

LETTERS & Dust



DAY OF DETAILS 2025 PROCESS + PRICING



Welcome to Letters & Dust - We are so glad you're here! Thank you so much for your interest in signs and day of details for your special event. We have several rental options available for our in-state couples including chalkboards, wood signs, mirrors, and acrylic panels in clear, frosted, white, black and some limited solid color options. These rentals include custom artwork for your event as well as easels / stands. For in-state rentals, there is currently a \$750 minimum order requirement, which can be a combination of signs as well as printed or other day of goods such as menus, programs, place-cards etc. We have recently switched to provided vinyl lettering on signs which will make them easier for you transport and allows us to use different fonts! Hand lettering is still available, please let us know if you have a preference, or we will default to vinyl.

****Painted back acrylic signs are only available for keepsake pricing beginning January of 2020****

Have a unique project or a custom build? We can take that on as well! Depending on the nature of your project, we may be able to build or source the items and then rent to you if we feel it will be an item to add to our inventory, or if it is truly custom we can help you create it as a keepsake. Let us know your vision! Thank you so much for your interest, and we are so excited to go on this creative journey with you!



OUR MISSION

*at letters & dust
Is crafting unique details
For special events with creativity,
originality and imagination.*

"Our signs that Brittany created pulled our entire look together in a way I did not expect, but will never forget! The whole experience with Brittany was fantastic- from quotes, to adjustments, to mock ups- and the final product completely blew me away. Truly, they added a level of "me" to the whole look of our wedding that I can't imagine not having."

- LAURA B.
2022

SERVICES + PRICING

CUSTOMIZED SIGNS



DAY OF DETAILS



OTHER RENTALS AVAILABLE



CUSTOM SIGN RENTALS **rentals have been loved and used before, which means there may be some blemishes on the materials. This is in an effort to reduce waste within the industry, as well as pass on savings to you as new new materials would be often double the cost.

ITEMS	SIZE	RENTAL PRICE PER SIGN
WELCOME SIGN	20x30"	\$150
BAR SIGN	11X14"	\$50
SEATING CHART (100 PPL OR LESS)	24X48"	\$300
SEATING CHART (200 PPL OR LESS)	29X60"	\$400
SIGNATURE COCKTAIL	11X14"	\$50
ORDER OF EVENTS	20x30"	\$150
UNPLUGGED CEREMONY	18x24"	\$95
CHOOSE A SEAT	18x24"	\$95
DINNER MENU	20x30"	\$150
DIRECTIONAL SIGN	20x30"	\$50
GUESTBOOK SIGN	11X14"	\$45

The above pricing is interchangeable for materials including wood signs, chalkboards, mirrors, frosted acrylic, clear acrylic, black acrylic and white acrylic. Prices include custom artwork as well as stands for sign rentals. Sizes may vary depending upon availability and will be noted in digital mock-ups for approval. Above pricing is for vinyl lettering application and limited illustration work. Pricing does not include lasercut lettering. If the scope of writing/lettering increases beyond a reasonable amount, then pricing will be increased. ,

PAINTED BACK ACRYLIC SIGNS

ITEMS	SIZE	PRICE PER SIGN
WELCOME SIGN	20x30"	\$175
BAR SIGN	11X14"	\$65
SEATING CHART (100 PPL OR LESS)	24X48"	\$350
SEATING CHART (200 PPL OR LESS)	29X60"	\$425
SIGNATURE COCKTAIL	11X14"	\$65
ORDER OF EVENTS	20x30"	\$175
UNPLUGGED CEREMONY	18x24"	\$110
CHOOSE A SEAT	18x24"	\$110
DINNER MENU	20x30"	\$175
DIRECTIONAL SIGN	20x30"	\$65
GUESTBOOK SIGN	11X14"	\$65

**pricing guideline is an estimate and may vary depending on desired size and content. Minimum investment per order is \$1000 as of 2025

DAY OF PRINTED ITEMS

ITEMS	SIZE	QUANTITY	PRICE
WEDDING PROGRAMS	4X9"	100 OR LESS	\$2.50 EACH
DINNER MENUS	5X7"	100 OR LESS	\$2.25 EACH
THANK YOU CARDS	4X6"	100 OR LESS	\$2 EACH
RESERVED SIGNS (TENTED)	4X9"	10 OR LESS	\$2 EACH
ESCORT CARDS (TENTED)	3.75X5"	100 OR LESS	\$1.50 EACH
PLACE CARDS (TENTED)	3.75X5"	100 OR LESS	\$1.50 EACH
TABLE NUMBERS	5X7"	15 OR LESS	\$5 EACH

The above pricing reflects digital printing only on a heavy card-stock, coated or uncoated which, is dictated by design. White ink digital printing available at an additional cost. Letterpress and other specialty print techniques also available for additional cost, and subject to availability and lead time (cannot be completed in less than two weeks). Natural edge paper available also an additional cost.



LASERCUT SERVICES

ITEMS	SIZE	PRICE
CUSTOM CAKE TOPPER	5X9"	\$65
3D LETTERING	TBD	+\$20-\$100 PER SIGN
ENGRAVED PLACE CARDS	3X2"	\$3 EACH
KEYCHAIN PLACE CARDS	TBD	\$3+ EACH
STIR STICK ESCORT CARDS	2.5X7"	\$3+ EACH
DRINK TAG MARKERS	2X2"	\$3+ EACH

**pricing guideline is an estimate and may vary depending on desired size and content. Lasercut orders dependent on type and style of acrylic desired, pricing subject to change.

OTHER RENTAL ITEMS

ITEMS	QUANTITY	PRICE
GOLD TERRARIUM CARD BOX	1	\$35
WOOD CARD BOX	1	\$35
WHITE CARD BOX	1	\$35
BLACK CARD BOX	1	\$35
ACRYLIC CARD BOX	1	\$30
ACRYLIC TABLE NUMBERS	20	\$7 EACH
CHALKBOARD TABLE NUMBERS	20	\$7 EACH
WOOD BLOCK TABLE NUMBERS	20	\$7 EACH
GOLD/ BLACK FRAME TABLE NUMBERS	20	\$7 EACH
LAYERED TABLE NUMBERS	20	\$7 EACH
ILLUSTRATED TABLE NUMBERS	20	\$8 EACH
LARGE BACKDROP PIECES (4X6' WALLS, ARCHES, SHELVES)	1	STARTING AT \$400 EACH *CUSTOM BUILDS PRICED INDIVIDUALLY



The above pricing reflects *digital printing only* on a heavy card-stock, coated or uncoated which is dictated by design. White ink digital printing available at an additional cost. Letterpress and other specialty print techniques also available for additional cost, and subject to availability and lead time (cannot be completed in less than two weeks). Natural edge paper available also an additional cost.



VENUE ILLUSTRATIONS



PET ILLUSTRATIONS



LICENSING OF GRAPHICS

Are you wanting to incorporate your monogram or other graphics from your invitation suite designed by Letters & Dust into your event—we can do that! we can offer add-on design services for everything from favor bags, to go bo’s and stickers and cocktail napkins. Or if you are wanting to use the graphics on your own, we are happy to license them to you! The licensing of these designs and elements is for personal use only, not to be resold.

ITEMS	QUANTITY	PRICE
MONOGRAM FILE ONLY	1	\$50
MONOGRAM & GRAPHICS	1	\$100
FULL BRANDING KIT includes all graphics, illustrations color guide and fonts	1	\$250



WHAT ARE THE NEXT STEPS?

Once you have a preliminary list of items you would like included in an estimate, send it on over—be sure to include details such as the materials you are wanting, number of guests you are anticipating, as well as the overall style you are envisioning such as modern, boho, rustic etc. If your event is more than 6 months out, a contract and retainer invoice for 50% of the estimated total will be sent to hold your date - the full amount of which is applied to your order (there is a \$1000 minimum order requirement). Things do change, and any changes that need to be made will be reflected in the final invoice, however the total cannot be reduced by more than 25% of the estimated total. For example, if your estimated total is \$2000—you pay the \$1000 retainer upfront, then you realize you need to reduce your order, you could only reduce down 25% of the original \$2000, so you would still need to pay a grand total of \$1500—wherein the second payment would be \$500, as you had already paid the \$1000. Once we have the order finalized, the month of the event you will be sent an automated prompt requesting finalized wording for each of the pieces Letters & Dust is creating for you, an example template is on the following page. Kindly keep all info in one document—if we have to search through emails, instagram and text messages, we are likely to miss information and mistakes could be made. Typically we try to avoid phone consults on signs as having everything in writing / photo format is better for us in terms of reference, however one phone consult may be scheduled at the artist's and client's discretion 30 days prior to the event date. If you need to add a significant amount of signs or decor within two weeks of your event (more than one sign), there may be an additional rush fee applied.

EXAMPLE VERBIAGE REQUEST

When you send over your verbiage, please number / label each item, include wording as you want it to appear and do not abbreviate. Below is an example of correct formatting for your document, the only exception to this is that you can send your seating chart over in a separate excel or google doc. Please feel free to include photo inspiration as well including specific examples of fonts / layout that you like for my reference.

We liked mixed elements... wood, acrylic, and chalkboard. Just no mirrors please
Wedding Colors: Coral/Peach, Burgundy, Navy, and Copper. Please do not use gold at all, we would like anything that you would use gold for to be replaced by copper. Attached is our invitation so you can go off that. We would like some design work incorporated on the signs, color and illustrations please! Also, can include this geometric design if possible on some because we are having some geometric elements a part of our day
(geometric inspiration example attached)

WELCOME SIGN:

Welcome to the Wedding of Danielle & Dustin, August 31, 2019, Portage Lakes, Ohio, Grab a drink and take your seat. ('Wedding' in large size font, and you can use the word 'and' instead of '&' whichever works better for you, example photos of fonts we like are attached, love the names on the first one and love the mixing of fonts in the second)

RECEPTION SIGN:

BBQ, Booze and Bad Dance Moves, this way (please put 'this way.' in small size font) - hoping this sign can be large

GUESTBOOK SIGN:

Please sign the Guest Book and also leave a photo with your wishes for the new Mr. & Mrs. Snap it, Stick it, Sign it.

SIGNATURE COCKTAIL SIGN

His, Platform Speed Merchant IPA, White Wheat IPA 6.6%, blended with citrus, located on tap at the Beer Bar
Hers, Moscow Mule, vodka, ginger beer, EXTRA lime (please include illustration of both the beer and the moscow mule) underneath this is a line divider, and then the Bar Menu from #7 minus the header

IF YOU ARE UNFAMILIAR WITH CREATING A GOOGLE DOC, VISIT THIS WEBSITE:
<https://edu.gcfglobal.org/en/googlespreadsheets/creating-google-docs/1/>

DIGITAL MOCK UPS & REVISIONS

Once all your information has been sent over, a digital mock up of all items will be sent over for approval. Bear in mind these digital mock ups will be as close to the physical production as we can create but are digital so they may not be exact. After you receive your first round of mock ups, you get **TWO ROUNDS** of design revisions or edits included in your order, so be thorough in your feedback and clarify art direction with photos if needed. Additional rounds may be purchased for an additional \$50 per round. Text can be edited if information changes, the two rounds of revisions pertains to the overall design direction including fonts. For example, "may we please use white acrylic with black lettering instead on all signs, and left justified text" is a design revision. A text revision would be "our signature cocktail name needs to be updated to Cooper's Mule rather than Moscow Mule".

Below are examples of digital mock ups.

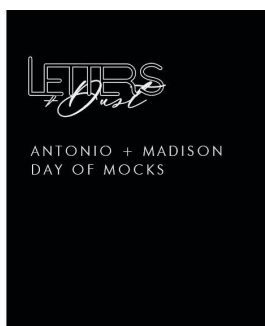
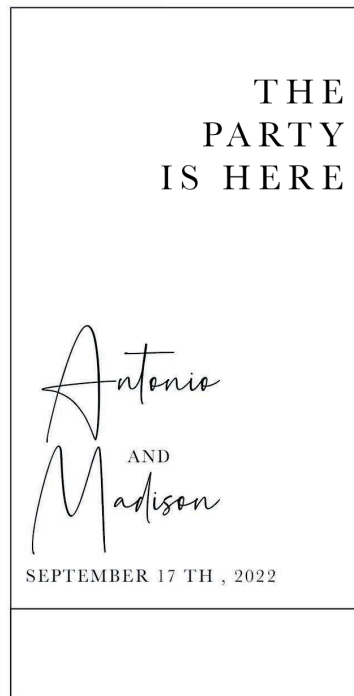


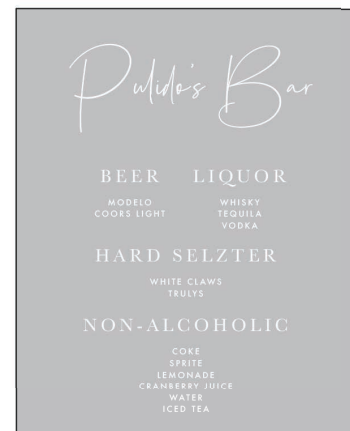
TABLE NUMBERS
5X7 DARK SAGE BLOCK
3D BOTANICAL ELEMENT
CLEAR ARCH, BLACK STANDOFFS
3D BLACK ACRYLIC NUMBERS

11X14" DARK SAGE BACKER
CLEAR ARCH WITH BLACK STANDOFFS
BLACK VINYL LETTERING



24X48" WHITE ACRYLIC
IN WHITE STAND, BLACK LETTERING

11X14" FROSTED ACRYLIC
WHITE LETTERING



THANK YOU SO
MUCH! WE ARE
SO EXCITED TO
WORK WITH YOU!



Please feel free to reach out anytime with questions, we will respond as quickly as possible although response times may be substantially lengthened in prime wedding season (May-September). We look forward to bringing your unique event details to life!



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