

ELLEN *Weldon* DESIGN^{LLC}

INVITATIONS & CALLIGRAPHY

222 FIFTH AVENUE, 4TH FLOOR, NEW YORK CITY 10001

T. 212.925.4483 F. 212.889.8866

WWW.WELDONDESIGN.COM

OUR PROCESS

INITIAL CONSULTATION

At our initial meeting we explore ideas for your special occasion and get to know you. Together we craft a vision of your event stationery through a review of your inspirations, samples of invitations and concepts we have on hand, artisanal paper samples, ribbons, colors, embellishments and various printing methods. Wording of the invitation is also discussed. The initial meeting is about 1 ½ hours, after which a design direction(s) is established.

ESTIMATE & PAYMENTS

The estimate for your invitation suite is sent within one week. Along with costs, the estimate includes a detailed timeline and a 50% non-refundable deposit request. Once you submit your deposit and return your signature of approval on the estimate, the design phase will begin. The remaining balance is due in full, along with applicable sales tax, postage and delivery charges, upon mailing. Any additions will be billed separately. In the event your invitation order needs to be canceled before final approval, Ellen Weldon Design, LLC will retain the 50% deposit. If you cancel your invitation order after final approval of artwork, 100% of the estimate plus sales tax (if applicable) will be due and payable.

TIMELINE

On your estimate, we create a detailed schedule to allow for ample design, production and mailing time. Please review the timeline carefully and inform us if you foresee conflicts (i.e., travel plans or work commitments, etc.) that might keep you from meeting a deadline. Your invitation will mail on the day specified unless we have notified you in writing about a delay in the schedule.

DESIGN PHASE

You will receive your artwork proof via email PDF. Please review carefully and contact us with changes and/or modifications. The estimate includes three rounds of proofs per piece. If more than three are required, a fee of \$75.00 per proof will be charged. You will receive a final PDF proof upon completion of the design phase which contains the details of your invitation suite (sizes, paper type, printing & finishing methods, etc.). It is your responsibility to review this final PDF proof carefully and return a copy to us with your signature of approval. Additional cards and changes in quantity or artwork after signoff on the final PDF proof can result in significant cost increases.

Please note that all artwork is considered the property of Ellen Weldon Design, LLC and cannot be reproduced in any medium or for any purpose other than in association with the production of items detailed in your estimate. An independent and separate contract price for unlimited use of artwork and full release to you and third parties will be indicated on the estimate.

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OUR PROCESS

ADDRESSING

The guest list is the backbone of your event and we urge you to start preparing it early in the planning process. In “The Guest List” section of our website, we provide a formatted spreadsheet for your use. Please ensure all addresses are accurate and complete with abbreviations spelled out as you would like them to appear on your envelopes. Correct zip codes and spelling are client responsibilities. If administrative assistance is required to develop your list, we will be happy to assist and will bill separately based on the scope of work. We convert your guest list spreadsheet into label format for calligraphy or envelope layouts for computer addressing, and return it to you for review and approval before addressing begins. For subsequent additions or changes, please do so via email only.

Ellen Weldon Design, LLC offers both calligraphy and computer addressing. A style sheet can be found in the “Calligraphy Styles” section of our website. Ellen can also create a style specifically for you. Please note - we follow social etiquette standards and address wedding invitation envelopes by hand only.

ASSEMBLY

As many of our invitations require skilled assembly and white glove handling, we offer stuff, stamp, seal & mail service. Our detail-oriented team works countless hours to ensure the quality and beauty of each invitation. We employ a three-tiered proofing process to guarantee accurate and precise stuffing of all cards with your invitation.

CUSTOM POSTAGE

We suggest choosing custom USPS stamps we design for your event and print in house. Our invitations weigh 1.5 oz. to 10 oz. or more and often require multiple stamps when purchased from outside vendors. Our stamps allow us to use only one stamp on the outer envelope in the exact amount required for the destination.

MAILING

We treat your invitations with the utmost care and attention to ensure they leave our studio in perfect condition. Hand-canceling at the post office is a method of further protecting your invitations from being processed through postal machinery. Please note that in spite of all our careful handling, we are not responsible for the USPS. Once we have delivered your invitations to the Post Office, they are out of our control, and delivery by mail has had its share of misadventures. Your invitations may still be sorted with and merged into the regular mail system along their route. Please be aware that in the last several years, the USPS has restricted hand-canceling to wedding invitations only.