

LIFE IN LETTERS



2024 PRICING GUIDE

“I GOT SO MANY COMPLIMENTS
ABOUT HOW GORGEOUS THE
SIGNS WERE...”

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“We truly felt like it was the final touch to make our wedding feel personal and beautiful. She was extremely reliable, friendly, and professional.” - Taylor

“IF YOU NEED SIGNAGE THIS IS THE PLACE TO GET IT”



"I couldn't recommend working with McKenna more. She was so easy to work with and bounce ideas off of, and what she ultimately created for us was better than anything I originally envisioned. She took my ideas, supported them, and made them better. From beginning to end, McKenna was one of the easiest, friendliest, and most straightforward vendors we worked with for our wedding. Anyone having a wedding in Oregon should absolutely book her!!!" - Jessica

| WELCOME! I'M SO GLAD YOU'RE HERE



BEFORE WE DIVE IN TO THE
GOOD STUFF...

I'm very passionate about details and believe that your day of signage helps set the tone of your wedding. It's used to compliment your theme, add color, highlight your uniqueness as a couple, and provide professionalism and clarity for your guests.

I've spent over 5 years in the industry, have been a bride myself, and see the value of the little touches that make the day cohesive and memorable. Most importantly, I'm here to make sure your day feels like and reflects YOU.

This guide is packed full with helpful visuals, reviews, prices, and just about anything you need to know when it comes to your wedding day details when you work with me. Let's get started!





| THE EXPERIENCE

HERE'S HOW IT WORKS

Once you're booked and on my calendar (deposit made + contract signed) breathe easy and take your time gathering ideas. Use Pinterest to narrow down your style and stay up to date on my Instagram as I'm always sharing my latest projects and trends. A good wedding planner will be helpful in this step too!

One month before your date we do a check-in. This can be in person, on the phone, or via email and it's when we nail down your final list, colors, and wording. Why then? I know how the planning process goes and how often things can change. It's very likely that your menu, style, and needs will shift several times during your months of planning!

Once we get that final list together I'll be working with you or your planner to bring those last details to life via a shared Google doc where we can both add notes and comments,! Feel free to send over any inspo photos, Pinterest boards, or anything that will help me get a grasp on what you're after. (Bonus if you can share your planners moodboard with me!)

A NOTE ON FLORALS

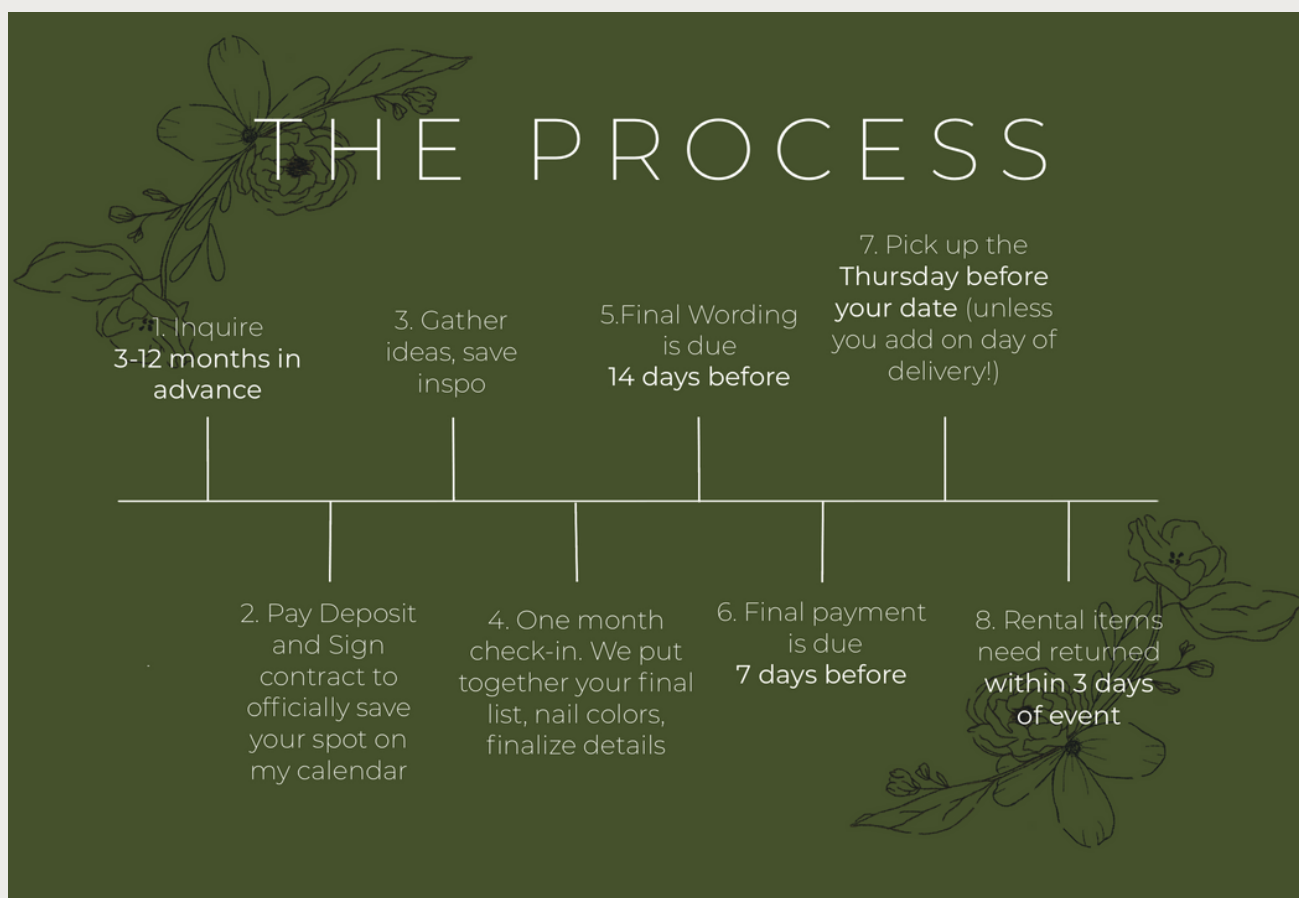
I highly recommend having your florist add their touch to some of your signs, especially for welcome signs and seating chart installs! Those make such a difference and are the ultimate final look. I'm happy to send over any measurements or info your florist might need to work their magic.



"EXCEEDED MY EXPECTATIONS"

"I had Life in Letters create the signs for my wedding day and I couldn't be happier! She was amazing to work with and her communication was great. Everything she created for me exceeded my expectations. As a wedding photographer, I will definitely be referring her to my clients!" - Kendra





I offer delivery to your venue day-of if available or can meet my brides or their planners/friends/family somewhere in between for those that are a little farther away. Delivery fees are determined by mileage. I'm located just outside of Eugene for pickups and drop offs. Starting in 2024 I'll be a little more limited in delivery availability as I'll have an infant on board!

MIDWAY DROP OFF LOCATIONS AND ASSOCIATED TRAVEL FEES

If you're a Vancouver Bride: Salem \$100

If you're a PDX Bride: Albany \$85

If you're a Bend Bride: McKenzie Bridge \$100

If you're a Medford Bride: Roseburg \$100

Full Set Up Service and Delivery On the Day:
\$100 + mileage/travel.

I deliver everything to your venue and set up all your signs in their final locations (if the vignettes are ready when I arrive!)

| THE BOOKING VISUAL & DELIVERY

"AMAZING TO WORK WITH"

"I gave her an idea of what I was looking for and she produced products that were even more beautiful than I could have imagined. Her prices are very reasonable and she'll add that extra special touch" -Elaine



| PRICING



In 2023 my brides spent an average of \$1,500-\$2,000 on their signage. In 2024 I will only be taking on weddings with a signage budget of \$1500 or higher. Why? I want to invest and really be a part of the vision of your day and it's hard to do that with just one or two signs! I also want to make sure that I'm a good fit with you so I don't take on just any wedding that comes my way!

Here's all that would include:

Welcome Sign

Cards and Gifts Sign

Guestbook Sign

Bar Menu

Signature Cocktails Sign

Custom Table Numbers

Seating Chart

Dinner Menus

Placecards



(Or in place of menus/placecards you can upgrade your welcome/seating chart signs to a custom install like what you see here to your left!)

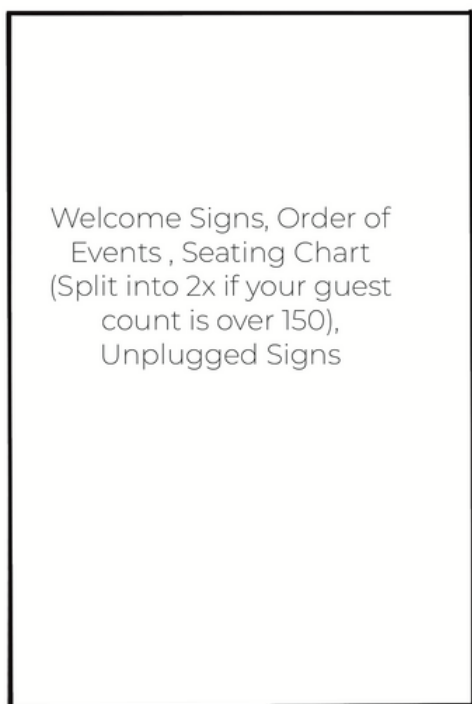
| ACRYLIC

When it comes to acrylic I offer a variety of shapes, sizes, and colors. This is my favorite medium as it is so easy to customize and match to your decor. Keep scrolling to find all my size options and a color guide!

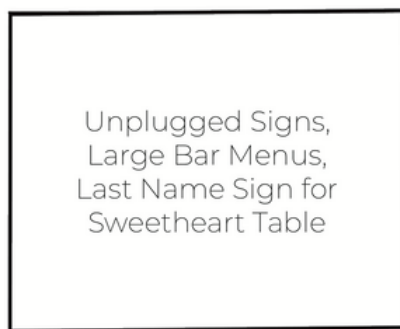


These are 11x14 acrylic sizes paired with an 8x10 size.
One of my popular combos for bar/signature drink signs!

ACRYLIC IS CLASSY,
CUSTOMIZABLE, AND
BY FAR MY MOST
POPULAR SIGNAGE
OFFERING!



24x36



16x20



8x10

Appetizers, "Mr" and "Mrs", small dessert menus

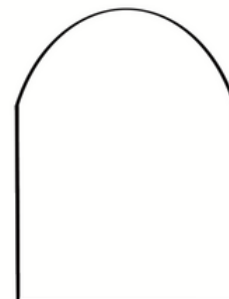
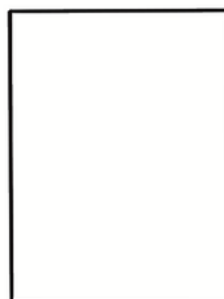
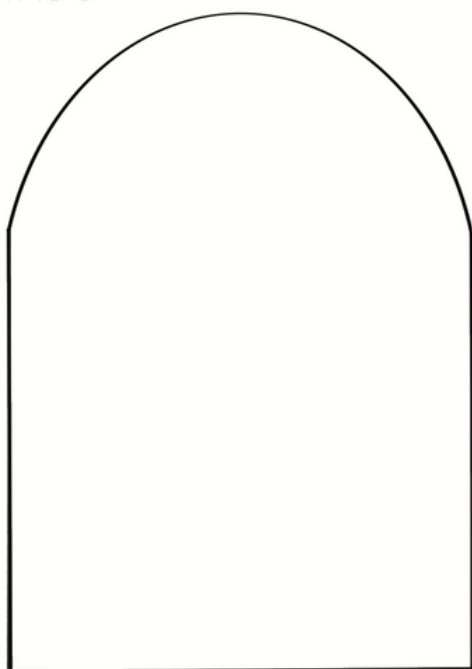


5x7



4x6

Table Numbers,
Food Labels



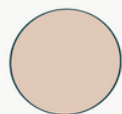
11x14

Cards and Gifts, Dinner or
Dessert Menus, Bar sign,
Signature Cocktails,
Guestbook

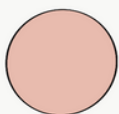
SIZE GUIDE

NOTE: WE CAN ALSO GET
YOU CUSTOM SIZES AND
MORE UNIQUE SHAPES!

COLOR GUIDE



Champagne
Nude



Blush



Dusty Rose



Cranberry



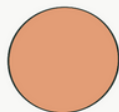
Burgundy



Terracotta



Burnt
Orange



Peach



Antique
Gold



Field
Yellow



Wasabi
Sage



Mossy
Meadow



Emerald



Olive



Hunter
Green



Taupe



Mauve



French
Lilac



Plum



Dusty
Grey



Dusty
Blue



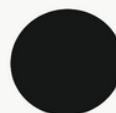
Twilight
Blue



Navy
Blue



White



Black

Don't see your colors here? Don't worry- we can get you a custom one made! Just send over a digital sample or swatch (a moodboard or bridesmaids dress example work great!) at our one month check in! I also offer frosted acrylic in either white or black writing!

DAY-OF



PAPER
GOODS

| MENUS AND PLACECARDS

MENUS



Having menu cards placed at each setting add so much to your tables and make your reception space jump to the next level without a crazy jump in costs. I like to recommend 5x7 or 4x9 size cards for these. I brainstorm with you or your planner so that we can work them into your tablescape, match your theme, or work in your colors. Menu pricing, much like invitations, varies depending on the paper quality we choose, ink color, and paper shape. Below is a list of some options that can determine costs!



- Arch or other paper shapes
- White Ink Printing
- Colored Ink Printing
- Adding Wax Seals for Dinner Choice
- Adding Names Directly to the Menu
- Letterpress Printing
- Paper Upgrade

PLACECARDS



The best way to make each guest feel welcomed. These are fun to pair with or compliment your menus and are another way to bring more color and style into your tables. If you're on a budget paper cards are great for these and there's dozens of color options- or just do placecards for your head table! You still get the photos! My favorite for these is acrylic with infinite color and shape options.



- 2x3 Paper
- Clear Acrylic
- Custom Color Acrylic
- Arch Shaped Acrylic
- Textured Torn Edge Paper
- Terra Cotta Pots
- Terra Cotta Slices
- Circle Shaped Paper

| NAPKINS AND PROGRAMS



COCKTAIL NAPKINS

Carry your wedding monogram, a special message, your pup, or new last name into cocktail hour! Or place a few at your dessert table! I work with a local letterpress printer to get these made after we design them.

For a set of 100: \$200

PROGRAMS

Whether it's a hot summer day and your guests need fans, or you have important ceremony information you want to share- programs are a fantastic option! These can often replace unplugged and even order of events signs. With me designing these you know they'll match your wedding theme and any of your other printed goods!

For a set of 100:

4x9 or 5x7 Card: \$175

5x7 Card with fan holder: \$365

(You can also do a DIY option- I'll order and design the cards and you can assemble to save on costs!)

One Page Booklets with Ribbon: \$375



How to Welcome Guests From Cocktail Hour or Ceremony into Your Reception...

SEATING CHARTS



| ACRYLIC SEATING CHARTS

SIMPLE, ELEGANT, AND CUSTOMIZABLE



Nothing says "Welcome, we're so glad you're here" like saving your guests a seat!

Arrange your guests by table number, table name, or even last or first names. The latter option is my recommendation if you have a guest count of 150 or higher. Otherwise guests will be standing there and hunting for awhile!

Quick note- my rule on seating charts is that once you send the list over it's final. Due to the way these are created it's not always possible to add, move, or change names without leaving big gaps in the spacing. It's better to wait and send your seating chart right before my deadline then having to make changes later!



Upgrade your seating chart to a larger acrylic piece that sits in my white box base (seen here) for more of a statement!

| LARGE SEATING CHARTS AND CUSTOM BUILDS



If you're wanting a wow statement piece that your guests will remember look no further. Use an install like this to welcome your guests into your reception space and make it uniquely themed to who you are as a couple or match your wedding style. Inquire for a custom quote.

PRICES RANGE FROM \$400-\$1,000

| TABLE NUMBERS

THE OPTIONS FOR THESE ARE
ENDLESS. MY BEST TIP? KEEP YOUR
THEME AND WEDDING STYLE IN
MIND AND MATCH THEM TO YOUR
SEATING CHART!

WAYS TO CUSTOMIZE

Colored Acrylic
Square or Arch Shapes
Gold Mirror Acrylic
Unique Names
3D Numbers
Gold Frames with Inserts



| WOOD

A NATURAL OR RUSTIC TOUCH THAT NEVER GOES OUT OF STYLE

Ask about switching to wood if this fits more of your vibe!

Here are a few common sizes. These come in light or dark stain options!

24X36



12X24

11X14



INVITATIONS

| INVITATIONS

BECAUSE YOUR DAY AND YOUR STORY START
LONG BEFORE YOU SAY "I DO"



PRICING

One of the reasons I love invitations is that because they're so customizable- so is the pricing! It's dependent on how many cards you want to include in your suite, any extras like wax seals you want to add, and how many you're sending out! Inquire for a custom quote or use the guidelines below to get a general idea of costs!

BASE PRICE
(for a set of 100)
Includes:

5x7 Invite Card

4x6 Details Card

5x7 Envelope with Return and Guest Addressing
\$1,000

ADD ONS (for a set of 100)

Envelope Liners \$325

Arch or other Shaped Paper \$75

RSVP Card and Envelope with
Return Address Printing \$300

Custom 4x6 Map \$250

Wax Seals \$75-250

(depends on custom vs. non custom)

Printed Vellum Wraps \$250

Belly Bands \$50-75

Hand Calligraphy Guest Addressing \$300

White Ink Printing \$100

Letterpress Printing (per card) \$300

Luxe Cardstock \$100



| VOW BOOKS AND JACKETS

THE DETAILS THAT CARRY ON AFTER THE DAY



JACKETS

Words Only \$75

Words and Florals \$150

Words and other Custom

Design \$195

You provide the jacket!



VOW BOOKS

Made on handmade recycled cotton paper. Includes 4 blank pages inside for you to write on and a custom ribbon choice.

Words Only \$45

Words and Custom Sketch \$60



| FONTS

SO YOU KNOW WHAT TO EXPECT WHEN YOU HIRE
ME AS YOUR CALLIGRAPHER!



MY SIGNATURE STYLE

As a calligrapher, part of my brand is my handwriting! I've spent years working on my cursive alphabet and it's what has got my business to where it is today! That being said it's my go-to signature style and what I use for all of my signage! I have my cursive alphabet and an all print alphabet- both you can see here and all over this guide.

With invitations we do a variety of unique fonts that you help select. I love to mix modern sans serif fonts with serif fonts- but anytime we do cursive that will be with my signature handwriting as well because I have the ability to digitize it specifically for your designs.

I love being able to offer this to my couples because then it perfectly matches your wedding signs! It's also what allows me to create custom monograms or other digital files to use in your designs!

This bar install you see to your right is a perfect example. That's my cursive handwriting in the center of the bar and florals that were handdrawn by me and used on the couple's invitations.

FOR INVITATION CLIENTS

If you're an invitation client, when it comes to your signage we'll be using a mix of my cursive and the fonts we used on your invitations! As well as any custom sketches/monograms we designed!



| FREQUENTLY ASKED

ANSWERS TO ALL OF YOUR QUESTIONS

DO YOU PROVIDE EASELS AND STANDS?

YES! Prices include basic easels and your choice of small stands with everything! I can help you decide what options are best for you based on what will best match your wedding style.

A few stand options (like my white box base and some backdrops) are rented items and must be returned within 3 days of the event. Anything returned broken or damaged you may be asked to compensate for. If you don't want to have anything to return after the wedding just let me know and we can arrange for that accordingly!



CAN YOU WRITE ON OTHER TYPES OF MATERIALS?



Definitely! There's almost no limit. In the past I've written on everything from fabric, leather, pottery, vinyl records, you name it.

I can often source these items for you as well and you're always welcome to ship items to me to write on

DO YOU PROVIDE MOCKUPS?

Only for printed items like dinner menus and programs and large seating chart installs. This is because all other signage I do is done by hand and vinyl. It's also what allows me to keep my prices lower! When you're hiring me I trust that you've seen my style, like the look of the items I make, and trust me to create for you!

You're always encouraged to send me examples of the style, look, and layout you're after. If not I use my artistic judgement and what I think will look best based on the wording/details you provide.



"BROUGHT THE WHOLE SETTING TOGETHER"

"My husband and I really appreciated McKenna working us into her schedule considering how late in the game we contacted her! She provided super informative responses each time we emailed her, and she was accommodating of our limited pick-up/drop-off schedules (we're from out-of-state and the event was outside of Eugene) - which we greatly appreciated. Her rentals + calligraphy fit the mood of our wedding perfectly & it brought the whole setting together :) Super thankful to have had her work be a part of our day!" - Geovana



NEXT STEPS

1. PAY YOUR DEPOSIT

Send your \$100 payment via Venmo to @mckenna-villers. Please include your wedding date in the payment description. This will come off your final total. You can also request an emailed invoice to pay with card!



2. SIGN MY CONTRACT

Read it over and send back a marked up copy with your signature. I'll send this over when you initially inquire.

Main Points:

- Booking Fee is non-refundable
- There is a \$1500 order minimum
- Wording is due 14 days before your date
- Don't mix other artists' signage, DIY signage, or generic store-bought signs with items I provide
- Rented items must be returned within 3 days of event to avoid late fees
- You're responsible for pickup and drop off in Pleasant Hill unless otherwise arranged
- You're responsible for broken/damaged items

3. NOW FOR THE FUN PART!

After numbers 1 & 2 are completed you're officially on my calendar! Welcome to the Life in Letters family- I'm so excited to help bring your special day to life! Start gathering inspo and working with your planner to nail down your style and wedding brand before our one month check in! If you're an invitation client we'll be hanging out a lot and I'll see ya soon!



"McKenna's work is simply amazing! She is excellent in her communication from beginning to end. We had a vision, and she made it come to life. The best decision we made was choosing McKenna to do the lettering for several projects for our son's wedding and rehearsal dinner. She definitely brought "life" to the "letters"! We highly recommend her for your next project. " - Michelle

TELL ME YOUR VISION
AND I'LL DO THE REST!





ALL THE BEST,
MCKENNA