



WEDDING INVITATION DESIGN SERVICES

SEMI-CUSTOM INVITATION OPTIONS

STANDARD INCLUSIONS

THE BRIDE BOX (SAMPLES & WELCOME GIFT)
DIGITAL/FLAT FULL COLOR PRINTING
(1) KEEPSAKE & (2) PHOTOGRAPHER SUITES

SUITE OPTIONS

1-CARD SUITE: \$10/PER SUITE

\$400 PERSONALIZATION & PRODUCTION FEE
(1) MAIN INVITATION CARD
(1) EUROFLAP ENVELOPE
GUEST AND RETURN ADDRESS PRINTING
1oz POSTAGE STAMP

Sample Cost for (75) standard suites:

\$400 P&P fee + \$750 suite fee + \$65 logistics fee + \$75 tax = **\$1290**

2-CARD SUITE: \$12/SUITE

\$500 PERSONALIZATION & PRODUCTION FEE
INCLUDES EVERYTHING IN THE 1-CARD SUITE, PLUS
(1) DETAILS CARD

Sample Cost for (75) standard suites:

\$500 P&P fee + \$900 suite fee + \$65 logistics fee + \$90 tax = **\$1555**

3-CARD SUITE: \$17/SUITE

\$600 PERSONALIZATION & PRODUCTION FEE
INCLUDES EVERYTHING IN THE 1-CARD SUITE, PLUS
(1) DETAILS CARD
(1) RSVP CARD
(1) RSVP ENVELOPE W/ ADDRESS PRINTING
(1) RSVP ENVELOPE POSTAGE STAMP

Sample Cost for (75) standard suites:

\$600 P&P fee + \$1275 suite fee + \$65 logistics fee + \$127 tax = **\$2067**

4-CARD SUITE: \$19/SUITE

\$700 PERSONALIZATION & PRODUCTION FEE
INCLUDES EVERYTHING IN THE 1-CARD SUITE, PLUS
(1) DETAILS CARD
(1) ADDITIONAL CARD (DESIGN TBD)
(1) RSVP CARD
(1) RSVP ENVELOPE W/ ADDRESS PRINTING
(1) RSVP ENVELOPE POSTAGE STAMP

Sample Cost for (75) standard suites:

\$700 P&P fee + \$1425 suite fee + \$65 logistics fee + \$142 tax = **\$2332**





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SAVE THE DATE ADDITION

IF YOU WISH TO INCLUDE SAVE THE DATE CARDS AS PART OF YOUR PROJECT, A SAMPLE COST COULD BE **\$535** FOR 75 SAVE-THE-DATES (PRICE WILL INCREASE IF MORE CARDS ARE NEEDED). THIS COST WILL BE ADDED TO YOUR ORDER (IN ADDITION TO THE COST OF WHICHEVER OPTION IS CHOSEN ABOVE) AND THE FOLLOWING STANDARD INCLUSIONS WILL APPLY:

- Save the Date Cards, Minimum 75 (price will be adjusted if more are needed):
 - \$85 Personalization & Production
 - \$2/each; Save the Date Cards (digital, full color, single-side printing)
 - \$1/each; Euroflap Envelope
 - \$1/each; Guest and Return Address Printing
 - \$0.68/each; 1oz. Stamps
 - \$65 Delivery Logistics
 - \$35 Tax
 - **TOTAL: \$535**

SEMI-CUSTOM INVITATIONS: UPGRADES & EMBELLISHMENTS

THE FOLLOWING UPGRADES AND EMBELLISHMENTS ARE PRICED PER ITEM AND ARE THE SAME FOR ALL OF THE SUITE OPTIONS ABOVE (THE PRICES YOU SEE HERE WILL BE ADDED TO THE TOTAL COST OF WHICHEVER OPTION IS CHOSEN ABOVE) --

- FOIL PRINTING: +\$5 PER INDIVIDUAL CARD (11 FOIL COLORS TO CHOOSE FROM)
- LETTERPRESS PRINTING: +\$4 PER INDIVIDUAL CARD (UNLIMITED COLOR OPTIONS BUT ONLY ONE COLOR PER CARD)
- WAX SEALS: +\$2 PER SEAL
- VELLUM WRAPS: +\$2 PER WRAP
- BELLY BANDS: +\$1 PER BAND
- RIBBON: PRICE DEPENDS ON THE WIDTH AND MATERIAL OF THE RIBBON, STARTING AT +\$3/EACH
- ENVELOPE LINER: +\$2 PER LINER
- VINTAGE STAMPS: +\$75 PROJECT FEE AND UP TO \$6/ENVELOPE (DEPENDING ON STAMP SELECTION)

Sample cost for (75) suites with Save the Date cards, upgrades & embellishments:

- Standard 2-Card Suite:
 - \$500 P&P fee
 - \$900 Suite Fee
 - \$750 Foil Printing Upgrade
 - \$225 Organza Ribbon
 - \$150 Envelope Liner
 - \$535 Save the Date Addition (digital printing)
 - \$181 Tax
 - \$65 Logistics Fee
 - **TOTAL: \$3306**



CURRENT SEMI-CUSTOM DESIGN OFFERINGS



GENEVIEVE



CHLOE



ADELIA



MAURINE



LETTIE



HARPER





WEDDING INVITATION DESIGN SERVICES

CUSTOM INVITATION DESIGN OPTION

Please let us know if you're interested in discussing custom invitation design options. Standard custom invitation design packages start at \$1,800 for design & production plus \$10 per suite for standard options.

Upgrade and embellishment costs for custom suites are calculated separately.

FREQUENTLY ASKED QUESTIONS

Q: What's the difference between custom and semi-custom invitation design?

A: Great question! The difference between custom invitation design and semi-custom invitation design is whether or not something completely new needs to be designed.

For custom invitation design clients, every aspect of their project is unique and every font, color, material, layout, dimension, and embellishment decision is made from scratch. This typically takes 9-12 months to accomplish and clients typically invest around \$6,000 when selecting this option.

For semi-custom invitation design clients, proprietary designs (offered only by TDS) are provided as options for clients to choose from. We are able to offer this option at a reduced price since the foundational design elements are pre-determined. Clients who choose this option won't be able to make font, layout, material, or dimension changes, however, they are able to request font color changes, envelope color changes, and, of course, request whichever printing method upgrades and embellishment add-ons they'd like. Clients who select this option usually invest around \$3,000, which is about half of what custom design clients invest.

Q: Why is the Save the Date option more expensive than just selecting an additional card?

A: Another great question! The Save the Date addition is more expensive than simply adding a card because it requires its own invitation-size envelope, additional postage, variable guest address printing, and its own round of logistics planning.





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FREQUENTLY ASKED QUESTIONS (CONT'D)

Q: What changes can be made to Semi-Custom Designs?

A: This is a great question because it helps us define project expectations.

For semi-custom designs, the things that cannot be changed at TDS's current rates are fonts, layout, icons (ex. florals or crests), and number of lines of text. Clients will always, however, be able to provide their own copy (wording) specific to their special date, and can request one change each to the envelope color and ink color without incurring additional charges. TDS has a list of envelope colors that clients can choose from, as well as a list of corresponding ink colors. If a client wishes to change the ink color to one that is not on TDS' list, TDS is happy to accommodate that ink color change request as long as a hex code is provided.

Q: What if I want to make more changes to my semi-custom suite than the wording, envelope color, and ink color, but I don't need to make as many changes as I can with a custom suite? Is there something in the middle that might be a good fit for me?

A: Although we do encourage either semi-custom or custom invitation design, we are happy to accommodate most requested changes, and we do offer an hourly design rate of \$85/hour to address these changes. We will never proceed with design work that falls outside of the scope of a semi-custom suite without first discussing anticipated hours, cost, and deliverables with you first. You will always be able to approve or decline additional design hours before they are added to your project.

Q: How do I get my invitation and guest list information to you?

A: We have template forms we can provide to you so that the information collection process can go as smoothly as possible. We strive to make the design process as stress-free as possible for our couples!

Q: Do I get to see and approve my invitations before you print them?

A: Absolutely! We offer up to (3) rounds of proofs for each project to ensure our clients are happy with their invitations before they go to print. We will never print client invitations before securing approval first!





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FREQUENTLY ASKED QUESTIONS (CONT'D)

Q: How many semi-custom designs do you currently offer?

A: We are thrilled to have (7) proprietary designs that can't be found anywhere else. Each design includes a thoughtfully designed aesthetic and an accompanying Save the Date offering.

Q: I really want custom invitations but I just don't have room for them in my budget. Do you negotiate pricing?

A: Thank you so much for asking, but no. We've carefully calculated our pricing for custom design services and we offer the best prices we confidently can while still ensuring our team members are paid ethically. Our Semi-Custom line is our effort to make beautiful, luxurious invitation designs accessible to most budgets, however, our commitment to the highest quality materials, a careful and specific design process, and attentive interactions with our couples means that we cannot reduce our pricing.

Q: Can I see examples of your custom and semi-custom design options?

A: You sure can! The images in this form provide a snapshot of our semi-custom suites (a service which you are on the cutting edge of - we haven't officially rolled it out these services, so you are being offered something brand new and we are SO excited for you!

You can visit our website (www.taylor design studio.com) or instagram profile (www.instagram.com/taylor_design_studio) at any time to see examples of our custom invitation design work, which has been our primary focus the past few years.

Q: When should I order my invitations? Is there a set timeline we will be following if I book with you?

A: Absolutely! We work up a custom timeline for your project and include it in the contract so that you can access it any time. Generally speaking, custom invitation design should begin 9-12 months before the wedding and semi-custom invitation design should begin 4-5 months prior to the wedding. Invitations should be mailed to guests 2-3 months before the wedding (allow more time for international guests), and the RSVP date should be 4-6 weeks before the wedding. Again, we work up a custom timeline for you, so you don't have to worry about figuring out all of these dates - that's what we're here for!

