



BRITTANY IVEY
— D E S I G N S —

Calligraphy - Handlettering - Custom Paper Goods & Signage

DESIGN GUIDE



info@brittanyiveydesigns.com | www.brittanyiveydesigns.com

INTRODUCTION



ABOUT ME

Hi, I'm Brittany! My vision is to incorporate a modern spin on the traditional art of calligraphy to create remarkable, keepsake pieces that make your loved ones stop in their tracks.

I began my calligraphy journey in 2015.

I am a total calligraphy enthusiast; I am the current president of the East Tennessee Calligraphy Guild and a member of the national calligraphy organization, IAMPETH.

Contents:

- Page 4 - Custom Stationery*
- Page 5 - Envelopes*
- Page 6 - Spot Calligraphy, Other*
- Page 7 - Signage*
- Page 8 - Seating Charts*
- Page 9 - Rentals*
- Page 10 - Seating Cards*
- Page 11 - Table Runners, Banners*
- Page 12 - Post-Wedding Gifts*
- Page 13 - Workshops*
- Page 14 - Logistics & Process*



Creating beauty through delicate details.



OVERVIEW

In this guide, you will find information about the services & products available to you. These are the most commonly requested items, but don't be afraid to think outside of the box - I am always up for a challenge.

For additional inspiration, be sure to check out my Instagram page and my website!

While my website includes some basic price ranges, please know that every project's cost may vary based on the number of words, ink choices, material choices, etc

QUESTIONS?

Don't see what you're looking for? Reach out anyway! The beauty of calligraphy & handlettering is that I can write on just about anything! (I have written on a plum... seashells... pears... the list goes on!) Let's work together to bring your vision to life.



PAPER

STATIONERY

Save the Dates & Invitations

Imagine this: a hand-drawn portrait of the venue, paired with custom calligraphy elements and classic fonts. I am now offering invitation design, including venue illustrations & spot calligraphy to truly customize the invitation - which is often the guests' first impression of the wedding!

Information needed:

- *Desired mailing date*
- *Quantity to be mailed*
- *Desired customizations (venue sketch, full calligraphy, etc.)*

Pro tip: Don't forget about the return address!

Additional Services:

- *Envelope liners*
- *Belly bands*
- *Wax seals*
- *Deckled edge*
- *Vintage stamps*
- *Assembly*
- *Sealing*
- *Mailing*
- *Printing enhancements (letterpress, foil, etc.)*



PAPER

ENVELOPE ADDRESSING

Many of you have heard me say - envelope addressing is my first calligraphy love! Imagine the joy on each guest's face when they open their mailbox to a beautifully written envelope - not to mention the hours of hand-cramping you'll save.

I have a variety of script options, to fit seamlessly into the vibe of the overall suite.



Information needed:

- *Desired mailing date*
- *Quantity*
- *Ink color*
- *Mailing list, in spreadsheet format*

*Unsure about etiquette?
Let me help!*

PAPER



SPOT CALLIGRAPHY

Already working with an amazing stationery designer and/or just want to add a small handwritten touch? Spot calligraphy may be your answer!

Can be done in two approaches:

Pre-Design: A digital file containing custom calligraphy is provided, to be incorporated into ongoing design

Post-Design: A blank space is left for the detail (name(s), date, etc.) to be filled in by hand

Tip: if you'd like to use the digital file in other ways (such as koozies, napkins, etc.), ask me about licensing options!

SPECIAL TOUCHES

- Custom maps
- Thank you cards
- Welcome bag tags
- Boutonnière labels
- Koozies
- Matchboxes

The opportunities are endless!



DECOR

SIGNAGE

Signs not only add a personal touch to your decor, but they also enhance the guest experience. Signage can be personal and sweet, directional and informational, or all of the above!

Common signs:

- Welcome
- Cards & Gifts
- Unplugged Ceremony
- Quote or Bible Verse
- Bar Menu
- Dinner Menu
- Table Numbers



For a quote, please provide:

- Desired wording
- Ink color
- Material of choice
- Size (at least an estimate)

Typical materials used:

- Mirror
- Foamboard
- Acrylic
- Wood

Newly added: Pet Illustrations!

Pro tip: Consider how the sign will be displayed - will it be on an easel, or sitting on a countertop? This will affect the size you'll want!



DECOR

SEATING CHARTS

Seating Charts are a special type of signage, in a class all of their own. They require careful planning and measuring, yet they are some of my favorite signs to make! For those who may not want to do assigned seating, simply directing your guests to a table is a great solution.

Pro tip: Have the florist provide flowers to place on top of your seating chart!



For a quote, please provide:

- *Estimated # of guests*
- *Estimated # of tables*
- *Ink color*
- *Material of choice*
- *Size (at least an estimate)*

Get creative! Seating charts are a wonderful opportunity to make a creative statement.

DECOR



RENTALS

I have curated a collection of beautiful mirrors, available to rent!

New mirrors are always being added, so please check them out on my website at: brittanyiveydesigns.com/rentals.

Sizes range from very large (3 ft x 4 ft) to small, tabletop sized (< 12")

*Local pickup/dropoff preferred;
Delivery fees apply.*



DECOR

SEATING CARDS

Place Cards & Escort Cards

Do you know the difference? Place cards are typically already at the place setting, labeling the individual's seat. Escort cards are usually gathered in a display at the reception entrance and include the table number, therefore "escorting" the guest to their seat.



Some of the most creative elements I have ever seen at a wedding are the seating cards! They are a great opportunity to add an intimate, personal touch to the wedding.



Pro tip: If you are doing a seated dinner, the seating card is an important tool to note meal preference, food allergies, etc.

For a quote, please provide:

- *Estimated # of guests*
- *Material of choice*
- *Ink color*
- *Style: Escort or Place*
- *Any additions (meal preference, etc.)*
- *Size (at least an estimate)*

DECOR



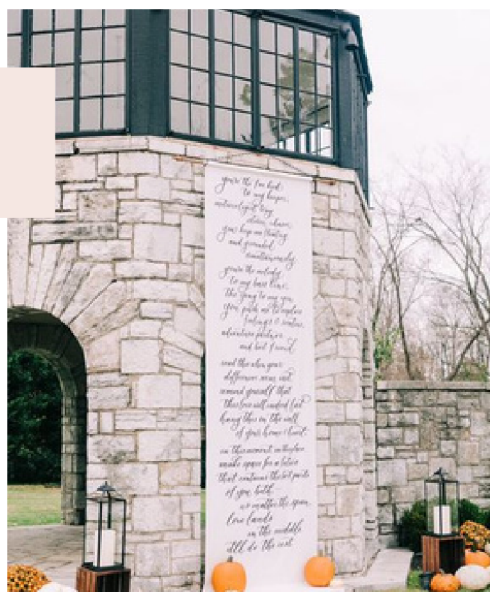
TABLE RUNNERS

Sometimes called table scrolls, these statement pieces are fun and gorgeous! Include a quote, song lyric, or verse that is personal and relevant. Writing can stretch across the entirety of the table, or can simply be hung off the side (as seen at left).

BANNERS

Like a table runner, a banner can make a beautiful statement piece to hang at an entrance point, in the reception space, etc.

Pro tip: Consider saving the banner and getting it framed as a keepsake!



SPECIAL TOUCHES

There are so many possibilities!

To inquire, please provide:

- *Material choice*
- *Desired wording*
- *Ink color*
- *Approximate size, if applicable*

POST-WEDDING

VOWS



Did you know... the traditional first anniversary gift is paper? Forever cherish the words of love exchanged during vows, or perhaps the lyrics to the first dance song! Makes a perfect gift.

Pro tip: frame it! A pair of vows can be hung together as a beautiful, meaningful keepsake.

To inquire, please provide:

- Date needed
- Desired wording
- Ink color

HOME ILLUSTRATION

Another perfect gift idea for newlyweds! Document the first home together with a custom illustration.

To inquire, please provide:

- Date needed
- Photo of home OR
- Link to real estate listing
- Name/"Est." date if applicable



WORKSHOPS



PRIVATE

Now offering - private brush calligraphy workshops! These intimate lessons can be hosted in your home or in the venue of your choosing. Learn the basics of calligraphy using brush pens.

I provide: brush pens, workbook, and private instruction.

To inquire, please provide:

- Desired date(s)*
- Location*
- Estimated # of guests*

Pro tip: Private workshops make a great girls night, bachelorette party, sisterhood event, and/or birthday party (13+)

Public workshops will be announced as soon as they are planned.

Follow along on social media to be the first to know!



PUBLIC

CLOSING NOTES



LOGISTICS

For Knoxville locals:

- *Flexible timing for pick-ups/drop-offs*
- *Home studio located near downtown Knoxville*
- *Delivery available for additional fee*

For those outside of Knoxville:

- *Shipping available for some services*
- *Can also make arrangements with event planner*

PROCESS

I pride myself on being professional, and I strive to provide the best experience throughout the process!

1. *Submit an inquiry online*
2. *Work out the details*
3. *Fill out booking form*
4. *Complete contract*
5. *Pay 50% nonrefundable deposit*
6. *You're booked!*

Orders needed in less than 2 weeks' time will include a rush fee.



CLOSING NOTES



I hope this guide provided insight into how calligraphy can enhance any aspect of the wedding: before, during, or after the big day!

I absolutely live for seeing my designs "out in the wild" - so don't ever hesitate to share photos, tag me, and/or send me the photo gallery! (Proper photo credit will always be given.)

Thank you to the various photographers whose photos are used throughout this guide.

