

# CAITLIN O'BRYANT

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LOOKBOOK  
2019





## ABOUT THE STUDIO

Caitlin O'Bryant Design is a boutique, fine art stationery company that specializes in genuine design, thoughtful details, and high quality hand craft. We put great care in our work, creating pieces that are both timeless and reflective of our clients.

Our singular aesthetic blends elegance and artful intention, developed through high quality materials and craftsmanship. We find inspiration in old-world architecture, nature, textiles, and the power of story. Whether it's custom stationery, calligraphy addressing, or brand design, we pour genuine care and attention to detail in our work.

## OUR SERVICES

Wedding Stationery  
Calligraphy Addressing

Day-Of Stationery  
Branding and Logo Design

## CUSTOM STATIONERY

At the heart of it, we believe in creating work that speaks to our clients' souls, letting their hopes and dreams for the future—who they are and who they aspire to be—live and breathe on the pages of their wedding stationery. Our custom stationery is created to do just that. Through the design process, we'll not only discuss the vision for your wedding, but the vision you have for your life.

### OUR PROCESS

#### 01. initial conversation

We'll start by getting to know you and your wedding a bit better. Our inquiry form asks some basic questions, and we like to follow that up with a broader discussion about you and your partner, what you value, and the direction you see your wedding and life heading. When we have a strong sense of the direction we should go, we'll put together a proposed quote, including three potential suite sketches, and an outline of the materials and design choices we think will work best for your stationery.

#### 02. contract and deposit

Once you decide to book with us, we'll send over a contract and invoice. We ask for a 50% deposit to be paid upon signing the contract. After these steps are complete, it's time for your stationery to be brought to life!

#### 03. refining the design

The sketches in the proposal act as a starting place for the final design, so we will have a discussion about what you like and dislike, and where you see the design heading. When the sketch is refined to a place you love, we'll create the final artwork, calligraphy, and layout. Before everything is sent to print, we will email you a digital proof, so you can confirm all details look correct.

#### 04. printing and assembly

While the stationery is being printed, we move the focus to addressing envelopes and preparing finishing touches. When the invitations are printed, we assemble everything together. Once all this is complete, the final payment is due before your pieces are shipped.

### TIMELINES & INVESTMENT

From initial sketches to assembly and final delivery, our custom stationery process typically takes 12–14 weeks. The investment begins at \$1000, however, custom stationery clients typically spend between \$3000 and \$5000.



listed on our website as well. If you have  
restrictions or concerns, please let us know  
on your response card.

WWW.SAR



MR. AND MRS. RAYMOND GONZALEZ  
REQUEST THE PLEASURE OF YOUR COMPANY  
AT THE MARRIAGE OF

*Ara Juliet*

*Dria Gonzalez*

SATURDAY, THE TWENTY-SIXTH OF OCTOBER  
TWENTY AND NINETEEN  
AT SEVEN O'CLOCK IN THE EVENING

*The Bindey*

SCOTTSDALE, OREGON

*Dr. Edward Luck  
490 Kitson Hill  
Dale Verde, Calif  
9.2.20*

*Respond*

OCTOBER

declines with regret

ONS, IF ANY

SAVE THE DATE

*Juliet Gonzalez*

### SEMI-CUSTOM COLLECTION

A curated collection of suites designed to bring the character and sophistication of our fine art custom stationery to more couples. Through the semi-custom process, you'll get a boutique experience, working one-on-one with Caitlin to customize the suite of your dreams. The end result is beautiful, heirloom quality wedding invitations that you and your nearest and dearest will treasure for years to come.



## LAUREL

Inspired by the use of type and layout in vintage books, our Laurel suite combines a unique sense of character with a traditional aesthetic. Her clean, minimalistic voice speaks of sophistication and refinement, and pairs beautifully with a vellum wrap and calligraphy addressing.



## SAGE

A botanical crest design graces the top of our Sage suite, complimented by a timeless combination of serif type and calligraphy. A traditional layout with both elegance and poise, this suite brings old-world charm into the modern world, serving couples who want the best of both worlds for their wedding stationery.



## SWEET PEA

Sweet Pea's intricate, hand-drawn floral illustrations and calligraphy are used to blend together whimsy, and elegance throughout the suite. Paired with delicate, hand-torn ribbon and a custom wax seal, she emits a lush and luxe opulence to your guests.



## WILLOW

Designed for the modern, minimalistic couple, Willow's understated and strong design balances an artful attention to detail with contemporary refinement. Her use of polished typography tells your story to guests, and is complimented by flowing, vintage inspired calligraphy.

## SEMI-CUSTOM ORDERING

### OUR PROCESS

#### 01. initial conversation and booking

In our inquiry form, we ask for some basic information, including your stationery budget, so we can get a better sense of what fits your needs. After inquiring, we will email you within 1–2 business days with a quote, breaking down the costs. When you decide to book, we ask for a 50% deposit upon signing the contract.

#### 02. refining the design

Next, we will put together your design, creating a digital mockup of your suite. This will include suggestions for envelope, paper, and printing colors. We'll collaborate with you to finalize those details, and when they're set, we will email you a digital proof of your design, where you can double check spelling and wording, and make sure everything looks right. Upon your approval, the invitations will be sent to print, and we'll order envelopes and materials for finishing touches.

#### 03. printing and assembly

While the stationery is being printed, we move the focus to any addressing or finishing touches. When the invitations are printed, we assemble everything together. Once all this is complete, the final payment is due before your pieces are shipped.

### TIMELINES & INVESTMENT

From design to assembly and final delivery, our suites from our collection typically take 8–12 weeks to produce. We recommend booking with us around a 11 months before your wedding for save the dates, and no later than five months before for invitations.

The investment for semi-custom suites begins at \$575. The average semi-custom client spends between \$1000 and \$2000, including embellishments like wax seals, ribbons, and addressing.

### CUSTOMIZATION OPTIONS

#### *fixed features*

General Layout  
Card Size and Orientation  
Artwork

#### *customizable features*

Invitation Wording  
Printing Method and Color  
Paper Choice and Color  
Envelope Color  
Serif or Sans-Serif Type

#### *optional embellishments*

Calligraphy Addressing  
Printed Addressing  
Envelope Liners  
Illustrated Vellum Wraps  
Ribbon or Thread  
Wax Seals



## EMBELLISHMENTS

One of the things we love most about stationery is how details can be reflected and elevated through finishing touches. These include envelope liners, wax seals, vintage postage, ribbon, thread, or vellum wraps, and calligraphy addressing. They are wonderful places to show custom illustrations and show your distinctive style.



### ENVELOPE LINERS

Envelope liners create a more luxurious envelope, and are a great space to incorporate textures and continue themes from the invitation.

*price per invitation*

solid liner: \$1 | custom printed liner: \$2+ | fine paper liner: \$2+

### WRAPS

Enclosing the suite in a gatefold or asymmetrical wrap adds another layer of detail and experience, but also serves to protect the suite further. These work beautifully when tied off with thread or ribbon, and/or sealed with wax.

*price per invitation*

plain vellum: \$1 | printed vellum: \$2+ | fine paper: \$2+

### THREAD & RIBBON

Tie off the cards of the suite alone, or over a vellum wrap. Thread and ribbon are an opportunity to incorporate other textures and colors, and add a sense of elegance.

*price per invitation*

thread: \$1 | crinkle chiffon: \$2+ | hand-dyed silk: \$3+

### WAX SEALS

Seals on stationery are a beautiful mix of old-world and modern aesthetics, and give off a sense of authenticity and hand-craft. They can be used to seal off envelopes, or hold together ribbon, thread, or wraps.

*one time fee*

custom seal design: \$70

*price per invitation*

each wax seal: \$0.75

### VINTAGE POSTAGE

Through a curated set of vintage postage, we are able to bring time and place into your suite, and add an elegant and artful touch to the envelope.

*inquire for pricing*

## DAY-OF STATIONERY

Information and beautiful design are just as important on the day of. We offer design and calligraphy services for day of pieces for clients who've also ordered stationery or calligraphy addressing with us. Day of pieces allow you to continue themes expressed in your stationery, creating a tangible and smooth bridge from paper to the rest of your event.

### WHAT WE DO

#### *place and escort cards*

Personalized cards for each guest are not only helpful to the organization of your event, but also create a feeling of luxury, thoughtfulness, and genuine care for your guests.

#### *menus*

Menus for each place setting generate excitement for the meal to come, through rich descriptions and opulent detail.

#### *table numbers*

Another key to an organized event, table numbers can be an elegant and seamless part of the decor when using unique materials and high quality design.

#### *signage*

Whether it's a welcome sign, seating chart, bar menu, or a piece designed to help guests navigate the venue, signage can act as a statement piece and work of art.

#### *programs*

A well-designed program integrates the concepts that are communicated throughout the event, and serve as another keepsake for guests.

### TIMELINES & INVESTMENT

Both timelines and investment are determined by design, material, and amount of pieces needed. Let us know you'd like to explore these options as soon as possible, and we can discuss the options!



photo by cassi claire photography



## CALLIGRAPHY ADDRESSING

Calligraphy is the most refined and sophisticated option for addressing, elevating your stationery to a new level. Caitlin personally writes all calligraphy by hand.

### INVESTMENT

Recipient Address \$3.50 each	Inner Envelope \$1.50 each
Return Address \$2.00 each	Response Envelope \$2.00 each

## PAPER & PRINTING

Whether you're ordering custom or semi-custom, we ensure you'll receive heirloom quality stationery, professionally printed on high quality paper, and paired with beautiful envelopes. We've included our standard options for paper and printing methods, however, if you're ordering custom, we can always source other materials.

### PAPER OPTIONS



*matte cardstock* | \$

A high quality, thick paper that comes in a wide variety of colors, including white, cream, gray, and blush.

Used for digital printing.



*crane's letra* | \$\$

A classic and lush cotton paper that takes a beautiful impression from letterpress. Pure and natural white available.

Used for digital, letterpress and foil printing.

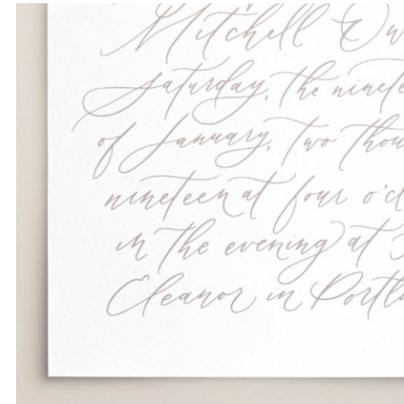


*handmade paper* | \$\$\$

Handmade paper comes in many varieties. Our standard is a soft cotton paper with gorgeous deckle edges.

Used for letterpress and digital printing.

### PRINTING OPTIONS



*digital printing* | \$

While digital printing is the most affordable option, it's also the most flexible option. Digital is great for printing texture, detailed illustrations, multiple colors, and works on a wide range of papers.



*letterpress printing* | \$\$

Letterpress uses an inked, raised plate with the design to press into each sheet paper individually. This process leaves an impression of the design in the paper. Letterpress also allows custom mixed inks.



*foil printing* | \$\$\$

Foil printing uses a raised metal plate with the design, similar to letterpress. However, instead of ink, metallic foil is used. The result is a beautiful metallic print of your design pressed into the paper.

## CALLIGRAPHY STYLES

Used for invitation design and envelope addressing, we offer four distinctive calligraphy styles.

A calligraphic signature in the Antiqua style, featuring soft, delicate, and romantic lettering. The text reads "Katherine Delanie & Austin Richard" in a flowing, cursive script.

### *antiqua calligraphy*

Soft, delicate and romantic, our signature Antiqua style is the essence of fine art calligraphy, blending old-world charm with contemporary refinement.

A calligraphic signature in the Caroline style, characterized by clean control and thoughtful flourishes. The text reads "Katherine Delanie & Austin Richard" in a cursive script with a sense of whimsy and finesse.

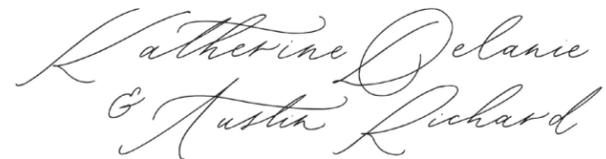
### *caroline calligraphy*

Caroline uses her clean control and thoughtful flourishes to create an overall sense of whimsy and finesse.

A calligraphic signature in the Petra style, designed to complement a minimal, modern aesthetic. The text reads "Katherine Delanie & Austin Richard" in a clean and polished cursive script with just the right amount of flourish and space for a breezy, light feel.

### *petra calligraphy*

Designed to compliment a minimal, modern aesthetic, Petra is clean and polished, with just the right amount of flourish and space for a breezy, light feel.

A calligraphic signature in the Opal style, inspired by vintage handwriting and the age of letters. The text reads "Katherine Delanie & Austin Richard" in a cursive script that brings heart, charm, and character to every letter for a sense of genuine elegance.

### *opal calligraphy*

Inspired by vintage handwriting and the age of letters, our Opal style brings heart, charm, and character to every letter for a sense of genuine elegance.



## ABOUT CAITLIN

Caitlin is a designer, artist, and creative whose love for material and hand craft found its home in fine art stationery, calligraphy and branding. Through clean, intentional choices and aesthetics, she designs work that is rooted in love, meaning, and light.

With a BFA in Design, Caitlin has developed a keen eye for detail, type, and movement in printed material. She works passionately with a combination of analog and digital processes, allowing the gestures and fluidity of process that inspired the great works of the past to speak in her work.

*Thank you for your interest! If you have any questions, please email us at [caitlinobryantdesign@gmail.com](mailto:caitlinobryantdesign@gmail.com).*