

LIFE IN LETTERS



2025 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!



A few months before your date we do a check-in. This can be in person, on zoom, or via email and it's when we nail down your final sign list including colors and themes. From there I build you a quote and gather visuals. One month from your date I get all your final wording (including your seating chart assignments!)

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 planner's 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!

DROP OFF LOCATIONS AND ASSOCIATED TRAVEL FEES

If you're a PDX Bride: Salem \$100
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!)

Any rental items must be returned within 3 DAYS of the event. You can bring them back to me in Eugene or we can meet at one of the above locations again. IF you don't want to have to return anything after the wedding just let me know and we can plan your signs accordingly!!

| DELIVERY & PICKUP

”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



MY PROMISES
Drew
September 2, 2023

MY PROMISES TO
Michelle



Details

TETHEROW RESORT
61240 SKYLINE RANCH ROAD
BEND, OR 97702

PLEASE RSVP BY
AUGUST 15TH

TO VIEW OUR REGISTRY, FIND TRAVEL
AND LODGING DETAILS, AND TO RSVP,
PLEASE VISIT OUR WEDDING WEBSITE:
ZOLA.COM/WEDDING/MICHELLEANDREWSEPTEMBER2

Michelle + Drew
Tetherow Resort
61240 Skyline Ranch Road
Bend, OR 97702

M 9.2.23 D

TOGETHER WITH THEIR FAMILIES

Michelle Esterhuizen
AND
Drew Peterschmitt

INVITE YOU TO CELEBRATE
THEIR LOVE AND MARRIAGE

SEPTEMBER 2ND, 2023
4:30 IN THE AFTERNOON

TETHEROW RESORT
BEND, OR

DINNER AND DANCING TO FOLLOW

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! *I always include a free monogram design and venue sketch for all my invitation clients!*

BASE PRICE

(for a set of 100 with digital printing)

Includes:

5x7 Invite Card

4x6 Details Card

5x7 Envelope with Printed Return AND Guest Addressing

\$1,250

ADD ONS

Letterpress Printing

Envelope Liners

Arch or other Shaped Paper

RSVP Card and Envelope

Custom Map Card

Wax Seals

Vellum Wraps

Belly Bands

Hand Calligraphy Guest Addressing

Double Thick (duplexed) Cardstock

Curated Postage

All invitation sets include assembly and mailing (including hand cancelling), a keepsake set for your day of photos and all extra sets being mailed to you!



DAY-OF



SIGNAGE

| PRICING



In 2023-24 my brides spent an average of \$1,500-\$3,000 on their signage. In 2025 I will only be taking on weddings with a signage budget of \$1500 or higher. Why? I want to invest and 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:
(based on 100 guests and can vary with your material choices!)



Welcome Sign

Cards and Gifts Sign

Guestbook Sign

Bar Menu

Signature Cocktails Sign

Custom Table Numbers

Seating Chart

Dinner Menus

Placecards

| CUSTOM BUILDS

If you're wanting a wow statement piece that your guests will remember look no further. Use a unique install like this to welcome your guests 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 \$250-\$1,500



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



SEATING CHARTS

| SEATING CHARTS

CUSTOMIZABLE TO WHATEVER YOUR VISION IS



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! Especially if we end up going with a design that required printing!



Upgrade your seating chart to a larger install for more of a statement!

| 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
- Torn Edge Paper Cards
- Wood



MATERIALS

You'll see many different materials throughout this guide and the truth is, the options are endless! We can do acrylic, wood, fabric, or even create layered looks with leather, linen or wallpaper! Once you send over your moodboard and color palette I can suggest some different options that may be a good match with your vibe!! You're free (and encouraged) to mix different materials together with your sign order!



| ACRYLIC

When it comes to acrylic I offer a variety of shapes, sizes, and colors. This is one of my favorite mediums as it is so easy to customize and match to your decor. With it's shiny and sleek finish it presents a classier/modern look!



| 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

| FABRIC

TEXTURE THAT TELLS A STORY

Whether you're going for a soft romantic look and love the look of a flowy and draped install or want something a little more bold that sparks a western feeling fabric or leather may be a good medium for you!



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 spike 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 Quality 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.

- Cardstock 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.



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!



| 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 cursive style and what I use for all of my signage and invitations. You can see examples of it all over this guide! Please make sure it's your vibe before you book- much like a photographers editing style that's not something I change from client to client! I do however love to mix in serif and sans serif fonts with it and if you're an invitation client you get a say in what these are!

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!





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 carries 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.



”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 30 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 Eugene unless otherwise arranged
- You're responsible for broken/damaged items

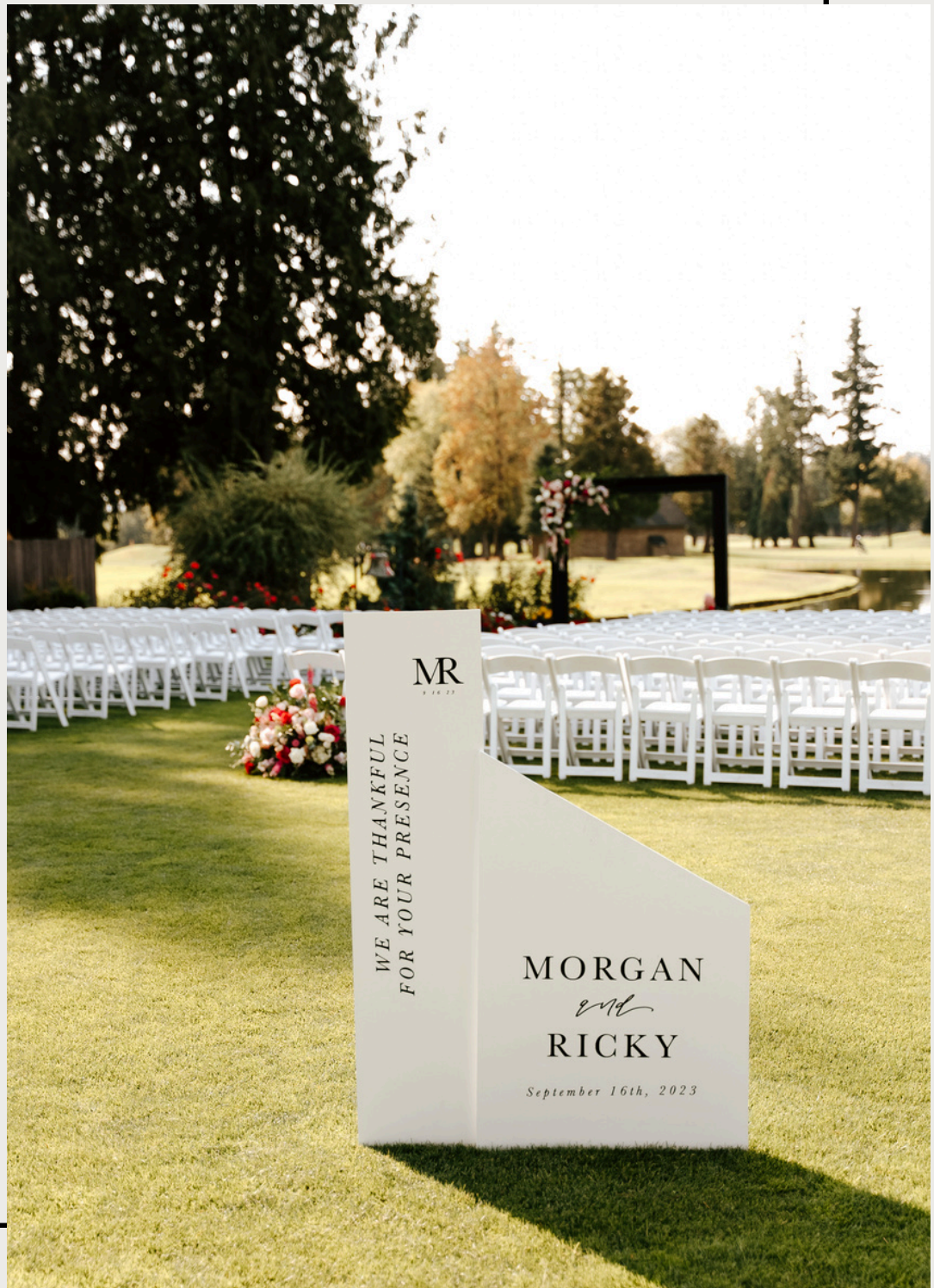
3. NOW FOR THE FUN PART!

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