



GLOW
PAPER CO. 
luxury paper for lovers

WELCOME GUIDE



WELCOME TO GLOW PAPER CO. WE'RE SO GLAD YOU'RE HERE!

Glow Paper Co. is a boutique wedding stationery studio specializing in imaginative, art-driven design for couples who want something truly unique. Led by Katie, our CEO and logistics queen, and Haleigh, our Creative Director and in-house artist, we blend meticulous production management with bold, inventive artistry. We're known for a maximalist aesthetic incorporating custom illustrations and unexpected print techniques.

Every piece that leaves our studio is crafted to feel like a keepsake: personal, luxurious, and anything but ordinary. Our best work happens when clients trust us to dream big and push creative boundaries, resulting in stationery that feels like opening a gift and sets the perfect tone for the celebration ahead.

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 \$700 - \$3800 for 100 invitation suites

[Click here to view the full collection](#)

OUR SERVICE OFFERINGS

custom invitations

Our custom design tier is perfect for couples seeking classic, elegant, luxurious invitations without extensive artwork or unconventional elements. This will be a one-of-a-kind design, created in partnership with one of our senior designers.



PRICING

Ranges from \$3500 - \$8000 for 100 invitation suites

OUR SERVICE OFFERINGS

fine art invitations

Fine art 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.



PRICING

Ranges from \$7000 - \$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	CUSTOM	FINE ART
DEDICATED DESIGNER	Yes!	Yes!	Yes!
FIRST ROUND DESIGN PROOFS	1	2 - 3	2 - 3
REVISIONS ALLOWANCE	1 round Copy editing only	6 hours of design time Usually 2 - 3 rounds	Unlimited design time and revisions
CUSTOM ILLUSTRATIONS	No	Can be added	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	Partial assembly (Stuffing, stamping, + sealing can be added)	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



DIGITAL/FLAT PRINT
\$



LETTERPRESS
\$\$



BLIND DEBOSS
\$\$



FOIL
\$\$\$



EMBOSSING
\$\$\$



SCULPTED EMBOSSING
\$\$\$\$

UPGRADE GUIDE



DIE CUT
\$



PAINTED OR FOILED EDGE
\$\$



BEVELED EDGE
\$\$\$



HAND ADDRESSING
\$\$\$



VINTAGE POSTAGE
\$\$\$



HANDMADE PAPER
\$\$\$\$

*the custom and fine art
design experience*

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

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 CEO and logistics queen, makes sure every timeline, vendor, and production detail runs like clockwork.

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

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



WHO WE WORK BEST WITH

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, 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 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 and fine art 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 questionnaire, we'll craft multiple design draft options and ask for your clear, respectful feedback. At this time, you should be reviewing the design and providing copy editing/logistical verification. The revisions phase typically takes 4-6 weeks.
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. 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. Fine art clients can opt in to our mailing or shipping service. We recommend mailing 3 months ahead of your wedding date with an RSVP date about 6 weeks out from your date.

FREQUENTLY ASKED QUESTIONS

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.

How many revisions do I get?

Our custom design tier includes about three - four rounds of revisions within six hours of total design time. In the rare case that we are nearing six hours of design time on your project, we will alert you and discuss either efficient final approval or the option of additional hours billed at \$175/hour. Our fine art 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.

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.)

FREQUENTLY ASKED QUESTIONS

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.

What is the difference between partial assembly and full assembly?

Full assembly gets your envelopes fully ready to put in the mailbox. With partial assembly, you will be responsible for stuffing inserts + envelopes, and sealing and stamping the outer envelope before mailing. Any embellishment that requires special materials or tools will be completed.

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 our Google Sheets template. The front page of this template has all the information you could need to fill it out. Please read this and make a copy of the template and fill it in, then share it back with your designer. 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 and fine art design fees include design work on your day of details. 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

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 \$1.50 – \$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 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
or inquire at glowpapercompany.com
to reserve your spot!

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

Katie + Haleigh

HELPFUL LINKS

[Browse our portfolio](#)

[Follow us on Instagram](#)

[Book a consultation](#)

[Purchase semi-custom invitations](#)

