



# AMERICAN ART STUDIO

## *Calligraphy & Custom Designs*

### ORDERING CALLIGRAPHY

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*Tips on the process of choosing a calligraphy studio.*

#### **Envelope Addressing and/or Place Cards**

1. Plan ahead. Way ahead.
2. Before making any phone calls, determine your exact needs:
  - Do you want hand lettering (calligraphy) or do you want computer-generated work? Be specific, not all studios are equipped to do both. Since not all envelopes are laser compatible (too thick or improper surface), you won't always have the option of computer generated addresses. There is, however, a machine called "In Scribe" which mechanically prints addresses using a pen and ink. With this method, envelopes are not put through a printer, but lay on a flat surface.
  - Write down the job basics.  
Example: Envelopes addressed  
Inner and outer?  
What color is the stock?
  - Are the envelopes lined?  
Quantity (make sure you have extras)  
Date needed  
Black or color ink (if matching a specific color, have a sample for the studio)  
Style (should be compatible with invitation)
3. You're ready to make phone calls. Get three bids and make comparisons.
  - a Get name of studio, phone number and name of person you speak to.
  - b Note cooperativeness! Your initial call may tell you much about how a studio will handle your job.
  - c Get as much information as possible sent or faxed to you to facilitate comparison. Don't be discouraged by a seemingly high price or elated by a low one. You generally get what you pay for.
4. What you can reasonably expect a studio to tell you:
  - how they charge (per line? per piece? if a zip code falls below a line is that extra? black ink? color?)
  - turn-around time
  - terms of payment
  - minimum studio charge?
  - delivery charge
5. Request that samples, pricing and a client list be sent or faxed to you.

#### **Here are our guides for preparing a list for a calligrapher.**

- Your envelopes (inner and outer) - include 10 extra per hundred.
- Typed list of names and complete addresses using upper and lower case letters (not all caps). Be consistent. Use ampersands (&) and abbreviations (St., Rd.) only if you want them lettered, otherwise spell everything out for each address. Words like "Apartment" and "Building" may have to be abbreviated or there is a chance of incurring an additional line charge.
- Include zip codes.
- Proof your list carefully. Your spelling, punctuation and capitalization will be followed exactly.
- Put your name and phone number on each page of the list.
- Number each address - and each page.
- Make a copy for yourself.
- VERY IMPORTANT - Your invitations must have a return address. Our economic suggestion: a blind embosser from a local stationery store.