

Idlewild Co.

CUSTOM WEDDINGS



IDLEWILD CO.
CUSTOM WEDDINGS

**SERVICES
OFFERED**

WEDDING SUITE

SAVE THE DATES

INVITATIONS & RSVP

ITINERARY CARDS

ILLUSTRATED MAPS

CUSTOMIZED POSTAGE

CUSTOM PACKAGING

RETURN ADDRESS STAMPS

ENVELOPE PRINTING

CALLIGRAPHY SERVICES

SUITE ASSEMBLY

DAY OF MATERIALS

PROGRAMS

ESCORT CARDS

SEATING CHARTS

TAGS AND LABELS

THANK YOU NOTES

Thank you for considering Idlewild for your custom wedding stationery. We look forward to providing you with one-of-a-kind artwork and stationery that you will cherish for generations to come.

Please peruse our Frequently Asked Questions, and Printing Technique Guide, as it provides loads of information you will find helpful while planning your invitation style.

If you are interested in working with Idlewild Co. on your invitations, please fill out the questionnaire located within the Custom Weddings section of our website & we will be in touch with you to set up a meeting or chat.

We look forward to working together!



KATIE GASTLEY
Founder of Idlewild Co.,
CREATIVE DIRECTOR

IDLEWILD CO.

FAQ'S

HOW MUCH WILL A CUSTOM WEDDING INVITATION COST?

We specialize in supremely one-of-a-kind invitations which include original hand-painted artwork. Typically, our design fees begin at \$300 for a custom invitation. Once the scope of your project has been established, we will prepare an itemized quote broken down into design, printing & material costs. We provide our estimates a la carte style, so you can see exactly what each item's design & manufacturing costs amount to.

WHAT IS INCLUDED IN A WEDDING "SUITE?"

Typically, a wedding suite will include a formal invitation and RSVP (response) card & envelope. Additional items such as enclosure cards, maps, rehearsal dinner invitations, and other items also might be included. We recommend starting with your invitation—the focal point! This will dictate the style for the rest of your suite to follow. If you've already sent a Save the Date card, we can follow or derive from that as little or as much as you'd like. (Or we can design that for you as well!) Other collateral such as signage, service programs, menus, table cards, escort cards etc. may be planned after your initial stationery has been developed, and closer to your big day as you finesse the final details.

HOW MUCH WILL IT COST TO PRINT MY MATERIALS?

Will bill our production fees separately from our design fees because there are many methods of printing your wedding stationery. The method of print will be arranged at the start of the project, as often it will dictate what can

and can't be done when creating the artwork. A good rule of thumb is to estimate approximately \$1/ single-sided piece for digital prints & \$3 for a single-color letterpress, embossed or foiled print.(You should expect to add \$1/piece for each additional color for letterpressed jobs.)

These rates are only approximated and a formal quote will be given to you when we outline the scope and size of your project.

HOW SOON CAN I GET MY INVITATIONS?

If you are in urgent need, communicate this to us immediately so we may give you an expedited timeline for production. Typically, suites can take anywhere from 2-6 weeks for the design process, with an additional 2-3 weeks for printing & shipping.

HOW WILL MY DESIGNER COMMUNICATE WITH ME?

We will set up an initial call to establish your basic details, needs & quantities as well as to get an idea of the personality and style of the bride. You are welcome to send any collateral information & inspiration such as images & Pinterest boards. After you receive your quote, we will mainly contact you via email as sketch-drafts and copy editing is often needed throughout the process. You can expect frequent email updates as your project progresses. In addition, please feel free to contact us at any time regarding any questions or requests you may have throughout the collaboration.

IDLEWILD CO. FAQ'S (CONT.)

CAN I CHOOSE SPECIFIC PAPERS, ENVELOPES, AND COLORS?

Certainly & we recommend it! We carry natural-white and true-white in house, but we are able to source almost any sort of paper you have in mind. For letter pressed suites, we recommend Lettra or French Paper stocks, and for digitally produced suites our go-to stock is by Neenah Papers. Please let us know if you're interested in specific paper styles or ranges as soon as possible to give you the most accurate quote as we begin the design process.

WILL I BE ABLE TO SEE MY DESIGNS BEFORE THEY'RE PRINTED?

You will be able to approve the final design before it is sent to the press. At that point, you will be sent a final digital .pdf for approval. Katie or a production designer will personally check the proofs on-press to ensure color accuracy & print quality. If you would like a printed proof to review, please let us know as this will add additional production time. Printed proofs are an additional \$20 per round of proofing and include shipping charges.



Kate & Rob's Sea Creature Suite.
4-Color Letterpress Printing on 4-Ply Natural White Lettra stock.

TERMS

By formally commissioning Katie Gastley, or Idlewild Co., you will be required to commit a 50% downpayment toward your total invoice for services & consulting before design or production begins on your suite. Upon design completion/approval, the remaining balance must be paid before transferral of final art to client or press. Client may be allowed up to 3 rounds of revising (including copy) once design has begun, as long as timeframe allows. Any additional edits will be subject to a flat fee of \$50 per round. Idlewild Co. & client will both be responsible of adhering to the design & feedback dates outlined in the proposal in order to ensure all product arrives to the bride/groom by designated dates.

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PRINTING TECHNIQUES



DIGITAL PRINTING

This method is a full-color process which allows you to achieve an unlimited spectrum of printing colors at a cost-effective rate. Digital printing is best for any colorful design and can only be produced on light-colored paper stock. A variety of smooth paper stocks are able to be printed by this method up to a weight of 100#. Printing large fields of solid color is difficult to achieve without slight variations. The finished effect has a slight sheen and will be smooth.



DEBOSSING & EMBOSSING

This is a hand-printed method that allows you to press (deboss) or raise (emboss) designs etched into a metal plate into a very thick cotton paper. This is a striking effect, perfect for anything from formal invitations to eye-catching professional business cards. This method is priced per color or impression. For example the photo above is a 2-part process; Navy Ink and Gold Foil.

IDLEWILD CO. PRINTING TECHNIQUES



FOIL (OR COLOR) STAMPING

This process is necessary if you would like to print on dark paper stocks. A metal die is made of your design & stamped onto heavy cotton paper with metallic or opaquely-colored film. The result is a completely opaque “inking” of the design onto a paper of any color. This option is priced per color and can be completed in junction with Letterpress or Debossing print methods.



LETTERPRESS

This is type of relief printing using a printing press. Typically, a design is broken down into a select number of colors. One plate for inking is created for each of the colors used in the design. The paper is run through the press for each plate, all colors eventually inking the complete design. The result is a beautiful design with a tactile quality. This process is priced per color. Foiled accents may be added and act as their own color.