

toast & ink

2024 Services Rate Book



Hello!



"It's attention to detail that makes the difference between average and stunning." – Francis Atterbury

Cheers! I'm Mackenzie, a Houston Calligrapher who has a passion for delicate and intentional details that celebrate life's golden moments. I specialize in wedding signage and custom gifts that weave a story through purposeful craftsmanship, creative elegance and a unique design that can't be found anywhere else.

XOXO,
Mackenzie



Let's work together!



Why work with me?

We believe love is love and everyone deserves to celebrate it; Black Lives Matter, trans lives matter and LGBTQIA2S+ lives matter. Our mission is to support everyone we work with and bring their vision to life.

Your event is uniquely yours and we want to work together, while going above and beyond your initial expectations. We value quality and expertise above all else.

How this works

...a bit about my process

1

Discovery

We love setting-up a coffee or cocktail date to chat about your vision and vibe! Whether it's in-person or virtual, it's great to talk inspiration and specific details.

2

Proposal

Once we've nailed down the roadmap of your event, we'll pull together a proposal with prices and an expected timeline. We're also happy to recommend items for consideration to elevate your guests' experience.

3

Design

Once the contract is finalized - we get to work! We'll send you a digital mock-up of everything we'll create so you can see your signage begin to come to life. We provide one round of edits, too, so you have the final approval before we begin production.

4

Delivery

We have a variety of options to get the finished product to you. We provide onsite delivery to your home or venue, we're able to ship products to you, as well as allow you to pick-up directly from our studio.

Services

Our services
minimum is
\$1,000.



Custom Signage



Day-of Stationery



Envelope Addressing



Custom Cards & Gifts

01

Custom Signage

01



Custom Signage

We provide the following materials for signs. We can calligraph on signs provided by clients, including mirrors. Please contact for a custom quote.

Acrylic & Mirrors

Small signs start at \$15/per
(approx. sizes 5x7, 8x10)



Large signs start at \$175/per
(approx. sizes 18x24, 24x36)



02

Day of Stationery

02

Vow books

- Option A: White card stock with chiffon ribbon.....\$55
- Option B: Custom color and texture card stock with chiffon or velvet ribbon.....\$65

Menu cards

- Option A: Handmade with calligraphy on quality card stock.....\$15/per
- Option B: Digital creation (includes design fee, not print production fee).....\$65

Programs cards

- Option A: Handmade with calligraphy on quality card stock.....\$15/per
- Option B: Digital creation (includes design fee, not print production fee).....\$65

Add-ons

Prices start below -- final quote is based on the nature of the request

- Custom ink color.....\$0.75/per
- Cotton or deckled-edge paper.....\$1.25/per
- Velum.....\$0.75/per
- Wax Seal.....\$1/per
- Ribbon.....\$1/per



Place cards



Acrylic



Wax seal



Tented



Marble tile



Citrus



Textured ribbon

PLACE CARDS

Calligraphy on paper place cards

- Option A: First Name Only.....\$2.50
- Option B: First Name + Last Name OR Family/Couple Name.....\$3.00
- Option C: A/B + Table Number OR Meal.....\$3.00
- Option D: A/B + Table Number AND Meal.....\$3.50

Calligraphy on unconventional surfaces

- Option A: First Name Only.....\$3.50
- Option B: First Name + Last Name OR Family/Couple Name.....\$4.00
- Option C: A/B + Table Number OR Meal.....\$4.00
- Option D: A/B + Table Number AND Meal.....\$4.50

Add-ons

Prices start below -- contact for a custom quote

- Calligraphy on cotton or deckled-edge paper.....\$0.25+
- Custom ink color.....\$0.25+
- Vellum.....\$0.50+
- Wax seal.....\$1.00+
- Ribbon.....\$1.00+

“

Toast to Ink produces beautiful one of a kind items. They respond quickly and worked with us to provide exactly what we were looking for. – Jenna H

”



03

A close-up, shallow depth-of-field photograph of a fountain pen with a gold nib and a dark red barrel, resting on a piece of paper. The paper features cursive handwriting in brown ink, including the words 'Mrs.', 'Simmons', 'Street', and '30048'. The entire image is overlaid with a semi-transparent reddish-pink filter.

Envelope Addressing

03

ENVELOPE ADDRESSING

Modern



Traditional



Modern style

Prices start below for calligraphy only. Client provides envelopes.

- Front of Envelope\$5.00
- Return Address\$4.00
- RSVP Card\$4.00

Traditional style

Prices start below for calligraphy only. Client provides envelopes.

- Front of Envelope\$5.00
- Return Address\$4.00
- RSVP Card\$4.00

ENVELOPE ADDRESSING

Calligraphy on envelopes

Prices start below -- final quote is based on the nature of the request. Minimum order of 50. Client provides envelopes.

- Outer Envelope\$5.00
- RSVP Card\$4.00
- Return Address (Back Flap)\$4.00
- Thank You Card Envelope\$4.00

Add-ons

Prices start below -- final quote is based on the nature of the request.

- Custom ink color.....\$0.25+
- Cotton or deckled edge paper.....\$0.50
- Shiny/Metallic Envelope.....\$0.50
- Wax Seal.....\$0.50

“

Working with Mackenzie was a DREAM!!!! Mackenzie made our ideas far better than we could have ever imagined. From the stamp suites, to the custom signage and BEAUTIFUL calligraphy, she brought life to my sister's wedding. – Cameron

”



04



Custom Cards & Gifts



04

CARDS & GIFTS

Calligraphy on paper products

Price includes pen and ink calligraphy on card stock.

- Proposal card with envelope.....\$10.00
- Heartfelt card with wax seal and envelope.....\$10.00

Calligraphy on unique surfaces

Price includes pen and ink calligraphy on alternate materials.

- Bridal party hangers.....\$10.00
- Custom bottles.....\$15.00

Add-ons

Prices start below -- final quote is based on the nature of the request.

- Custom ink color.....\$0.25+
- Cotton or deckled edge paper.....\$0.50
- Shiny/Metallic Envelope.....\$0.50
- Wax Seal.....\$0.50



POLICIES & TIMELINE

General

All prices outlined in this guide are considered to be starting prices and may increase depending on customization requests from the client. Please contact me to discuss your project and to get a custom price quote.

Timeline

All timelines are approximate and are based on current pipeline. Timeline does not include shipping.

- Envelope Addressing.....3-4 weeks
- Day-of Stationery.....2-3 weeks
- Custom Signage.....2-3 weeks
- Custom Cards and Gifts.....2-3 weeks

Rush requests

If you need a project completed faster than the timeline outlined above or provided in your custom quote, then a rush fee will be applied to the final total.

Design set-up fee

Due to the complex nature of certain requests, some projects may require a design set-up fee. These will be discussed prior to start of work. Please contact me with any questions.

Proofing

All names, addresses, and any copy or text provided by the client must be proofread prior to start of work. Vendor is not responsible for misspellings provided by the client, and client will be charged for additional work to correct spelling.

selected client TESTIMONIALS



kelsey & carlos

I can not recommend Toast to Ink enough! Mackenzie was so easy to work with and her creations were beyond what I'd hoped for. Everything was perfect! The process was smooth and easy! No party is complete without the finishing touches Toast to Ink can provide! I'd recommend Mackenzie 1,000 times over!



courtney & richard

Mackenzie is an absolute gem and her work speaks for itself! She did the signage for my October romantic garden themed wedding to include a beautiful mirror welcome sign, a full mirror seating chart for 75+ guests, and all of my custom name place settings, and her work was STUNNING! She was responsive and awesome to work with! The quality of work was just perfect.



allie & tj

I cannot recommend Toast to Ink enough! Mackenzie was incredible throughout the entire process for all of my wedding signage and place settings. She provided recommendations and helped us plan all the signs we envisioned for our big day. She shipped everything the week of the wedding to our house in Ohio. It was all packaged perfectly with so much care.



What's next?

READY TO GET STARTED?

Contact me for a free calligraphy and design consultation.
We'll work with you to create exactly what you're looking for,
while also providing expert recommendations.

CHEERS@TOASTTOINK.COM

A gold-framed mirror is the central focus, decorated with a lush arrangement of greenery and gold ribbons at the top. The mirror's surface is covered with a wedding calligraphy checklist. The title 'Your Seat Awaits' is written in a large, elegant script, followed by 'Head Table' in a similar but smaller font. Below this, the names of the bride and groom are listed. The guest list is organized into sections for the head table and numbered tables (One through Fourteen). The mirror is placed on a white surface, and several lit white candles in clear glass holders are visible in the foreground. In the background, a window with a grid pattern is partially visible.

BONUS

Calligraphy Checklist

TOASTTOINK.COM

CHEERS@TOASTTOINK.COM | [@TOAST.TO.INK](https://www.instagram.com/toast.to.ink)

Wedding Calligraphy Checklist

Before Your Wedding

- | | |
|--|---|
| <input type="checkbox"/> Save the Dates | <input type="checkbox"/> Bridal Party Proposal Cards |
| <input type="checkbox"/> Wedding Invitation Suite | <input type="checkbox"/> Bridal Party Proposal Gifts |
| <input type="checkbox"/> Bridal Shower Invitations | <input type="checkbox"/> Cards for Parents and Future In-Laws |
| <input type="checkbox"/> Bachelorette Party | <input type="checkbox"/> Card or Gift for Future Husband/Wife |
| <input type="checkbox"/> Invitations | <input type="checkbox"/> Gifts for Hotel Guests |

Envelope Addressing

On Your Wedding Day

- | | |
|--|--|
| <input type="checkbox"/> Welcome Sign | <input type="checkbox"/> Guestbook Sign |
| <input type="checkbox"/> Seating Chart or Escort | <input type="checkbox"/> Cards and Gifts Sign |
| <input type="checkbox"/> Cards | <input type="checkbox"/> In Loving Memory Sign |
| <input type="checkbox"/> Place Cards | <input type="checkbox"/> Bar Menu Sign |
| <input type="checkbox"/> Table Numbers | <input type="checkbox"/> Signature Cocktails Sign |
| <input type="checkbox"/> Menu cards | <input type="checkbox"/> Dessert Table Sign |
| <input type="checkbox"/> Program cards | <input type="checkbox"/> Guest Favors / Favor Sign |
| <input type="checkbox"/> Order of Events Sign | <input type="checkbox"/> Flower Girl and Ring Bearer Signs |
| <input type="checkbox"/> Unplugged Ceremony Sign | <input type="checkbox"/> Vow Books |

Hashtag Sign

After Your Wedding

- | | |
|--|--|
| <input type="checkbox"/> Thank You Cards | <input type="checkbox"/> Personal Vows |
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