

## PRICING :

Although there are variables, such as paper texture, envelope linings and color, that can influence pricing, I can provide the following as pricing guidelines\*.

### Envelopes:

For unlined white or ivory envelopes addressed in italic calligraphy using black ink:

- Each 3-line address (Name, Street address & City, State, Zip code): \$2.00
- Each additional line on outer envelope or each line on the inner envelope: \$0.75

### Place Cards or Table Cards:

For white or ivory place cards or envelopes using italic calligraphy in black ink:

- Each name or line: \$0.75 - \$1.00

I have a minimum fee per project of \$15

\*Prices are for rough estimating only, please call and confirm current prices

### Custom Design

If you would like me to custom design your invitation or program cover, I provide a hand lettered master that you can take to your printer. For an estimate, please provide the following information about your project:

- Exact text, including important line breaks
- Size from paper edge to edge of your invitation, announcement or cover
- Image area size (usable space inside any borders or illustration)
- Orientation (portrait-tall or landscape-wide or leave it up to me)
- When you need to have it from me to get it to your printer

### Please call and confirm

I am a one person business. I can only accept work that I can personally complete on time. Please reserve my time for this as soon as you decide you would like this service.

*Kathryn Darnell*  
CALLIGRAPHY  
& ILLUSTRATION

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EAST LANSING, MI 48823

517/332-6733



www.kldarnell.com

## GUEST LISTS

Please provide a *printed* guest list when you deliver your envelopes. Type list as you would like addresses to be written on the envelope:

Mr. & Mrs. John Smith  
123 Main Street  
East Lansing, Michigan 48823 (Uncle John & Aunt Mary)

Please do NOT provide a data base list with the last names first or the entire address in a horizontal row of frames. These are difficult to follow accurately and take more time. TIP: If your list is a data base, try formatting it as if for address labels before printing.

The order of the names on your list does not matter, unless you need pieces kept in order.

Use both upper & lower case letters, especially if it will make a real difference in the name (for example: Dewit, VanDerwent, MacInerny or LaMar).

If you have a specific preference for the names written on the inner envelope, (John & Mary, or Mom & Dad, etc.) Please include that wording after each address. If no name is provided I will use the formal convention (Mr. & Mrs. Smith).

## STATIONERY CHOICES

If you haven't yet ordered envelopes or placecards please consider the following:

Order at least 10% more than the maximum number of pieces you will need. This allows for human error (both yours and mine), and gives us some flexibility for unexpected changes to the guest list after work has been started.

Do NOT assemble and stuff envelopes before they are addressed.

Lined envelopes, colored or very heavy paper stock may require some extra work and so may be more than my usual estimate. Paper that is very unusual especially with regard to texture should be brought in so I can make sure it is compatible with calligraphy materials.

When ordering place cards, it is best to avoid having the letter "M" printed before the line that is often printed as a guide for name placement. This is a problem if your guest is addressed as "Dr." or "Uncle". In any case the "M" rarely fits with calligraphy.

If the card includes printed or embossed borders, consider how the longest name on your guest list will fit written within the borders.

