

SECOND CITY

stationery

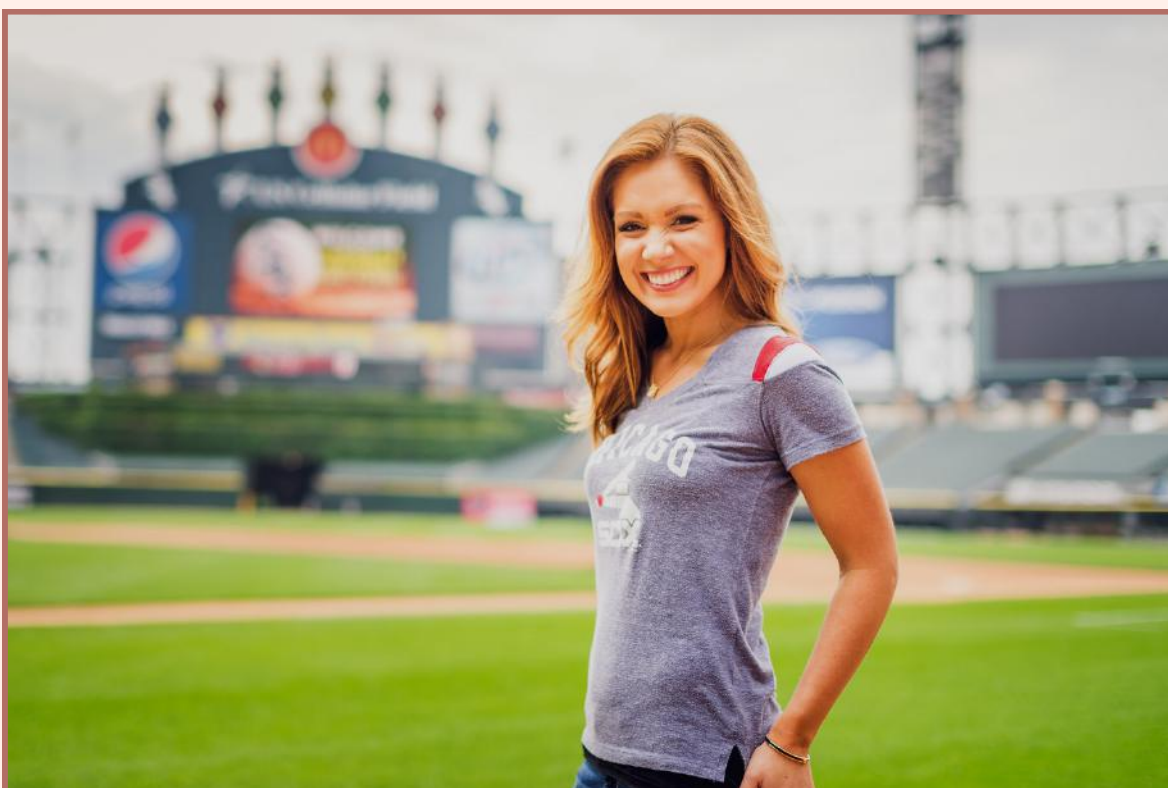
GETTING STARTED GUIDE

2015 - 2016 Wedding Season



About

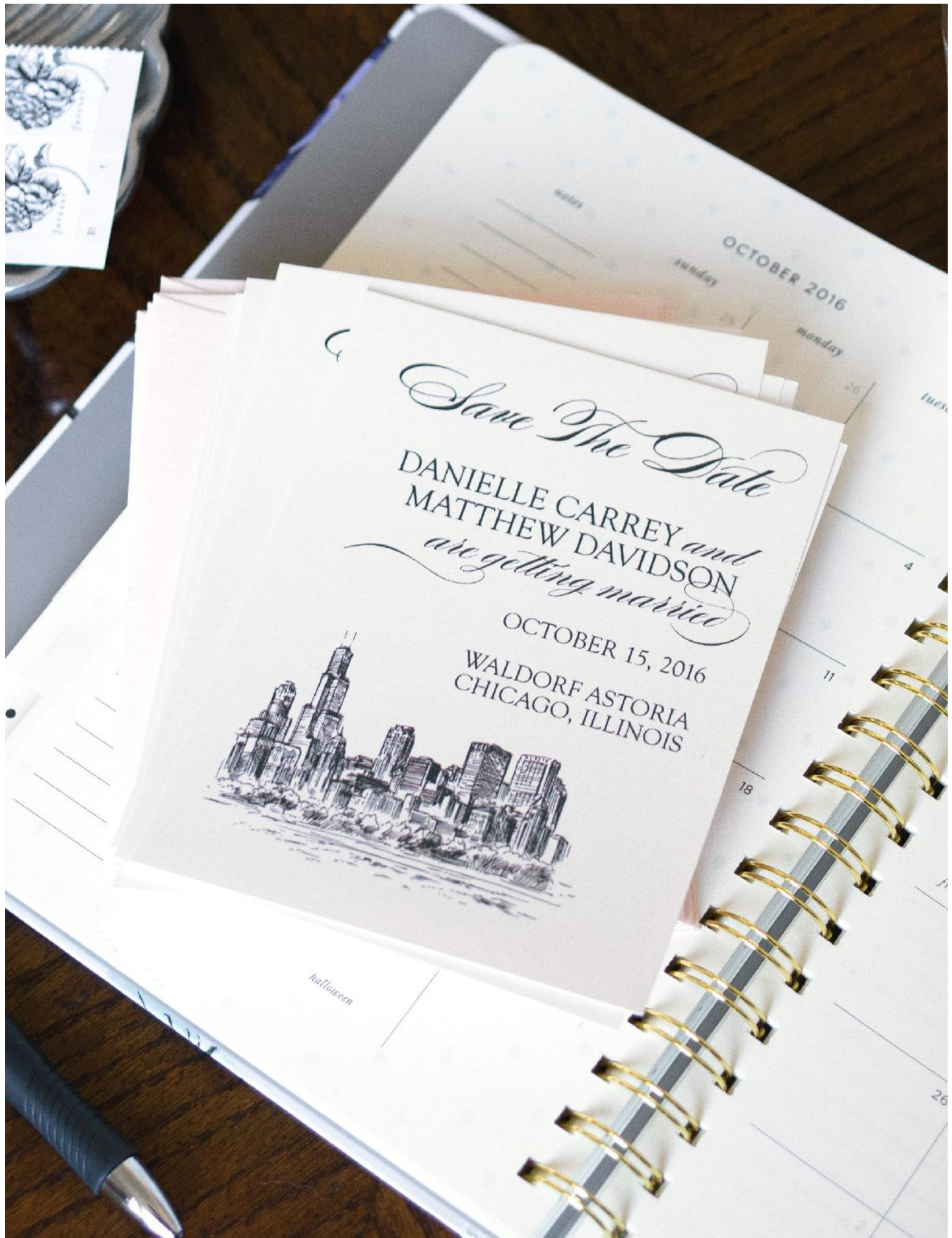




SECOND CITY STATIONERY is a custom stationery business located in the heart of Chicago, Illinois, famously referred to as the "Second City." *Fun Fact:* The nickname was coined after the Great Fire of 1871 which allowed for an opportunity to rebuild a new and better Chicago... and this time, not with wood!

Savannah, the owner and creator of Second City Stationery, is a graphic designer with a passion and a knack for weddings and all paper goods associated with your Big Day. A recent bride herself, Savannah places top priority on crafting high quality products that are lovely and stunning, but won't set your budget on fire. Her goal is to create fresh, show-stopping stationery that sets the tone for your special day and that will live on as a treasured keepsake in the hands of your guests.

All products from Second City Stationery are handcrafted with great pride and attention to detail, and all of our supplies are locally sourced.



Save The Date

DANIELLE CARREY and
MATTHEW DAVIDSON
are getting married

OCTOBER 15, 2016

WALDORF ASTORIA
CHICAGO, ILLINOIS



Process



STEP 1: LET'S GET PERSONAL

To get the ball rolling, contact Savannah at Second City Stationery and introduce yourself. Let's talk a little about what you want. Send pictures, inspiration, or a link to your secret Pinterest wedding board if you'd like. It would be a huge help!

Make sure to let us know exactly what date you want your invitations in hand. We accept bookings based on your deadline and our calendar availability.

STEP 2: THE DETAILS

Through email, phone call, or an in-person meeting, we'll work out all the details for what you need. After confirming deadline availability, you'll be sent links to our Invitation Questionnaire to fill out and to make your initial deposit payment. *Please note that we cannot hold your deadline date until the deposit payment has been made.*

STEP 3: WE'LL GET TO WORK

After the deposit payment and form are returned, the design work begins and first drafts will be sent by the date listed in your production schedule. You will receive your personalized production schedule after booking, and it is important to keep track of the necessary deadlines to keep us on schedule.

STEP 4: REVIEW & REVISIONS

At this time, check your drafts carefully for errors and let us know if you would like changes. We are not responsible for mistakes found after approval, so it is very important to double and triple check. Once you're happy with everything and are ready to move forward, you'll need to complete the Proof Approval Form.

STEP 5: GO TO PRINT

Once you've approved, payment for your remaining balance will be due in full at this time, and your invitations go into production. *Please note that payment for your remaining balance must be made before we can go into production. A delay in payment could cause us to miss your deadline and you may lose your place in line.*

STEP 6: RECEIVE & SEND

Once your stationery has been created, it is carefully packed and shipped off to you to unwrap, assemble and mail! Delivery dates are outlined in your contract, and a tracking number is provided. Local pick-up is available.

MR. AND MRS. TERRENCE JAMESON
request the pleasure of your presence
at the marriage ceremony of their daughter

Olivia Paige
to
Jonathan Edward

son of
MR. AND MRS. JAMES WILLIAMS

SATURDAY, THE SIXTEENTH OF OCTOBER
two thousand and sixteen
at half past five in the evening

WALDORF ASTORIA
chicago, illinois

Fine. Dance. Revel.

Accommodations
COCKTAILS, DINNER, AND DANCING WILL BE
IMMEDIATELY FOLLOWING THE CEREMONY
SINCLAIR BALLROOM AT THE WALDORF
ADDITIONALLY, A BLOCK OF
JAMESON / WILLIAMS WEDDING
IN ORDER TO SECURE THE ROOM
PLEASE RESERVE YOUR ROOM
FOR MORE INFORMATION
OUR WEBSITE
WWW.THEJAMESON.COM



Information



TURNAROUND TIME

Our approximate turnaround time is 4 to 6 weeks from design to delivery. We accept bookings based on your deadline and our calendar availability. We only accept two invitation bookings per deadline week, so please book us as soon as you can to ensure your place. Unfortunately, we cannot accommodate every order.

If you don't need your invitations for several months, please try to be flexible with us on your Order Arrival Deadline (you'll designate this at booking). We know you're excited to see your invitations but we may turn down your booking if we cannot accommodate the deadline given.

RUSH ORDERS

Orders are considered RUSH if they are needed within a 3 week turnaround. Rush orders are accepted depending on our availability and the requirements of the project. Rush orders will add a charge of 15% to your order total. Final payment is due prior to printing. Please contact us as soon as possible to check availability.

PRODUCTION SCHEDULE

If you are booking with us but don't need your invitations for a couple months, you will receive a Production Schedule with a list of important deadlines and dates you will need to keep in mind. Second City Stationery will strive to work within this timeline, but it is highly important for the client to also cooperate in a timely manner. We are not responsible for meeting agreed upon deadlines if there is a delay in client action or response.

ADDRESSED ENVELOPES

We can print your envelopes with your guest addresses to make it easier for you. However, we cannot print on some dark envelopes as we cannot print in white or shimmer ink. In this case, we recommend handwriting addresses in white or metallic Sharpie or by hiring a calligrapher.

PAYMENT

Payments may be made via credit card online, PayPal or with personal check. Please let us know your preference. An additional fee will be charged for any checks that have insufficient funds.

RETURN POLICY

We want to make sure you are happy and will strive to give you great customer service and the highest quality products. However, as every order is custom, we cannot provide any refunds or exchanges for printed orders - that is why it is vital to check your proof carefully before signing off to print. Please note that lost deposits can not be used toward future purchases.

HARD COPY PROOFS

Hard copy proofs are available for an additional fee of \$10 per piece plus shipping. Regular and expedited shipping options are available. Your remaining balance must be paid in full before the proof is shipped. Please note that ordering hard copy proofs will add approximately 5 to 10 days onto your production timeline.

OTHER LANGUAGES

We are happy to create non-English invitations if you are able to provide us with the translation. As it will be more design work, if you need more than one language for your order, (for example: 40 invitations in English and 40 in Polish) there is a \$25 design fee for each additional language.

COORDINATING STATIONERY

We can create matching items including programs, menus, escort cards, favors, signage, and more. Please indicate on your informational form if you would like us to follow up with you about coordinating wedding day stationery.

METALLIC / SHIMMER COLORS

Because we are a digital printing business, we cannot print in shimmer or metallic ink. We do have metallic / shimmer paper and envelope options available. However, the color of the font and / or design printed onto your stationery will need to be matte.

CUSTOM PAPER & ENVELOPES

The envelope and paper color chart near the end of this guide is available for your reference. However, if you have a need for another color not shown on this color chart, we may be able to place a custom order for what you want. Please note that the actual color of the paper / envelopes will vary slightly from what is shown in this guide due to variation in computer monitors.

SHIPPING

All shipping, postage, and insurance will be assumed by the client. Any shipping charges will be added to your final balance. You may also pick-up your order to avoid shipping charges.

INTERNATIONAL SHIPPING

International shipping is available. However, due to customs, please allow for an additional 3 to 4 weeks for international shipping. International shipping doesn't normally take this long. However, it has happened to us before, and it's better to plan ahead for a potential delay.

POSTAGE

Invitations occasionally incur additional postage because of their weight, or due to the shape of the finished piece. We highly recommend taking a completed suite to your local post office to inquire about the total cost of postage per piece.

WHEN TO ORDER INVITATIONS

WEDDING MONTH	ORDER INVITATIONS	SEND INVITATIONS
JANUARY	SEPTEMBER	NOVEMBER
FEBRUARY	OCTOBER	DECEMBER
MARCH	NOVEMBER	JANUARY
APRIL	DECEMBER	FEBRUARY
MAY	JANUARY	MARCH
JUNE	FEBRUARY	APRIL
JULY	MARCH	MAY
AUGUST	APRIL	JUNE
SEPTEMBER	MAY	JULY
OCTOBER	JUNE	AUGUST
NOVEMBER	JULY	SEPTEMBER
DECEMBER	AUGUST	OCTOBER

Send save the dates: 6 months - 1 year

Order invitations: 4 - 6 months

Mail invitations: 2 - 4 months

Order wedding day stationery: 4 - 6 weeks

DESTINATION WEDDINGS

We recommend sending saving the dates and invitations earlier for clients with destination weddings to provide guests with plenty of time to book their travel arrangements.

Send save the dates: 9 months - 1 year

Order invitations: 5 - 7 months

Mail invitations: 3 - 5 months

Order wedding day stationery: 4 - 6 weeks

MAILING

Don't have time to mail your invitations yourself? We can take care of this for you. We'll address your envelopes, stuff the invitations, seal, stamp, and drop them off at the post office. Additional fees apply.

Color Chart



Matte



Metallic



*Indicates a limited color that is not offered in pocketfolds.

If you have a need for a color not on this chart, contact us. We may be able to custom order the color you need.



PLEASE JOIN US FOR A

Bridal Shower

HONORING

Danielle Carrey

SATURDAY, AUGUST 20, 2016 AT 12:00 P.M.

METROPOLITAN BUILDING
310 SOUTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60603

PLEASE RSVP BY AUGUST 13TH TO JESSICA AT
JWHITWORTH@GMAIL.COM OR 312-877-5077

DANIELLE IS REGISTERED AT:
CRATE AND BARREL, MACY'S, AND TARGET

Let's Begin

*Ready to get started? Give us a call or send over an email!
If you are local to Chicago and would like to get together for a consultation in person, we'll schedule a time to meet and discuss your wedding paper needs. If you are not local, we can talk by phone, email, or even Skype! Whatever way you feel most comfortable with. I look forward to working with you!*

Savannah Whitlock

Owner and Creator

ph: 312-877-5077

savannah@secondcitystationery.com

www.secondcitystationery.com

www.secondcitystationery.etsy.com