



# *hungry heart, ink*

custom design experience | 2018 - 2019 price guide & information

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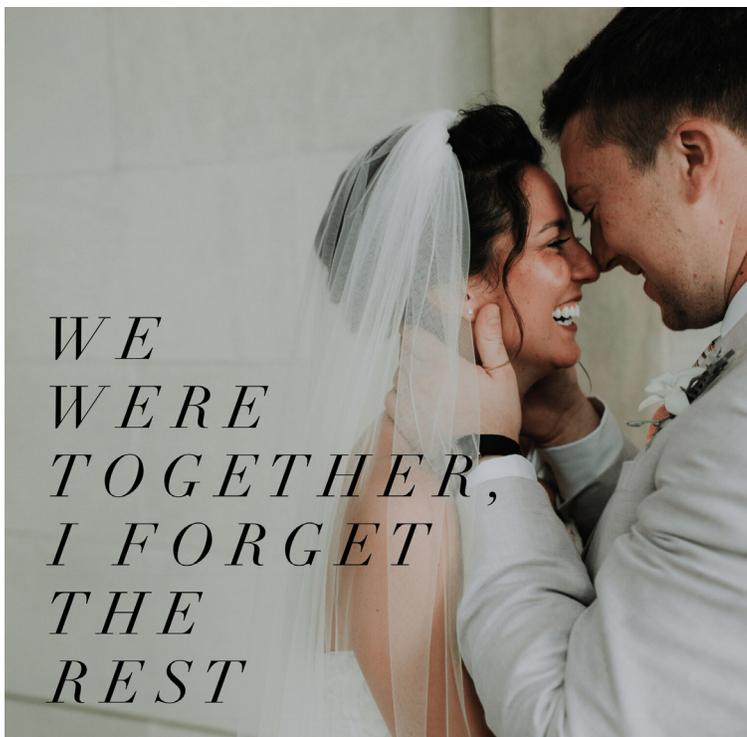


Photo from the greatest photographer on this earth, Lily Szabo. She can be reached at [lilyszabophoto.com](http://lilyszabophoto.com) or [hello@lilyszabo.com](mailto:hello@lilyszabo.com)

## **Contact us:**

Follow us **@hungryheartink** on Instagram or Facebook for the latest sneak peeks and check out **hungryheartink.com** for a full portfolio of recent work to learn a bit more.

Email us at **hello@hungryheartink.com** to get started on your big project.

## **Congratulations!**

Whether it is for an engagement or just time for a party, it looks like you have a reason to share the news with your friends and family in the form of an invitation.

I am so excited you are interested in learning more about Hungry Heart, Ink! Hopefully, you will find what you are looking for and we can work together to bring your ideas to paper. Your invitations are a looking glass into the big day. They set the tone for what your guests should expect the day of the event. I would be honored to walk you through the process and help you design the party of your dreams.

I'm Tara, your creative director and founder of Hungry Heart, Ink. (That's me on the left, my wonderful, better half on the right.)

As a designer, it was kind-of my life-long dream to design my wedding invitations and all of the wedding goodies that went along with it. What I didn't know was that I was going to fall in love with the process. Ever since creating my save the date, my taste for invitation and wedding design has become something of its own. It has become a passion.

It started as a solution. I, like many brides-to-be, went looking on the web for invitations. I went to all of the well-known, pre-made invitation websites. There were so many invitations that were beautiful and that I liked, but none that I loved. That was a big deal for me. As a professional designer, I wanted my wedding "theme" to be consistent and carried out from save-the-dates to thank you cards. I wanted to build a brand. There was nothing on the internet that could provide that feeling, so I got to work.

I had no idea how much I would love working with florals, scripts, and quirky designs that brings to life a couple's love and energy. Working with people one-on-one to create the wedding of their dreams is such a magnificent feeling. The stories that are told, the memories that are expressed through design are something that I am grateful on a daily basis that I can help create. It is both an honor and a pleasure to be able to help you create your dream wedding, one detail at a time.

With love,

*Tara Buck*

Founder | Creative Director



## About the designer:

Tara Buck, founder, and creative director is currently based out of New Jersey. Working one-on-one with her clients, she is here to bring their ideas to life. She has helped big blogs, such as Temptalia, establish new brand identities and worked alongside companies, such as Elvis Duran & the Z-Morning Zoo and Colgate, to create promotional work, logos, and graphics. Along with working on logos, branding and advertising, she currently works with the wonderful people at the New Jersey Education Association designing their monthly publication, the *NJEA Review*. And, of course, she is working with her newly engaged couples, bringing their wedding dreams to life.

Before that, Tara worked on the Jersey coastline at Lanmark360—a design agency with a Jersey flair. And finally, even before that, Tara graduated from Monmouth University with a degree for that whole “design thing” she’s got going on.

The Jersey coast holds a very special place in the core of Hungry Heart, Ink. Before moving to a little house on the lake in South Jersey, she spent her days with her husband, Devin, in Long Branch living out the Jersey dream, one slice of pork roll and a Bruce song at a time.

## About The Business:

Working one-on-one with clients, Tara ensures that every invitation is a different experience and something you, your family and friends will cherish forever. We work with curated, existing online resources to bring you a uniquely designed invitation at a competitive price.

While we specialize in invitations, Hungry Heart, Ink provides many services in the special event’s realm, and outside the realm of weddings. Hungry Heart, Ink is a full-service design studio with an extensive background in branding and advertising.

### About The Process:

Hungry Heart, Ink specializes in a custom invitation and design experience at an affordable price. Before getting started, we will discuss budget, timeline and all the things we need to make sure everyone is on the same page. From there, we will lay out a game plan that works best for you.

It is our goal to make sure that our clients receive a one-of-a-kind experience. We will be with you every step of the way until your final project is in your hands and ready to go. Tara will consult with you and will go over everything you had in mind for your big project. This is when you’ll show us any pictures, Pinterest boards, patterns, flowers—literally anything that inspires you. *Tell us your story.* We want to learn as much as we can about your project to ensure a perfectly-you outcome.

### About The Pricing:

Due to our work being custom-made for every client, each project is quoted separately. Pricing depends entirely on printing, materials, the complexity of design, and quantity. Email [hello@hungryheartink.com](mailto:hello@hungryheartink.com) to get started with your custom invitations or design project consultation.





## What do we do?

Great question. Let's run through some of the basics.

We offer a custom design experience. This means that no matter what, you will have an invitation layout and final design that no other bride (or anyone) will ever have. However, rather than creating your artwork (the florals, the patterns, all that) from scratch, these assets are specially curated from all over the design community (that is our secret for keeping our prices so low!) What does that mean? All that means is that we did not hand draw those flowers you see on your invitation, but we searched high and low for the perfect fit for you and you alone.

We dabble in: invitation suites (foil, letterpress, digital); envelope recipient addressing; wooden stamps; escort/seating cards and/ or signs; program signs/prints; save-the-dates; table numbers, menus; thank you cards; hashtag and drink signs; brochures; vinyl decals and a number of other paper goods.

Below is a list of extras that can be added to your invitation package for an additional cost. While we would love to give you a blanket cost, every suite and every project is different. Email [hello@hungryheartink.com](mailto:hello@hungryheartink.com) to talk about any of these extras. We'll need to know how many and the complexity of the design.

### Add-ons:

Belly-bands, gate cards, invitation backing, vellum, wax seals, paper seal, tags with string, custom drawn crest, ribbon or twine, envelope liners, envelope recipient addressing, return address labels, return address stamps (or any wooden handle stamp). If you had an additional add-on request, email us.

### Day-of details:

Menus (our default size is 4" x 9", if you had something else in mind, reach out), welcome letters, programs (flat, folded or large sign), place/escort cards, seating charts or other large signs (24" x 36"), small signs (8" x 10"), hang tags, favor decor, vinyl printing.

### Don't feel like you're limited to just wedding decor.

Hungry Heart, Ink also dabbles in showers, parties, business promotion, advertising, logo design, and any other field that you may be looking to promote and share.

Don't see your idea listed? Just ask. We love custom never-been-done-before jobs. With a little more detail, we can work together to create a custom quote and bring your idea to life.

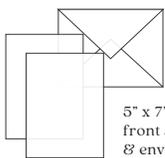


## Here are some additional questions that come up during the design process, if you have any more questions, do not hesitate to email us at [hello@hungryheartink.com](mailto:hello@hungryheartink.com).

**Ok, this is all well and great, but can I at least get a price ballpark?**

Kind-of! It is very difficult to give you your exact price based on all of the different customization options available. But we can try. Below is our standard five-piece suite. It is also available in a four-piece (sans the detail card). This is our bare-bones package. It includes your standard invitation (5" x 7") with a matching envelope and recipient addressing (liners and return addressing extra), a detail/ceremony/accommodation card (or not), and an RSVP card with a matching envelope.

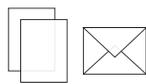
5-Piece: \$915\* for 125-150 qt. | 4-Piece: \$825\*



5" x 7" Invitation, front and back design & envelope



4.25" x 5.5" Detail card, front & back design



5" x 3.5" Response card, front and back design & envelope

\*price does not include tax or shipping.

### Will you mail my invitations out?

At this time, no. We can assemble them for you for an additional fee (\$75), but we do not mail invitations. We do, however, recommend that you take a finalized suite (everything you plan to mail in the envelope) to your post office to have it weighed. Often, you need more postage than your typical Forever Stamp. You can also ask to have them hand canceled at the post office to assure they don't go through the machine.

### When should I start to think about invitations?

As soon as you're ready! There is no time too soon. I've worked with brides a full year before their wedding to get everything done in advance and I've worked with brides on a tight, tight timeline (I was that bride, too!) The entire design and printing process can take anywhere between 8-16 weeks. Since you want to send your invitations out about six weeks before the event, we highly recommend you start your custom process at least five or six months in advance.

### Do you do rush orders?

Yes! Just let us know the minute you know what you need and when you need it. Anything sooner than eight weeks out is considered a rush job and can be done for an additional \$200.





## ***Now that we've got the basics covered, let's talk about the process.***

### ***First***

Get in touch. Everyone's project is wildly different. I have yet to meet a bride, or any client, that had the same vision as another client. Let's talk about your goals for the project, your vision, and your plans. This is when you'll tell me your story. Share every bit of inspiration you have: your wedding colors, flowers, everything that has made your heart melt! Once we get to talking, we can work out the final pricing and work that into an invoice and a contract. We require a non-refundable 50% deposit before starting the job. This initial deposit will go towards your final bill.

### ***Second***

We get to work. Once the deposit is in and we know what you want, we will start to compare ideas. It's important to make sure we're on the same page. At this time, we require the wording for all pieces. If you're a little stuck on wording, we can help, but we can't do it for you without as much detail as possible. After the wording is in, we get to designing. Please allow four to six weeks for the initial proof. From here, we will work together to refine the proof until you deem it good to go. We will not stop until you're completely satisfied. Please keep in mind, the more time that is spent in the design process and between approvals and the final approval, the more time your project will take.

### ***Third***

The final proofs. Take your time with the final proofs. Go over every word to make sure every detail is correct (like times, venues, that sort of stuff) then make sure everything is spelled correctly. Once you sign off on the final proofs, we can begin the printing process. Helpful tip: when proofreading, don't read left to right, your brain assumes words are spelled correctly and moves on to the next one. Read right to left so that you aren't reading sentences, you're just reading words. Also, try calling in a friend or two (or anyone who has not yet read or seen the invitations) to get a fresh set of eyes on the words. It is very important to proofread before the final approval. After it is approved and sent to print, we are not responsible for any typographic or design errors found post-approval.

### ***Last, (but not least)***

Print time! After the final proof is signed-off and approved, we require your remaining balance for the job. Then comes the most exciting part (and the hardest part for impatient people like ourselves): print time! Once we have your final prints in our hands, we give them a full inspection to make sure everything is up to snuff before sending them your way. Please allow two to four weeks for printing (letterpress and foil landing on the longer side, digital on the shorter), and an additional week or so for shipping. We will keep you updated every step of the way!



*Thank you*

FOR CONSIDERING HUNGRY HEART, INK

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