed for you rather than doing them yourself by hand.

Approve your invitations for print. You should leave ample time for the production and assembly of your invitations. Production time after final design approval is at least 3–4 weeks for flat print wedding orders and 6–7 weeks for letterpress, foil stamp, embossed, or thermography wedding orders. Please factor in at least one (1) week for shipping. This ensures that you are not rushing to drop them in the mail on time!

EIGHT TO TEN WEEKS BEFORE

Send out your invitations! It is finally time to drop your invites in the mail. Double-check with the post office that you have enough postage on your mailing envelopes, and do not forget to stamp and address your response envelopes for your guests. It is best to set your RSVP date for at least 4–5 weeks before your wedding date, but check to see if your venue needs a final headcount by a specific time. You should base your RSVP deadline on that date. At the latest, guests should RSVP one month before your big day. If you are having a destination/long-distance wedding, invitations should be mailed to guests 3–4 months before the big day, depending on where your nuptials are taking place.

What counts as a destination/long-distance wedding?

Typically, if you, your future spouse, and a majority of your guests have to travel by plane or more than three (3) hours via car, your big day is considered a destination/long-distance wedding. Keep travel time in mind when planning out your stationery timeline!

PRIVACY POLICY

Alexa Creative reserves the right to reproduce any artwork or designs for promotional materials such as printed samples, ads, and website features. If you do not want your personal information to appear in promotional material, you must provide a written request at the time of ordering. Work will not be posted and/or advertised until after the date of the event has passed.

USE OF PHOTOGRAPHY

By supplying photographs to Alexa Creative for use in stationery designs, you acknowledge that you own or have the rights to reproduce the supplied photographs. Professional photographs cannot be used in a design without a signed release form from the photographer. Alexa Creative reserves the right to refuse use of photographs if they do not meet the standards required for a high quality print.

COPYRIGHT & REPRODUCTION

The designs, images, graphics, and entire content of the Alexa Creative website are property of Alexa Creative, unless otherwise noted. Any contents of the site should not be used without the written permission of Alexa Creative.

Alexa Creative retains the copyright and right to reproduce any and all stationery designs or design materials provided to the client, including but not limited to: contracts, price list, digital proofs, printed proofs, finished printed materials. It is a copyright violation to reproduce any stationery design or design materials without the express written consent of Alexa Creative.

If you wish to share any of Alexa Creative's designs on your website, blog, or social media, please credit Alexa Creative as the copyright holder of the design. Please include a link back to alexa-creative.com or tag Alexa Creative on social media, if possible.

ESTIMATES

An estimate will be presented to you one week after your free consultation (unless otherwise specified). Estimates are created on a per-project basis, and vary depending on the quantity and content of your wedding suite. Estimates are considered planning documents, not obligations, and are only valid for orders placed within 30 days. Upon placement of an order, quantities and prices indicated on the final estimate shall be considered an agreement to purchase.

Alexa Creative realizes that budgets can fluctuate. It is at this point in the process that changes can be made to the estimate and solutions offered, if necessary, that can help you save on your custom invitations without sacrificing design.

If project costs increase due to changes in the job specification, or other unforeseen reasons, the project estimate will be amended, and may require an additional deposit to proceed with the job.

TIMELINE

A timeline will be set up when your project begins. Please allow 2–3 weeks for overall design time, with your first digital proofs being sent via email one week after submitting your deposit.

Production time after final design approval is at least 3–4 weeks for flat print wedding orders and at least 6–7 weeks for letterpress, foil stamp, embossed, or thermography wedding orders. Specialty finishing services, such as die cutting, envelope liner assembly, or address printing, may add to this timing.

QUANTITIES

The minimum order quantity for wedding stationery is 25. It is best if you make a spreadsheet that lists every party (individuals, couples, families) that you intend to invite, for easy tracking.

Ordering at least 10 extra invitations for back-ups, additional guests, and/or mementos of your big day is suggested.

PROOFING & APPROVAL

Two to four initial custom design directions will be sent via email within one week of submitting your deposit, signed contract, and order details. Revised digital proofs will be available within 3–4 business days of their request. Prior to final approval, you may also request a printed proof of your order (printed proofs are only available for flat printed stationery). Printed proofs for flat printed stationery are available for \$15 per proof (includes shipping).

Alexa Creative aims to provide accurate typesetting and content proofing. It is the responsibility of the client to proofread and approve all final copy, layouts, and content. Additionally, any changes to copy, content, or other included material must be communicated to Alexa Creative in writing via email. Your final approval shall be conclusive of approval for artwork, typography, and other content items.

Once Alexa Creative has finalized the design, you will be emailed a final PDF proof—which you must approve before the job goes to print—and an invoice for your remaining balance. At the time of your design approval, your balance is due. You will be financially responsible for the full cost of re-printing and re-shipping due to any errors found after final approval is given.

PRINTING

Alexa Creative’s wedding stationery is professionally printed using one of the following printing methods: flat printing, letterpress, foil stamping, embossing, or thermography. Each method varies in cost, and produces different final pieces. Please refer to Alexa Creative’s design index for detailed descriptions of each printing method.

COLORS

Alexa Creative cannot guarantee perfect matches to requested colors. All monitors/screens are different, so your printed stationery may not match what you see on your monitor or PDF proof. There may also be slight color variances across the different stationery pieces in your order.

PAYMENT

Upon final approval of the design for print, you will be sent an invoice for the balance due. All orders must be paid in full before they go to print. Should final payment and/or design approval not take place, the customer forfeits their deposit and the contract is terminated. Alexa Creative accepts cash and checks (made out to Alexa Heinrich).

SHIPPING

Alexa Creative cannot be held responsible for damage sustained during shipping. If your job suffers damage in transit, you must file a claim against the carrier (UPS, USPS, Fed Ex, etc...) to recover the value. Alexa Creative will try to reprint the order as quickly as possible as a service to you, but will have to charge the full price for the replacement, including a new non-refundable deposit. Shipping and handling charges are in addition to imprinting costs. Alexa Creative insures the job for the full amount paid by the client.

CANCELLATIONS, REFUNDS, & RETURNS

Alexa Creative takes pride in the quality of its work. If you discover something wrong with your order, please let Alexa Creative know immediately so that it can be corrected. Deposits are not refundable under any circumstances.

Due to the personalized nature of the products created by Alexa Creative, returns and exchanges are not available. Returns or refunds based on color are not accepted. All monitors/screens are different, so your printed stationery may not match what you see on your monitor or PDF proof. There may also be slight color variances across the different stationery pieces in your order. If you choose to cancel your order prior to final approval and printing, you will not be refunded your initial deposit.

If you have any questions or concerns, please contact Alexa Creative.

FLAT PRINTING

Flat printing (sometimes referenced as “digitally-printed”) is an innovative digital print process that produces a card that is smooth to the touch. Alexa Creative offers a wide range of vividly colored papers for flat-printed invitations including metallics, linens, and woodgrain textures. It is advised that black paper not be used in wedding suites, as it will rub off on lighter papers and create a “dirty” texture.

LETTERPRESS

Letterpress printing is a technique of relief printing that uses press plates and creates an impression on the paper that you can physically feel.

With the exception of the metallic inks, the selected ink color must be darker than the color of the paper. Letterpress papers must have a soft surface. Papers made of 100% cotton perform the best. Other papers with a vellum or woven finish will also work well. Smooth-finished, metallic-finished, and coated papers are not acceptable for letterpress printing. This may limit the color of paper you choose for your invitations.

Letterpress printing performs best with the use of finer copy and the generous use of unprinted paper. Letterpress printing equipment cannot consistently produce large fields of ink. A design with a large field of inking with normal typography may require two press passes, making the project a two color piece, with two color pricing. Only 100% values of color will letterpress print. Letterpress printing does not support tints, percentages, opacities, vignettes, gradients, or halftone images. It is recommended that no more than two ink colors be used for letterpress projects, for quality control and budgetary reasons. The more ink colors used, the more expensive your suite will be.

FOIL STAMPING

Foil stamping is the application of metallic or pigmented foil onto paper by application of a heated die onto foil, making it permanently adhere to the surface below leaving the design of the dye.

Fine copy and large areas of solid foil coverage should be avoided, as they are very difficult to apply. Foils can only print solids (100% values). No tints, percentages, photographs or values will work. The pearlescent foils will only perform well on light-colored papers. Foil stamping performs best, and yields the most refined looking final printed piece, with the generous use of unprinted paper. Consider it to highlight your names in large type or a unique pattern on your invitation. Foil colors are limited in their availability and can be viewed at www.infinityfoils.com/foil.cfm.

EMBOSSING

Embossing creates a raised image which is equally sharp on the back of the card, only in reverse as a “deboss”. For this reason, embossing is best done on items that are only one-sided.

For embossing, it is best when the copy is a minimum of one point thick. Very fine or thin copy will not have a high emboss level. Embossing can be done in an unprinted area, on its own. This is called blind embossing. It can also be done in registration to printed matter. This is called registered embossing.

THERMOGRAPHY

Thermography is a method of printing where resin powder is applied to the wet ink of a printed press sheet. The paper is passed through a heated chamber, causing the powder to melt and raise off the paper’s surface. There are various coarseness of thermography powder, each designed for specific copy styles. Very fine powder is for thin typography and graphics. A medium powder is for most work. A course powder is for somewhat thicker type and graphics. Heavy coverage of color in thermography is limited to items approximately 1/4” wide or less. Large fields of color will not render a smooth appearance. Medium-sized copy performs the best with thermography. Very thin copy does not raise as tall, and large fields will render lumpy. Photographs, tints, percentages and opacities will not accept thermography smoothly. Papers with a smoother surface work the best with thermography. Papers that are 100% cotton will absorb the ink too quickly, and will not work with this process.

COMMON TITLES

Mr: formal title for adult men (regardless of marital status)

Mrs: formal title for adult women (married, widowed, or divorced)

Ms: formal title for adult women commonly used by those who do not strongly identify with their marital status or do not wish their marital status to be known

Mx: the gender-neutral equivalent of Mr and Ms

Miss: formal title for female children under the age of 18

Master: formal title for male children under the age of 18

FORMAL TITLES

Sir: for men, formally if they have a British knighthood or if they are a baronet, or generally as a term of general respect or flattery.

Madame: a term of general respect for adult women. Originally used only for a woman of rank or authority.

Dame: for women who have been honoured with a British knighthood in their own right and the official title of the wife of a knight or baronet.

Lord: for male barons, viscounts, earls, and marquesses, as well as some of their children.

Lady: for female peers with the rank of baroness, viscountess, countess, and marchioness, or the wives of men who hold the equivalent titles. The term may now be used to refer to any respectable adult woman.

Esquire: In the United States, the title for attorneys who have passed the bar exam and been admitted to practice.
Abbreviation: Esq

The Honorable: used for certain officials, members of congress, parliament, presidents, and judges.
Abbreviation: The Hon or Hon

ACADEMIC

Doctor: title for a person who has an academic research degree or has been granted a doctorate by a college of education. **Abbreviation: Dr**

Professor: title for a person who holds the academic rank of professor in a university. In the United States "professor" is used as a title for any tenured or tenure-track academician. **Abbreviation: Prof**

RELIGIOUS

Reverend: used generally for members of the Christian clergy regardless of affiliation. **Abbreviation: Rev**

Father: for priests in Catholic and Eastern Christianity, as well as some Anglican or Episcopalian groups.
Abbreviation: Fr

Pastor: used generally for members of the Christian clergy regardless of affiliation. **Abbreviation: Pr**

Rabbi: in Judaism, a rabbi is an ordained religious officiant or a teacher of Torah.

Imam: for Islamic clergymen, specially the ones who lead prayers and deliver sermons. Sometimes "sheikh" is also used to signify the leadership role of a clergyman in the community in addition to their religious ceremony tasks.

MILITARY & LAW ENFORCEMENT

Admiral: Adm

Captain: Capt

Colonel: Col

Commander: Cmr

Corporal: Cpl

General: Gen

Lieutenant: Lt

Lieutenant Colonel: Lt Col

Lieutenant Commander: Lt Cmdr

Lieutenant General: Lt Gen

Major: Maj

Major General: Maj Gen

Private: Pvt

Private First Class: Pfc

Sergeant: Sgt

Staff Sergeant: Staff Sgt

Vice Admiral: Vice Adm

You should always attempt to address your invitations with your guests' preferred title. Double-check the last names of married couples, preferred pronouns, and proper titles of those in the military or law enforcement.