



GLOW  
PAPER CO.  
*luxury paper for lovers*

WELCOME GUIDE



# OUR SERVICE OFFERINGS

## *semi-custom invitations*

Our most cost-conscious invitation option, choose from one of the designs in our online semi-custom shop. All designs have been created in our signature style, and each suite is professionally typeset by one of our designers.



## PRICING

Ranges from \$1800 - \$3500 for 100 invitation suites

# OUR SERVICE OFFERINGS

## *portfolio custom invitations*

Our portfolio custom design tier is perfect for couples who have browsed our past work and want to take elements from our portfolio and make it their own. The design process starts with a call with one of our designers where together we choose the individual elements from our robust portfolio to combine into a suite all your own.



Invitation shown is  
\$4200 for 100 invitation suites



Invitation shown is  
\$9100 for 100 invitation suites

## PRICING

Starts at \$2500 for 100 invitation suites

# OUR SERVICE OFFERINGS

## *custom invitations*

Custom design is a collaborative, bespoke journey to create unique, artistic invitations with innovative concepts and custom artwork. This will be a completely out of the box design, created just for you with original art and never before seen ideas.



Invitation shown is \$10,500 for 100 invitation suites

## PRICING

Ranges from \$7500 - \$15000+ for 100 invitation suites

Because there are so many options for customization, the cost varies greatly for our fine art invitations and a custom proposal will be created based on your design priorities.

# WHICH INVITATION EXPERIENCE IS RIGHT FOR YOU?

|                            | SEMI-CUSTOM                    | PORTFOLIO CUSTOM                                      | CUSTOM                                                |
|----------------------------|--------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| DEDICATED DESIGNER         | Yes!                           | Yes!                                                  | Yes!                                                  |
| FIRST ROUND DESIGN PROOFS  | 1                              | 1                                                     | 2 - 3                                                 |
| REVISIONS ALLOWANCE        | 1 round<br>Copy editing only   | 3 rounds                                              | Unlimited design time and revisions                   |
| CUSTOM ILLUSTRATIONS       | No                             | Yes, for an additional fee                            | Custom artwork package included                       |
| TIMING REQUIREMENTS        | 4 months out from wedding date | 5 - 6 months out from wedding date                    | 6 - 8 months out from wedding date                    |
| ASSEMBLY INCLUDED          | No                             | Full assembly including stuffing + sealing on request | Full assembly including stuffing, stamping, + sealing |
| POSTAGE INCLUDED           | No                             | Can be added                                          | Yes                                                   |
| MAILING SERVICE AVAILABLE  | No                             | Can be added                                          | Included                                              |
| SHIPPING SERVICE AVAILABLE | No                             | No                                                    | Can be added                                          |

# PRINT TECHNIQUE GUIDE

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DIGITAL/FLAT PRINT  
\$



LETTERPRESS  
\$\$



BLIND DEBOSS  
\$\$



FOIL  
\$\$\$



EMBOSSING  
\$\$\$



SCULPTED EMBOSSING  
\$\$\$\$

# UPGRADE GUIDE

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DIE CUT  
\$



PAINTED OR FOILED EDGE  
\$\$



BEVELED EDGE  
\$\$\$



HAND  
ADDRESSING  
\$\$\$



VINTAGE POSTAGE  
\$\$\$



HANDMADE PAPER  
\$\$\$\$

*the custom design experience*

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## THE ART OF WEDDING STATIONERY PROCESS, FAQs & WHAT TO EXPECT

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At Glow Paper Co., we believe wedding stationery should feel like a work of art -- uniquely yours, unexpected, and unforgettable.

We're not just paper designers; we're collaborators, artists, and storytellers.

Katie, our Creative Director and CEO, is the one dreaming up the wild, inventive ideas you didn't even know you wanted until you saw them.

Our production team makes sure every timeline, vendor, and production detail runs like clockwork.

The best results happen when we're trusted to do what we do best: create something new, beautiful, and uniquely yours.

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## WHO WE WORK BEST WITH

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Our clients:

- care about design and setting a tone for their wedding that feels personal and unique.
- are open to creative, inventive ideas and are excited to see what we dream up.
- are kind, collaborative, and trust us as the experts.
- have a good sense of their overall wedding design and thoughtful imagery to share

Not the best fit:

If you have an AI “mockup” you expect us to recreate, send 25 photos of stationery we didn’t design, or want a pixel-perfect replica of something you saw online, we’re not the right studio for you. When you choose Glow for custom design, you’re hiring us to create something fresh, not just execute a pre-existing vision.

That’s where the magic happens.

# CUSTOM TIMELINE GUIDE



## *save the dates*

INQUIRE: 11 - 14 months out  
in order to create your perfect design and  
MAIL: 9 - 12 months out



## *invitations*

INQUIRE: 9 - 12 months out  
in order to create your perfect design and  
MAIL: 3 months out



## *wedding day details*

We'll follow up with you about  
2 months out in order to have them  
in your hands 1-2 weeks out!

While we may not be starting your design process right away, it's never too early to reach out and reserve your space on our calendar. We have a firm cap on the number of custom clients we are able to take each month.

# THE GLOW PAPER CO. CUSTOM PROCESS

We've refined our process to make it seamless, collaborative, and deeply creative. Here's how it works:

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PROPOSAL & BOOKING     | We'll send over a personalized proposal based on the details from our initial consultation, and after signing our contract and paying a 25% retainer, we'll be getting started on your dream designs!                                                                                                                                                                                                                                 |
| DESIGN PHASE           | After receiving your completed details and wording questionnaire, we'll deliver your first drafts (1 draft for portfolio custom, 3 options for custom design). We will then ask for your clear, respectful feedback. At this time, you should be reviewing the design and providing copy editing/logistical verification.<br>The revisions phase typically takes 2 weeks for portfolio custom design and 4-6 weeks for custom design. |
| PROOF & APPROVAL       | After we've edited to perfection, you'll review a final proof form and sign off on all the final details. Your final balance will be due and your invitations will go to print!                                                                                                                                                                                                                                                       |
| PRODUCTION & FINISHING | When we receive your signoff, we send perfect files to our expert printers, receive and quality check each piece and meticulously assemble each invitation suite.<br>Production takes about 6 weeks after your final approval.                                                                                                                                                                                                        |
| DELIVERY & MAILING     | When your invitations are ready, they will be shipped to you for final mailing, or we will mail them for you if you have opted for that service. Custom design clients can opt in to our shipping service.<br>We recommend mailing 3 months ahead of your wedding date with an RSVP date about 6 weeks out from your date.                                                                                                            |

# FREQUENTLY ASKED QUESTIONS

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## What is the design fee?

Our design fee reflects not just hours, but years of expertise and a highly personalized creative process. This fee ensures we are able to give you a high level of attention, care and service to create your perfect custom wedding stationery.

## What can I customize for portfolio custom design?

Anything you've ever seen from us on [social media](#) or on our [website](#) is fair game as a starting point! We also have a [full gallery](#) you can browse. Customizations include color, font, pattern, material, and size (where possible). If you have something in mind, shoot us an email and we'll let you know if its possible!

## How many revisions do I get?

Our portfolio design tier includes three rounds of revisions.

Our custom design tier includes unlimited design time.

## Why does it cost more for \_\_\_\_\_?

Because every detail matters. A 3-ply paper stock isn't just thicker—it requires an extra step at the print shop to be triplexed. A custom die cut requires custom tooling. Each letterpress color means an individual pass on the print press so a 3 color letterpress card has to be printed on 3 times (x your invitation quantity!)

## What if my planning team (planner, mom, friends, partner) are having a hard time agreeing on design choices?

Stationery is subjective. We lead you toward the aesthetic that best serves your wedding—not what others think it 'should' look like. The options we present reflect our expert vision of what we think looks best. We recommend there be a single final decision maker, whether that's mom, your planner or you. If there's lots of back and forth between four people, you can sense it in a somewhat disjointed final product.

# FREQUENTLY ASKED QUESTIONS

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## Can I get this file to print myself?

No. We're a full-service design studio, and our work is created specifically for the printing methods and paper stocks we source. (If you need digital distribution services rather than printed materials, we'll handle those for you as well.)

## Can I get the artwork files created for my project?

Definitely! We are happy to provide you with artwork files we have already created for your printed pieces for your use on items we cannot produce, such as bar wraps, dance floors, your website, etc.

## The semi-custom line includes no assembly; do you have a resource to help?

Yes! You will receive clearly sorted and ready to use materials (e.g. ribbon cut to correct length, wax seals with adhesive backs) along with a link to our video resource page which has video tutorials for assembly.

## How do we provide you with our guest address list?

Upon booking, we will immediately share your Google Sheets template. The front page of this template has all the information you could need to fill it out. Please read this and fill it in, and let your designer know when it is complete. We recommend the Postable service as a quick and easy way to collect addresses.

## What if the envelope looks bad in the mail?

Mail handling isn't always gentle or guaranteed, but we only use the highest quality papers and methods. We can discuss our white-glove shipping service if perfection is key.

## Will you design day of details to coordinate to my invitation?

Yes, happily! Our custom design fee includes design work on your day of details.

Our portfolio custom fee does not cover day of details, but we can usually accommodate a small collection with an additional nominal design fee.

Our semi-custom line does not yet include coordinating details, but we are happy to work with you to design a package if our calendar allows.

# POSTAGE AND MAILING GUIDE

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## USPS STANDARD POSTAGE

As we design your invitation, we are estimating the weight, thickness and rigidity of your final mailing to determine the final postage cost. Glow suites are usually \$1.65 – \$4.00. You may use an assortment of current USPS stamps, though they're not always the most attractive or well-matched to your design. In that case, you might consider...



## VINTAGE POSTAGE

We love curating vintage postage assortments to perfectly complement your suite. These discontinued USPS stamps are sourced from specialty dealers and often cost well above face value, so please allow up to \$8 per envelope. We may combine vintage and current stamps to meet the required postage. The curation of three vintage sets for you to choose from is \$100.

## RIGID MAILERS

One drawback of mailing through USPS is that once sent, your invitations can't be tracked. To ensure safe delivery, we offer shipping each finished envelope in a rigid mailer with a trackable label. Domestic carrier labels average \$5.50 per guest, arrive within a few days, and include tracking for every envelope. We can even add some fun faux stamps to jazz up the inner envelope and a decorative outer label! The service fee for this option starts at \$4 per mailer.



If you haven't booked yet, email us at  
[info@glowpapercompany.com](mailto:info@glowpapercompany.com)  
or inquire at [glowpapercompany.com](http://glowpapercompany.com)  
to reserve your spot!

We can't wait to create something beautiful with you.

*Katie + the Glow Team*

## HELPFUL LINKS

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Browse our [website portfolio](#) or [gallery](#)

Follow us on [Instagram](#)

[Book a consultation](#)

[Purchase semi-custom invitations](#)

