



# Custom design

**Step one:** Fill out your details in the questionnaire or email me information on your job so I can get an idea of what you need.

**Step two:** After an initial discussion the research phase of the process will begin.

**Step three:** You will be sent look & feel mood boards to feed back on.

**Step four:** I'll chat with you about your specific needs and email an estimate, contract, and proposed timeline. You will be asked to sign the contract and pay a deposit before work will begin. At this stage I will also ask you to provide a rough draft of the content you would like to include in the design of your project (i.e. wording of your invitation, RSVP text, business card information, page content for a website etc.).

**Step five:** The design process will begin!

**Step six:** You will be presented with two or three initial concepts to choose from. You will have the opportunity to provide feedback and identify any changes you want to make or new ideas you may wish to incorporate.

**Step seven:** The changes are integrated into a revised version of the design and this is sent back to you for approval.

**Step eight:** Once you have approved the design you are given 2 rounds of tweaks. Anything outside of this will be charged at an additional cost.

**Step nine:** The final digital proof will be sent to you for final approval.

**Step ten:** If printing is part of the job, your creative will be sent to print and delivered to you on completion.

**Please note:** After contracts have been signed, cancellation of the project before its completion will result in an invoice for the amount of time spent on the project based on my hourly rate, plus all expenses to date

# Wedding Timeline

For invitations I would recommend getting the design process started at least 4 months prior to your mailing date. Invites should ideally be sent around 3 months before the wedding, therefore the process should begin around 7 months before your big day.

Save the Dates, if possible, should be sent around 5-7 months prior to your wedding for local weddings, although if you have people travelling from afar than 7-8 months is recommended. Ideally send Save the Dates 7-10 months ahead of the wedding day for destination weddings.

Wedding day props and collateral should ideally be started 2-3 months before the wedding to give time for printing, although there is some flexibility and fast printing can be achieved (but this may come at an additional cost).

