

Mr. and Mrs. Joseph Wyzgoski

5052 M-66

Charlevoix, Michigan

4/2/18



Welcome Dinner
 Given with love by Pamela and Brad Wyzgoski
 Join us for outdoor/indoor fun, food and festivities. Casual attire.
 FRIDAY, JUNE 29, LAVENDER HILL FARM AT 7 PM
 BOYNE CITY, MICHIGAN

Sendoff Brunch
 SUNDAY, JULY 1, BOYNE MOUNTAIN RESORT FROM 11 AM-NOON
 BOYNE FALLS, MICHIGAN

ROOMS HAVE BEEN RESERVED AT THESE HOTELS:
 Boyne Mountain Resort (855) 688-7024
 Boyne Falls, Michigan

Wilderness Terrace Inn & Suites (231) 547-9955
 Charlevoix, Michigan

PLEASE VISIT OUR WEDDING WEBSITE FOR ADDITIONAL
 INFORMATION AND UPDATES: www.wyzgowedding.us



Leah E. Moss Designs

CALLIGRAPHY · ARTISTRY

Invitations and Event Branding Guide
2018 - 2019

Handy Reply
 BY THE TWENTY EIGHTH OF MAY

NAME(S): _____

	YES	NO
FRIDAY WELCOME DINNER	<input type="radio"/>	<input type="radio"/>
SATURDAY WEDDING	<input type="radio"/>	<input type="radio"/>
SUNDAY SENDOFF BRUNCH	<input type="radio"/>	<input type="radio"/>

THE BRIDE AND GROOM REQUEST THE PLEASURE OF YOUR COMPANY AT THE MARRIAGE OF

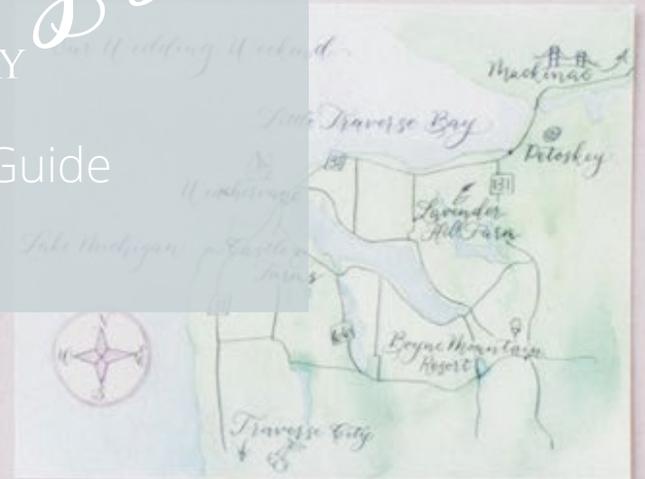
Danielle Erin
Joseph Wyzgoski

SATURDAY, THE THIRTIETH OF JUNE
 TWO THOUSAND EIGHTEEN

CASTLE FARMS
 CHARLEVOIX, MICHIGAN

DINNER AND DANCING TO FOLLOW

Casual Attire



DANI & JOE

YOU'RE GETTING MARRIED! I'VE GOT MY BUBBLY READY.

Nice to meet you – I'm Leah! As a paper geek, word lover, and yes, hopeless romantic, it gives me all the feels to help other people tell their stories. This is especially true as they celebrate life's most special moments. As a recent bride myself, I know how exciting this new chapter is. I understand what goes into planning an event down to every last detail. These are the little touches that make your guests feel loved by you and your sweetie, but it can be really overwhelming trying to do #allthethings.



So, my promise to you is that I am here to help you bring all of these special, unique details to life through event branding, in an organized, service-oriented experience.

As an added bonus, I make a donation to Detroit Dog Rescue for every custom client who books with me. You're supporting a small business, and this small business owner is supporting her community, too!

WHAT'S EVENT BRANDING? WHY SHOULD YOU CARE?

Think of every brand you love. You know the font of the Anthropologie logo, but you also know how amazing the store smells when you walk in, how whimsical their merchandising displays look, and how funky their detailing can be on the clothes. The Apple logo is also recognizable, and everything else also fits together: its product line, retail stores, and commercials.

Your wedding is no different. Your love story is one of a kind. Let's tell that story in a special way, to give your guests a sense of cohesion and deeper meaning across elements. Stationery is the perfect way to fit all the pieces of the puzzle together, giving unity to your overall design aesthetic through color, writing style, and artwork.



HERE'S HOW TO FIGURE OUT YOUR INVESTMENT.

Every client is different, so I don't do any cookie cutter quotes or packages.

You'll receive a fully custom, line-item quote and timeline after we've had a chance to discuss your personal needs. We'll chat soon after you [INQUIRE](#).

KEEP IN MIND...

How many invitation sets do you need?

This is your total number of households, *not* total guests. For example, for 170 people, you need about 100 invitation sets. You can assume about 10% will decline, so that would be 150 guests attending.

What's your overall budget?

Full-service clients typically dedicate 5-7% of overall wedding budget to handcrafted paper goods, including save the dates, invitations, and day-of-wedding items.

How much custom artwork do you want?

You shape your own adventure. You get to build your one-of-a-kind paper goods in a way that works for you, your unique love story, and your budget! All of the items here include basic design services for each element listed, with headings in calligraphy and coordinated block font elsewhere. Added artwork is a la carte.

Do you want any bells and whistles?

These goodies are also priced a la carte.



SAVE THE DATES PHASE: FROM \$440.00+ FOR 100 SETS

Items included in this example bundle are...

Save the date card: 5x7" card, single thickness

Coordinating envelope and printing: return address and guest address digitally printed
Flat/digital printing is recommended for this phase, but other print methods can be used

INVITATIONS PHASE: FROM \$1575.00 - \$3245.00+ FOR 100 SETS

This is the main event for your stationery, so it's also the biggest investment. Items included in this example bundle are...

Main invitation: 5x7" double thickness card and coordinating main envelope

Envelope printing: return address in described print method and guest address digitally printed

RSVP Card: 3.5x5" card single thickness and coordinating RSVP envelope, recipient address printed

Added details card: 4.25x5.5" card single thickness (used for: accommodations, website, additional weekend events)

Thank you note: 4.25x5.5" double thickness notecard and coordinating thank you note envelope, return address printed

Flat/Digital Printing

\$1575.00+

Flat/Digital Printing; Add Foil on

Main Invitation Card Only

\$1755.00+

Letterpress

\$2575.00+

Full Foil Stamping

\$3245.00+

DAY-OF-WEDDING PHASE: FROM \$850.00+ FOR 150 GUESTS

Items included in this example bundle are...

Menu : 4x9" card (one per guest)

Table numbers: 5x7" card - will require stand or frame (one per every 10 guests)

Ceremony programs: double sided 5x7" card (one per couple)

Escort cards: 3.5x2" folded card (one per couple)

Cocktail napkins: done in client's color choice; foil stamped (three per guest)

Flat/digital printing is recommended for this phase, but other print methods can be used

ADDED DESIGN WORK: PRICED "A LA CARTE"

\$300.00 each
Custom map
Venue Illustration
General Watercolor (floral/pattern)
All text in calligraphy, rather than just headings

\$500.00
Watercolor crest

\$225.00
Line-drawn or script-only monogram

OTHER ELEMENTS TO CONSIDER: PRICED "A LA CARTE"

Invitations Phase

Ribbon
Wax seal
Assembly services: white glove treatment
Calligraphy for recipient addressing instead of digitally printed
Postage: normal, custom, vintage options
Envelope liners: solid or custom options
Edge painting (available only for letterpress or full foil)

Day-of-Wedding Phase

Calligraphy for escort cards instead of digitally printed
Decorative signage: hand lettered on mirrors or printed
Fun items for the bar: koozies, matchbooks, coasters
Hotel welcome note
Stickers/gift tags: use for favors or hotel welcome bags
Guest book
Kippot
Guest towels (long napkins for restrooms)

PUTTING IT ALL TOGETHER: FOR 100 INVITATION SETS AND 150 GUESTS...

EXAMPLE ONE:

Save the date: \$440.00
Invitation - Flat/Digital with Foil on Main
Invitation Card only: \$1755.00
Watercolor Crest: \$500.00
Day-of-wedding items: \$850.00
*Incorporate crest design from invitation to
day-of-wedding items at no added cost*
Estimated total = \$3545.00

EXAMPLE TWO:

Invitation - Flat/Digital: \$1575.00
Day-of-wedding items: \$850.00
Estimated total = \$2425.00

EXAMPLE THREE:

Invitation - letterpress: \$2575.00
Upgrade to all calligraphy text: \$300.00
Custom map: \$300.00
Venue illustration: \$300.00
Day-of-wedding items: \$850.00
*Incorporate venue illustration and map
from invitation to day-of-wedding items at
no added cost*
Estimated total = \$4325.00

YEAH, THAT WAS A LOT. WHEW. BUT I'M HERE TO HELP!

Your actual quote is just a click away. As soon as I receive your inquiry, I'll reach out to schedule a consultation with you. We'll chat about all of this information to make sure I get to know you and your sweetie, and that you get a sense of all of your options. From there, I'll put together a detailed, just-for-you proposal.

Can't wait to meet you! Sending you a hug already from the Mitten...

INQUIRE

Photo Credits:
Page 1 - flatlay by Cory Weber
Page 2 - portrait of Leah by Casey Brodley;
portrait of couple by Heather Jowett
Page 4 - flatlay by Abby Rose Photography
Page 7 - flatlay by Chelsea Brown Photography

