



Venue painting of Wolf Mountain Vineyard

PATRICIA *f*K
design & illustration

2 0 1 8

W E D D I N G

C A T A L O G

BESPOKE WEDDING PAPER GOODS

{ Bespoke: made for a particular customer or user; custom-made }

As a small, Atlanta-based design studio, Patricia fK Design & Illustration focuses on creating 100%, design-to-order paper goods and supplemental products to celebrate your special day. ***Once a suite is designed, it is never repeated or resold.***

From paper type to illustration, it's all custom-made to fit your fete. We handle everything, from consultation, to design, and finally, to production. This ensures that your invitation set is getting the nearly-obsessive attention that it deserves.

Through in-person meetings or Skype, emails, and other technology platforms, we make it a mission to learn everything we can about you, your partner, and your big day. At the end of the day, our goal is to deliver a suite that you're proud to send.

After all, wedding invitations are the first impressions your guests will have of your wedding.

A LITTLE BIT ABOUT US



Patricia and Keith met in their first year of Architecture school. The two immediately began making mixed CD's to trade, and the rest is history. For the past seven years (and counting), they've worked on various design projects together while enjoying each other's company.

In late 2015, Patricia made custom paintings for holiday cards for co-workers and their families. The custom holiday cards were such a hit that they snowballed into requests for wedding invitations, which rolled into requests for business paper goods - and here we are. In early January 2017, Patricia and Keith co-founded Patricia *f*K Design and Illustration (or P*f*K, for short), a design and paper goods company which offers 100% custom watercolor illustrations, design services, and in-house printing on high quality, sometimes handmade, papers sourced from all around the world.

As a trained watercolorist and the sole illustrator and designer of the company, Patricia has created hundreds of illustrations through watercolor for various commissions, projects, and products, since 2015. Meanwhile, Keith is responsible for business relations, scheduling and management; appropriately so with his immense experience in business and project management.

Together, they lead P*f*K in making business decisions and direction. They currently live in Midtown Atlanta, and are proud fur-parents to Sandy, their six-year-old cocker spaniel.

OUR PROCESS

1. Contact Us

Send us an email at admin@patriciafk.com, message us on Facebook or Instagram, or submit a request through our website to let us know that you want to work with us.

2. If you're local - let's meet!

If you are within 10 miles of Midtown Atlanta, or want to meet somewhere within the perimeter, we are available for a face-to-face consultation. We are happy to bring you samples of past work, different types of paper, etc. This way, we'll learn about you and your big day and you'll get to know us, too.

3. Not local? No worries!

We've worked with brides and grooms from all over the United States, and even the globe! We pride ourselves in getting back to our clients within 24- 48 hours via email, or we can even schedule a Skype chat.

4. Ready to start the process?

Once we've discussed the scope of the project, we will send you an estimate and contract that is active for 7 business days. We require a 50% deposit before beginning the work and a signed contract. Once the deposit and contract are received, we'll get started.

5. The Design Process

Share your inspirations with us - we want to know everything about you, your partner, and your big day! Feel free to invite us to your Pinterest wedding boards, or send us photos of your wedding inspirations. We will then send you a mock-up set. We allow two free rounds of revisions, and after each revision, we will send you a digital proof. Once we receive a written approval (can be via email), we will begin the production process.

6. Production

Once we begin the production process, no changes can be made without additional fees.

7. Delivery

We will email you once we finish your order. At this time, your final payment is due. We will not ship or deliver unless we receive the final payment. If you are within 10 miles of Midtown Atlanta, we are happy to deliver the products to you - no fees attached. If you are not local, we will ship and send you a tracking number.

8. Need more invitations?

If you realize that you need more paper goods, just let us know!

9. Keep in Mind: The Timing

Wedding invitations are typically sent to the guests at least 8 weeks prior to the wedding day. Our typical turnaround time is 4-6 weeks; anything less will be considered a rush order and additional fees may apply. Refer to the timeline on the next page for more information.

Timeline

Based on a typical 12-16 month long engagement, for a traditional wedding



BASED ON OUR EXPERIENCE...

1. For a destination wedding (outside of the US), contact us as soon as you're engaged and have picked a date. From our experience, destination wedding takes extra coordination, and your wedding invitations and announcements will need to be extra detailed for a smoother planning process.
2. If you have a large number of out-of-town guests, we suggest sending your invitations 4-5 months before the wedding so guests can make travel arrangements easily.
3. Check with your caterer for when they will need a final guest number. This will determine your RSVP return date.

THE BASIC INVITATION SUITE



The typical, basic invitation suite set by Pfk is comprised of:

- Custom Design
- Standard size (5" x 7") Wedding Invitation
- A7 Invitation envelope (various colors available, to match the suite)
- RSVP card (3.5" x 5")
- A2 RSVP envelope

All printed on Crane Lettra paper, 297 GSM, 110#, Cover. Available in Fluorescent White, Ivory, Avalanche White, Ecru, or Pearl White.

Pricing:

25 sets	starting at \$16.00 per set
50 sets	starting at \$10.00 per set
75 sets	starting at \$ 7.00 per set
100 sets	starting at \$ 6.00 per set
200 sets	starting at \$ 4.50 per set

For quantities in between, please contact us.

Pricing does not include shipping fees.

Standard shipping (7-10 business days) varies depending on location and weight.

Pricing also reflects a project timeline of between 4-6 weeks after receiving a signed contract and 50% deposit.

Pfk only accepts two wedding projects per month, so please check for availability by emailing patricia@patriciafk.com

ENVELOPE ADDRESSING



In addition to wedding invitation design & production, we offer a discounted rate for envelope addressing when you order a wedding package. Patricia, our sole artist, is trained in the art of pointed pen calligraphy and lettering using ink and watercolor.

Pointed Pen Calligraphy Pricing:

Outer envelope: \$1.75/ envelope.

*Return address printing is included when envelope is a light color.

*Return address lettering is an additional \$.50 cents when envelope is a darker color, as it means that we will hand-letter each envelope's return address.

Inner envelope: \$1.00/envelope

*Inner envelope printing (no hand lettering or calligraphy) is included when envelope is a light color.

Watercolor Lettering Pricing:

Outer envelope: \$3.00/ envelope.

*Return address printing is included.

*Due to the nature of watercolor, watercolor lettering is only available for light-colored envelopes.

PAPER SELECTION



Paper materiality is a small detail that is often overlooked. As paper-enthusiasts, we offer a wide variety of paper, from milled-textured paper that are sustainably harvested and milled in the United States, to carefully and ethically sourced paper from around the globe.

Our current (and growing!) list of handmade paper include:

Hanji | Origin: Seoul, South Korea

Hosho | Origin: Japan

Indie | Origin: India

Mulberry | Origin: Thailand

Arches | Origin: Paris, France

Handmade Rag Watercolor | Origin: Upstate New York

Our current list of milled-textured paper include:

100% Cotton Rag, 300 GSM

Kraft Eco-Paper, 110#

Crest Laid Paper, from 80# to 130# double thickness

Crest Column Paper, from 80# to 130# double thickness

For pricing, please contact us. Prices are based on availability and quantity.

For a sample booklet, please contact patricia@patriciafk.com. Or, book an in-person consultation and we will give you a complimentary booklet!

If you have a specific paper in mind, please let us know and we will source and figure out the printing methods that are appropriate.



Pictured: Hosho paper (top), custom hand-dyed Hanji paper (bottom)

AND WE DON'T STOP AT THE INVITATIONS...



We offer supplementary goods for your rehearsal, ceremony, reception, and the aftermath:

Information Cards (for wedding invitations) | Ties (Silks, Twine, Satin) | Custom Wax Seal | Belly Bands (for invitations) | Envelope Liners | Rehearsal and Reception Menu | Ceremony Program | Place Cards | Table Signs | Weekend Guide Cards/Books | Place Cards | Favors | Thank You Cards | Signage | Custom Illustrated Gifts | Stickers | and more - you think of it, we can make it.

IN SUMMARY

For more information and to see more of our work online:

Visit our website at
www.patriciafk.com/weddings

Check out our Instagram at
[@_patriciafk](https://www.instagram.com/_patriciafk)

And read what our past clients have to say
on Wedding Wire at
www.weddingwire.com/patriciafk

Ready to work with us?
Or just want to say hello?

email: patricia@patriciafk.com

Our studio is based out of Midtown Atlanta, Georgia.

Contact us for a complimentary estimate (the best way to figure out pricing).

CONGRATULATIONS!

We look forward to working with you.

-The Patricia JK Team-