

REVISED FOR 2022 AND 2023 COUPLES

# ROBINSON *creative house*

*Process & Pricing Guide*

CA  
& CONNOR

formal invitation to follow



MAY 7, 2022  
PALM SPRINGS, CALIFORNIA  
*Formal invitation to follow*

*More details at:*  
WWW.CASSANDRAANDCONNOR.COM

*Please  
Deliver to*

JON & KATYA PA  
5788 cambridge avenue north  
seattle, washington  
9 8 0 8 6

*Save the*

ONLINE  
[www.robinsoncreativehouse.com](http://www.robinsoncreativehouse.com)

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**INTRODUCTION** — I am an identical twin, dog-lover, coffee connoisseur, and believer in all things chocolate. I’ve loved art my entire life, but always told myself there is no career in “arts and crafts.” Fast forward thirty-something years later and here I am, owner and creative brain behind my own stationery shop. I love typography, seamless details and above all, the connection I make with new clients.

**SELECTED PUBLICATIONS**

Martha Stewart Living / Oh So Beautiful Paper / NorthWed Magazine / Seattle Bride / Apple Brides / June Bug Weddings / Seattle Met Bride and Groom / Style Me Pretty / 100 Layer Cake / Wedding Chicks

**RECOGNITION**

2017: Greeting card line launched in 900+ Target Stores / 2018: 5-page spread in Seattle Met Bride and Groom / 2019: King 5 New Day NW special guest



• CAMILLE ROBINSON •



hello

— My passion is working with clients to create a beautiful “first glance” into their special occasion. Whether that is sourcing the highest quality of cotton papers, utilizing a specialized printing technique such as letterpress or metallic foiling, I am always finding ways to add personal details that really wow guests.

Designing a wedding suite is far more than just putting words and “pretty things” on paper. I truly strive to find ways to add personal and meaningful elements to each piece I create. Creating a balance between artfully executed paper goods and a seamless design process is an art form in itself.

Many of my clients come to me with found inspiration, but its my job to transform that into a feeling. The wedding suite is the first sneak peak into what the guest experience will be like. Opening a hand deckled envelope wrapped with silk ribbon and a hand-poured wax seal is different from opening a piece of etched acrylic with black vellum and modern handlettering.



HEIDI & BENTON WEDDING



THE FAVOR OR VO  
REPLY IS REQUEST  
BY THE FIFTEENTH  
SEPTEMBER



PRINTING TECHNIQUES

check it out

— Printing Techniques

You may be asking what this even means. There are several different printing techniques that require different set up/design parameters. This is more than just paper size and color choices – but actually effects how the design get placed on to the paper. Confused yet? Don't worry, on the following pages I have outlined the various printing methods Robinson Creative House offers

## — How do I choose what technique is best?

Don't worry. Robinson Creative House will walk through the options both from a design AND a financial standpoint. Just because you don't metallic foil or letterpress, doesn't mean you can't create something beautiful and jaw-dropping.

### Digital

Digital printing is the most commonly requested and used form of printing. It's what you see most professional printers use and can be found pretty much everywhere, including your personal home printer. Different percentages of Cyan, Magenta, Yellow, and Black (CMYK) ink combine to create every color you'd need to print. The perks of using digital printing is that its quick and it doesn't matter how many colors you use – the cost will stay the same. The price is solely based on quantity and the type of paper you use.

### Letterpress

Ahhhh letterpress. A technique that has been around for nearly 600 years. It is best known for its vintage elegance and handmade craft that leaves your paper goodies looking “pressed” or debossed. Not many printers provide this service as you actually need the industrial letterpress to achieve this look. This technique is stunning, but not for the faint of heart – it can be pricey! The initial cost is making an actual press plate for the design – something that cannot be changed once it's completed.

### Metallic Foil

Metallic foiling is very similar to the letterpress process, and is also considered a specialty printing technique. There is no ink that is used in the process, rather a metallic paper-like material that is transferred to the paper with the use of heat. Foil stamping can be done in various colors, but gold is by far the most popular. It's the perfect touch for adding an elegant and sophisticated look to any invitation.

Digital Printing



Metallic Foiling



Letterpress

INVESTMENT

— How much should I expect to invest in your stationery and/or paper goods?

Each and every project is very different, so we typically like to collect some information before providing a customized quote. Custom design takes time, so we charge an hourly design fee in addition to the cost of finishing (printing, ordering envelopes etc.). Projects can vary greatly depending on the design and finishing type so if you are interested in moving forward, we will have you fill out custom order form.

Below are our minimums for each print method.

Digital Printing —

FLAT PRINTING OF THREE PIECE SUITE  
GUEST A7 AND RSVP A2 ENVELOPES  
POSTAGE

\$2,000

Partial Letterpress/Metallic Foiling —

1 COLOR LETTERPRESS OR METALLIC FOILING OF INVITATION  
FLAT PRINTED RSVP AND DETAILS CARD  
GUEST A7 AND RSVP A2 ENVELOPES  
POSTAGE

\$3,500

Full Letterpress/Metallic Foiling —

1 COLOR LETTERPRESS OR METALLIC FOILING OF THREE PIECE SUITE  
GUEST A7 AND RSVP A2 ENVELOPES  
POSTAGE

\$5,000+



## DAY OF PAPER GOODS

Day of wedding

— Don't forget about the day of the wedding!

From menus, place cards, seating charts and table numbers, Robinson Creative House can do it all!

Once the big day arrives, it's important to think about how to integrate all the designs from the wedding suite into the day-of paper goods. This can include everything from the welcome sign as guests enter the ceremony area, or the thank you party favors they receive as they leave for the evening. I work with clients to make sure they have everything they need to improve both the logistics of the evening (hello well-organized and equally beautiful escort card display!) and make it special for their guests.

### average investment—

WELCOME SIGN, SEATING CHART, PLACE CARDS, MENUS, TABLE NUMBERS, MISC. SIGNAGE (CARDS AND GIFTS), BAR MENU, ETC.

\$2,000

Please note that we ONLY take day-of wedding clients if you have booked your wedding stationery with us as well.



FREQUENTLY  
ASKED  
QUESTIONS

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*How long does it take to create a full wedding suite?*

On average, 8-10 weeks from the initial meeting to having printed goods in hand. I advise that most of my brides lock down or inquire with me about 10-12 months in advance to ensure you can get on the calendar. Right now we are currently only booking new clients with dates ONE year or more in advance of today's date.

*How much does it cost to have a wedding suite designed by Robinson Creative House?*

We are artists and pride ourselves on our meticulous and one-of-a-kind wedding suites. However, because every single project is different, we cannot give one cost, but we can provide minimums and guides. Most Robinson Creative House spend anywhere between \$3000-\$5000 for custom wedding invitations. If you are looking for Save the Dates or Day-of Stationery we recommend setting aside at least \$1500 for those items.

*How long in advance should I reach out for my stationery needs?*

Wedding Suite - 10-12 months

Day-of Wedding - 3-4 months

Custom Lettering Project - 1-2 months

*Do your prices include tax?*

No. If you are a printed project (i.e., wedding or event stationery and are receiving a digital product) then applicable State Tax will be added. If you are a branding client and are just receiving digital files, pricing is as listed.

*What forms of payment do you accept?*

I will send an invoice via my CRM system, Dubsado. You can pay with credit or debit card. You can also send a check, but please note printing/work will not begin until the check is received by Robinson Creative House.

*How many clients do you take at any given time?*

Each of my projects is truly unique. I want to make sure each and every one of my clients feels like they are getting the attention they deserve and have access to me for follow ups and questions. For this reason, Robinson Creative House only takes on a maximum of 12 fully custom wedding clients a year.

*Do you require a contract?*

Yes. Once the initial consultation is complete and the quote is approved, a contract is required to be signed before any design work or printing begins.

*What printing methods do you offer?*

Digital, offset, letterpress, metallic foiling, screen printing, etc. If you have a question about what method is right for you, shoot us an email!

*Do you ship internationally?*

Yes! It does take quite a bit longer and it's more expensive (customs fees), but we can do it. If you are an international client, please add about 2 months onto the timeline for shipping. \*Please note, we do NOT include postage for international clients.

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### *Do you charge assembly fees?*

Yes. It takes times to carefully assemble all the necessary pieces of a wedding suite. From deckling edges, stuffing envelopes, gluing in liners, embossing return addresses, each step is done by hand. Robinson Paperie charges a \$1/suite assembly fee for this reason. Assembly also includes hand-delivered suites to USPS to be shipped.

### *What is the difference between semi-custom and fully custom wedding suites?*

Our semi-custom invitations are pre-designed, meaning the only change that happens is we insert your information. Because this takes FAR less time than designing a fully custom wedding suite, the price reflects that. Our fully custom suites reflect the design time it takes to conceptualize and execute dozens of hours of painting, scanning, lettering, vectorizing, assembling and thus costs more. If you are looking for a more budget friendly stationery set, we highly recommend shopping our semi-custom line!

### *I found a design I love online, can you recreate it for me?*

Unfortunately no. We are artists and understand the nature of custom design plus the time and effort it takes to create truly unique designs. In addition to that, replicating someone else's work is not only illegal, it's unethical. If you are wanting to simply use a photo as inspiration or an example of a printing method, we are completely open to that. Other great forms of inspiration can include colors, architecture, plants and nature, seasons and destinations.

### *I had my Save the Dates done elsewhere, but want to translate them into a wedding suite. Can you do that?*

This is a tricky one, but is common in the industry. We cannot directly replicate artwork, but we can use it as inspiration. We can help you pull inspiration in the form of colors, paper types and overall theme into your custom wedding stationery, but cannot replicate the exact layout.

### *My sister designed my wedding suite for me, can you just print them?*

While we wouldn't mind saying yes, it just simply doesn't make sense. We outsource all of our printing so you would be paying an extra fee for us to handle the files one more time (basically, we're the middle man). It would be much more cost effective for you to send them directly to a printer!

### *I am wanting to start a stationery business. Do you offer coaching or lesson?*

Not at the moment, but we are working on it! We offer up a ton of free insight on our Instagram page (be sure to check the highlights), but are always up for 1:1 coaching on Zoom or in-person. Please inquire for more details.



HOW TO BOOK

— If you think we're a good fit, here's what happens next.

1

We have a chat. We want to learn about you, your event and what mood you are trying to set. Sharing inspiration and learning about you is the primary focus of this part....and there is usually coffee or a cocktail involved.

2

We put together a mood/inspiration board of patterns, colors and images that will help capture the essence of the direction we will go with the design. This part will also include putting together a custom quote for your project that includes all the paper choices, details, and embellishments we discussed

3

If the mood board and quote look good, we are a go! We will send over a contract and a custom form to enter all your information in (i.e. names, dates, addresses, etc.). Don't worry about getting all the details perfect at this point, we can finesse everything as we move through the design.

4

I'll share the design(s) with you and we will begin to make our changes - add a comma here, swirly thing there, change from blush to purple - and finally land on a final design. Final proofs will be sent and updated quotes (if applicable). Now, off to printing!

5

Depending on the type of printing method (letterpress, digital, metallic foil) this part will vary in time. Don't worry, I will share all the details in our initial conversation. Before invites are assembled and sent out, and outstanding payment is required in full.

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JUST A LITTLE NOTE:

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— Thank you, kindly, for your inquiry. Being a small business is tough work, but our clients make it worth it. We are truly passionate about what we do, and hope it shows through our work. Robinson Creative House has become so much more than just a “hobby,” it’s our livelihood. We treat each and every client like they are our friend, colleague or partner.

XX Robinson Creative House





STEVEN AND SANDRA JAMES  
&  
PETER AND BETH CHIARELLI  
JOYFULLY REQUEST YOUR PRESENCE  
AT THE MARRIAGE OF THEIR CHILDREN  
TANA NICOLE JAMES  
AND  
PATRICK BENTON CHIARELLI  
APRIL  
SATURDAY | 20 22 17 | 5:00 PM  
THE FOUNDRY  
4130 1ST AVENUE SOUTH  
SEATTLE, WASHINGTON 98134  
COCKTAILS, DINNER & DANCING  
TO FOLLOW

KINDLY  
R S V P  
BY MARCH 22, 2017  
M  
CAN'T WAIT TO CELEBRATE!  
WE HAVE RESERVED A CERTAIN MOUNT OF SEATS IN YOUR HONOR... OF...  
SO SORRY WE CANNOT MAKE IT.

DETAILS  
ACCOMMODATIONS  
THE ROOSEVELT  
1531 7TH AVE, SE  
SHERATON SEATTLE  
1800 6TH AVE, SE  
HILTON SEATTLE  
1291 4TH AVE, SE  
PARKING  
OPEN STREET PARKING IN THE YARD. AT THE PARKING ACROSS THE STREET.  
FOR MORE INFORMATION VISIT OUR WEDDING WEBSITE  
WWW.PATRICKANDTANA.COM

Handwritten note: "Would like way 98115"

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