

LIFE IN LETTERS



2023 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 several 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!

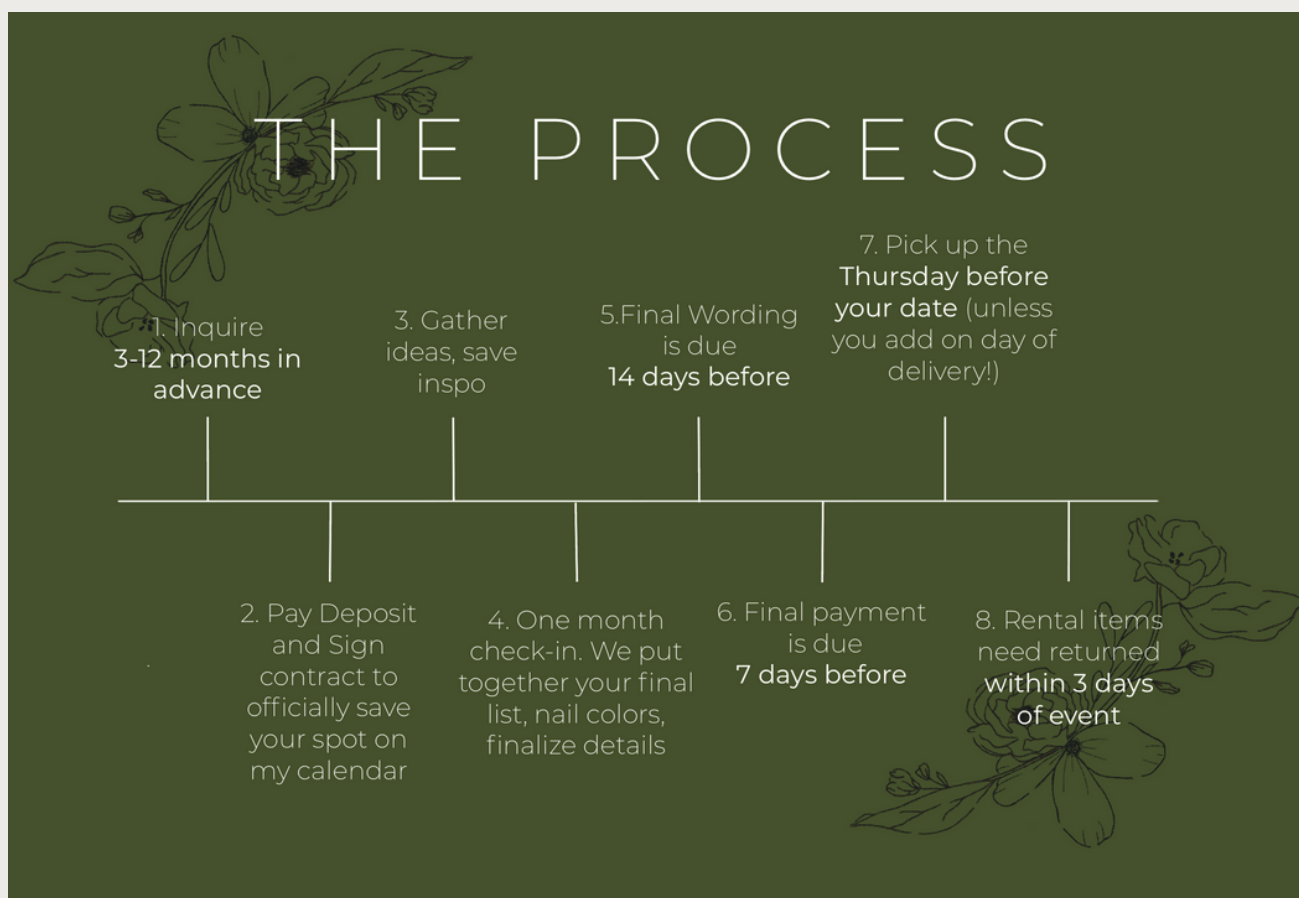
One month before your date we do a check-in. This can be in person, on the phone, or via email and it's when we nail down your final list, colors, and wording. Why then? I know how the planning process goes and how often things can change. It's very likely that your menu, style, and needs will shift 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! 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 touch. I'm happy to send over any measurements or info your florist might need to work their magic.





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.

| THE BOOKING VISUAL

MIDWAY DROP OFF LOCATIONS AND ASSOCIATED TRAVEL FEES

If you're a Vancouver Bride: Salem \$80

If you're a PDX Bride: Albany \$70

If you're a Bend Bride: McKenzie Bridge \$70

If you're a Medford Bride: Roseburg \$70

Full Set Up Service and Delivery \$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!)

"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



| 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, a color guide, and prices!

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



"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



| PER SIGN PRICING



THE PRICES BELOW ARE FOR ACRYLIC. SEE MY SIZE DIAGRAM FOR MY RECOMMENDED SIZES THAT ACCOMPANY EACH SIGN TYPE

Welcome Sign \$85-115

Cards and Gifts Sign \$35-45

Guestbook Sign \$35-45

Bar Menu List \$60-70

In 2022 my brides spent an average of \$500 on their signage. In 2023 I will only be taking on weddings with a signage budget of \$400 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!

Signature Cocktails (includes drink drawings) \$70-85

Unplugged Sign \$95-125

Order of Events Sign \$95-125

Buffet Labels \$4-8 each

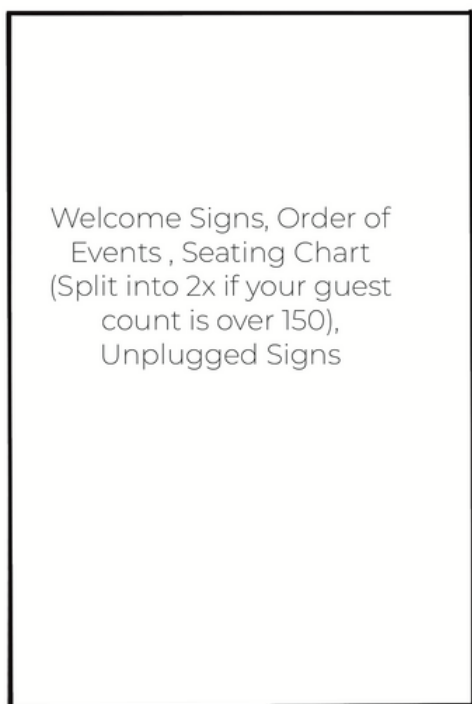
Seating Chart for 100 \$185-200

Dessert Menu \$50-60

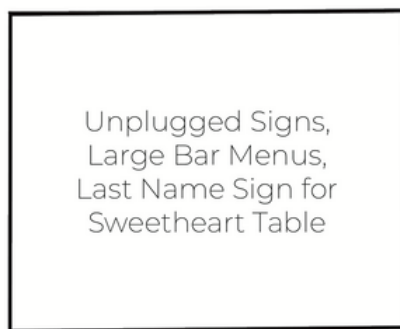
Dinner Menu \$50-60

Arch shapes cost \$2 more in the 5x7 size, \$10 more in the 11x14 size, and \$15 more in the 24x36 size. That factor, as well as extra details like florals, custom venue sketches, painted drink drawings, etc are what determine final prices.

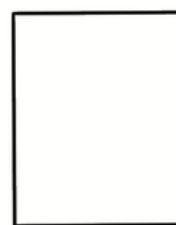




24x36



16x20



8x10

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

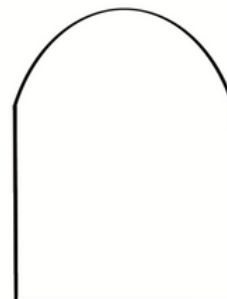
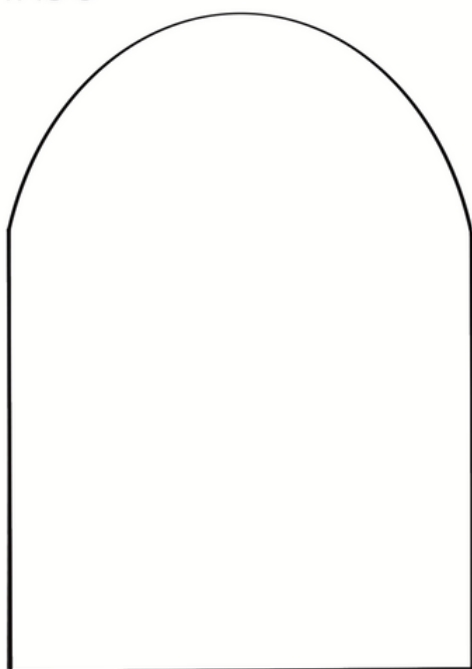


5x7



4x6

Table Numbers,
Food Labels

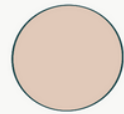


11x14

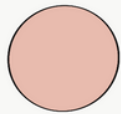
Cards and Gifts, Dinner or
Dessert Menus, Bar sign,
Signature Cocktails,
Guestbook

SIZE GUIDE

COLOR GUIDE



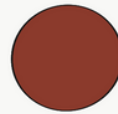
Champagne
Nude



Blush



Dusty Rose



Cranberry



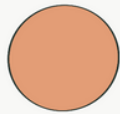
Burgundy



Terracotta



Burnt
Orange



Peach



Antique
Gold



Field
Yellow



Wasabi
Sage



Mossy
Meadow



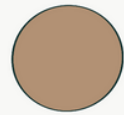
Emerald



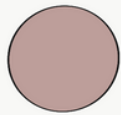
Olive



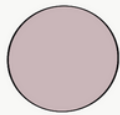
Hunter
Green



Taupe



Mauve



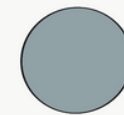
French
Lilac



Plum



Dusty
Grey



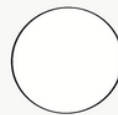
Dusty
Blue



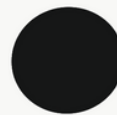
Twilight
Blue



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 at our one month check in! I also offer frosted acrylic in either white or black writing!

DAY OF

Blide

Zetta Eat

Sautéed Steaks
chicken wings, Champagne Jello
Assorted cheeses, roasted tomatoes
grilled tenderloin

Pan-Seared All Salmon
Grilled fish, roasted vegetables, golden potatoes
grilled tenderloin, and rice and
vegetables and fresh herb sauce

Watermelon & Avocado Sashimi
Grilled fish, roasted vegetables, golden potatoes
grilled tenderloin, and rice and
vegetables and fresh herb sauce

Grilled Garden Herb
Assorted cheeses, roasted tomatoes
grilled tenderloin, and rice and
vegetables and fresh herb sauce

Aspen Wood

Thank You
Thank you for being part of our special day

GOOD

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.

For a set of 100:

4x9 Cardstock \$145

5x7 Cardstock: \$145

Arch Shape: \$195

White Ink Printing: \$195

Wax Seals for Dinner Choice \$75-100

Adding Names/Placecards Directly to
the Menu: \$125-175



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 \$1.25 each

Clear Acrylic \$1.75 each

Custom Color Acrylic \$2.50 each

Arch Shaped Acrylic \$2.50 each

Textured Paper \$2.00 each

Terra Cotta Pots \$1.75 each

Terra Cotta Slices \$2.00 each

Agates \$3.00 each



| NAPKINS AND PROGRAMS



COCKTAIL NAPKINS

Carry your wedding monogram, a special message, 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 200: \$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: \$165

5x7 Card with holder: \$365

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



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!



Pricing:

\$185 Base Price

Includes 100 names on a 24x36 painted acrylic piece and my setup and spacing fee (there’s lots of math involved haha!) Each additional name is \$1.

Guest counts above 150 require a second acrylic piece.

| 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 \$600-\$1,000

| WOOD

A NATURAL OR RUSTIC TOUCH THAT
NEVER GOES OUT OF STYLE



24X36

Welcome Sign \$125

Unplugged or Order of Events Sign \$175



12X24

Last Name Sign \$50

Guestbook Sign for Guests to Sign \$45



11X14

Menu or Bar Sign \$70

Cards/Guestbook/Other

Short Sayings \$45

These come in light or dark stain options! Pssst- want the wood look but not the price? I have 24x36 wood backings for rent that we can set clear acrylic on! Pictured here...



| TABLE NUMBERS

THE OPTIONS FOR THESE ARE ENDLESS.
MY BEST TIP? KEEP YOUR THEME AND
WEDDING STYLE IN MIND



RENTALS

4x6 Clear Acrylic \$4 each
4x7 Black Acrylic \$5 each
5x7 Rose Gold Frames with
Paper Inserts \$3



CUSTOM COLOR ACRYLIC

4x6 Any Color and you choose
the writing layout/style \$9 each

5x7 Any Color and you choose
the writing layout/style \$10 each



ARCH SHAPE OR 3D NUMBERS

5x7 Arch Shape \$12 each
3D Letter Styles \$12 each

| RENTAL SIGNS

PERFECT IF YOU'RE WANTING A DIFFERENT MEDIUM. PLUS SOMETIMES YOU JUST CAN'T BEAT A CLASSIC CHALKBOARD



On my website you'll find a full list of what I have available to rent. Everything is first come first serve. Rentals and stands need returned within 3 days of your event. I have an assortment of chalkboards, mirrors and more!

CHALKBOARDS

Freestanding Chalkboards:

Dinner Menu \$50

Welcome Sign \$65

Tabletop Chalkboards:

Bar Menu \$45

Cards/Gifts Or Guestbook Sign \$30

MIRRORS

Large Gold Mirror:

Welcome Sign \$75

Order of Events \$85

Seating Chart (for 100):

Names Written Directly
on the Mirror \$225

Table Cards and

Wax Seals \$150



| PRINTED SIGNS

MODERN TO THE “T”



If you're after a certain font or want to match your invitations EXACTLY- printed signs may be your friend! Large sizes are printed on 1/4" foam board. These are definitely less sturdy than acrylic or wood and don't work well in wind conditions so make sure to keep that in mind. Smaller signs are framed in an 8x10 or 11x14 size.

Drafts of these are sent to you before we go to final print!

SIZE OPTIONS AND PRICES

24x36 \$135

Welcome Sign, Order of Events, Unplugged Sign, etc

11x14 \$45

Bar Menus, Guestbook, etc





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

4x6 Details Card

5x7 Envelope with Return Address

\$600

ADD ONS (for a set of 100)

- Arch Shaped Paper \$35
- RSVP Card and Envelope with Return Address Printing \$200
- Custom 4x6 Map \$225
- Wax Seals \$75-150 (depends on custom vs. non custom)
- Vellum Wraps \$50
- Belly Bands \$50
- Guest Addressing \$275
- White Ink Printing \$50
- Letterpress Printing (per card type) \$150
- 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. Includes custom ribbon choice.

Words Only \$35

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 fonts. 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. Files were sent to the wedding planner who made custom vinyl inserts.



| FREQUENTLY ASKED

ANSWERS TO ALL OF YOUR QUESTIONS

DO YOU PROVIDE EASELS AND STANDS?

YES! I include easels and stands with EVERYTHING for FREE. I have gold, black, wood, and copper options. For tabletop signs I have smaller metal easels and clear, black, and wood acrylic holders. First come first serve based on availability. I can also decide for you what to send based on what will best match your wedding style.

These must be returned within 3 days of the event along with other rentals. 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 I can sell you stands!

CAN YOU WRITE ON OTHER TYPES OF MATERIALS?



Definetely! 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 and large seating chart installs. This is because all other signage I do is done by hand. 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.



I HAVE AN IDEA OF WHAT I WANT BUT AM OVERWHELMED... CAN YOU HELP WITH DESIGN OR GIVE ME RECOMMENDATIONS?

Oh gosh yes! We can sit down for a call, FaceTime, or have an in person meeting where I can bring samples! I've seen lots of setups, how colors mix, and can give you the best recommendations to make sure we're staying within your wedding style and budget. I can even give you tips if you're unsure of what signs to include, what ones you may or may not need, and what has the best return on investment.

I'M INTERESTED IN A CUSTOM MONOGRAM WE CAN CARRY OVER FROM INVITES TO SIGNAGE- CAN YOU DO THIS?

100%! This is one of the best ways to make your wedding unique, reflect you guys as a couple, and create something that carry's on beyond the wedding day! These add so much to your style and wedding "brand".

CAN YOU WRITE ON SOMETHING I ALREADY HAVE?

Absolutely! I'll only charge you for the writing! Send a picture of it and I'll give you a quote. Items must be dropped off for me to write on two weeks before the event.



A woman with long brown hair, wearing a white off-the-shoulder top and light blue jeans, is sitting on a light-colored wooden floor. She is looking down at a collection of magazines and papers spread out before her. The magazines include 'ELLE', 'Gone with the Wind', and 'MOUNTAIN LIVING'. A large, leafy green plant in a white pot is positioned behind her. The scene is brightly lit, suggesting a sunny day indoors.

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!



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

- Booking Fee is non-refundable
- Wording is due 14 days before your date
- Please 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

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!



"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



"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