



custom invitations



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# SET the TONE :: SHARE the LOVE



Congratulations and best wishes on this exciting time in your lives!  
We also know it can be a little stressful and overwhelming, too.

Our job is to make this one of the fun parts by taking care of as much of the invitation process for you as possible.  
We use our knowledge and expertise to help you create an invitation suite that beautifully communicates important information to your guests in a way that keeps you and your relationship, your tastes and preferences and quirks, at the heart of it all, and relieves you of ever needing to set foot in a post office.

*The thoughtful details that go into your invitations will reflect the care with which you are planning the rest of your big day, and your guests will be able to feel it, be drawn to it, and want to share it with you.*



*Guests should be able to tell from the first glance at your invitation suite what to expect at your event, and most importantly, should feel that their unique presence is truly required to help you celebrate!*





# WHERE we EXCEL :: LISTENING to YOU

The only thing our suites have in common is a sophisticated visual & textural sensibility, and the fact that they're painstakingly crafted with an eye for the thoughtful & the personal.

As we hope you can tell, we like to work in a variety of styles to meet your needs. Boho? Formal? Whimsical? Romantic? Modern and bold? We've done it all.

Jessica Astrella, our Founder and Creative Director, is a calligrapher, illustrator, and designer. Elements of all three disciplines often make it into a single invitation suite, while other suites eschew calligraphy or illustration altogether.

We're versatile and agile and love to play with new materials, typography, textures, color, and print methods.



Client Direction::  
“Bold, Modern, but with watercolor detail”

Client Direction::  
“Minimal, classic, with focus on greenery and the venue”

Client Direction::  
“Formal, with lots of illustrative details to pull in the sense of place + our personal histories”





# WHERE we EXCEL :: getting CREATIVE

*Including personal details*



*Blind impression letterpress*



*Mixing in handmade paper for texture*



*A hand torn edge to keep the cool-toned vellum wrap feeling warm*



*A "full-bleed" illustration off the deckled edge of a letterpress invitation*



*Transparent vellum reply envelopes*





# HOW we WORK :: WHY we WORK

This kind of work requires our collaboration and an investment worthy of all of our time!  
We are likely not going to be a good fit if you want something “super simple” or you “don’t care very much” about your wedding paper.  
There are many vendors who do the simplified, turnkey options very well and we will happily direct you to them.

*Unlike those options, what we will create together is a fully customized, personalized, original work of art that reflects you and the joy you want to share with your loved ones.*

We thrive on details & love a challenge, while counting on clear communication and mutual respect to guide the process.

## THE PROCESS ::

- You reach out, and we schedule a phone/video call consultation together. *We ask that all decision-making parties be present for this meeting.*  
A quote is provided within 2 weeks unless otherwise noted.
- If you choose to move forward, a contract + rough timeline are signed, a style guide is designed and approved, and a 50% deposit is placed.
- Content + wording are provided to BSC.
- Drafts are emailed to you. We do not provide hard-copy proofs.
- Feedback + approvals process is conducted via email.
- A print proof is provided, which you sign and return.
- We go into production!
- Remaining balance is paid, and BSC handles mail-out, including photo confirmation.

*Then, sit back and wait for your friends + family to receive in the mail and prepare for all to be utterly delighted!*



*example of the style guide we create and provide*

Before we chat, please be prepared to::

- discuss a ballpark quantity
- articulate your overall vision
- provide a link to a Pinterest/design board with specific comments about what you like & why
- share any existing design work from other wedding vendors



# a brief note ON PRICING ::



BSCo is proud to only offer full concierge-level service for our invitation clients. This allows us to take fewer per year, which means we have more time to devote to each client to ensure we stay on time and deliver not only the best possible product, but the best possible experience for you.

The first line item of any invitations quote we provide to you will be our \$2,200 custom concierge fee.

This not only covers the 25+ hours required in ideating and producing your invitations, but all of the following:

- a custom style guide we create to use as our visual touchpoint moving forward. And once approved...
- all artwork, typesetting + design for all pieces of the suite
- sample packet of invitation paper selections mailed to you (time allowing)
- 2 revision rounds plus a final print proof to review + sign
- vendor research + sourcing for each piece
- 3-4 trips to the print shop for material selection, review + proofing
- base assembly of suites (stacking, stuffing, sealing, sticking postage)
- unlimited emails + calls available to you to consult, design, and edit your suite
- 2-3 trips to the post office to weigh the suite + confirm postage amounts, and mail out your pieces
- Keepsake sets mailed to you, including one full set for your photographer

Unsurprisingly, additional pricing varies based on a number of factors, including, but not limited to: your guest count, your budget, how much information you plan to provide to your guests and how we format it across pieces, amount of custom illustration, print methods, paper selection, envelope addressing style + method, and which ephemera or details you'd love to incorporate such as vellum wraps, envelope liners, ribbon, wax seals, edge painting and vintage postage. There is no average client, but we typically see a range of budgets between \$3,500 - \$8,000.

Please note :: it generally takes 12-16 weeks to complete a fully custom suite from initial design, through proofing and production to final mail-out.





# the ANATOMY OF a full invitation suite ::



1. INVITATION :: the heart of your suite.  
shown here in one color letterpress with deckled edges.
2. OUTER ENVELOPE :: includes envelope, addressing & return addressing.  
shown here with formal calligraphy.
3. REPLY CARD :: can be mailed in a reply envelope (4) or direct guests to reply online.  
also available as a postcard option. shown here digitally printed with deckled edges.
4. REPLY ENVELOPE :: includes 4Bar size envelope with digital print addressing & one forever stamp
5. DETAILS CARD :: an essential catch-all card that holds important information for guests,  
including details regarding the reception, transportation, accommodations, and your wedding website.
6. CUSTOM MAP :: digitally printed and sized to complement the rest of the suite.  
shown here in line-drawing style with deckled edges. also available with watercolor icons.
7. INNER ENVELOPE :: an option for more formal weddings, hand-addressed with guest names.
8. ENVELOPE LINER :: adhered to the inside of the envelope to achieve maximum visual impact.  
shown here is a line drawing illustration of client's venue. can be adhered to outer or inner envelope.
9. POSTAGE :: standard USPS offerings available.  
shown here for the detail-oriented is a beautiful array of vintage stamps for additional cost.
10. BAND/SASH :: holds items together for a perfect presentation.  
shown here with thread and custom wax seal. paper, ribbon, and vellum options also offered.

Not Pictured, but Offered ::

- Save the Dates (available as postcard style or card & envelope set)
- Thank You Notes

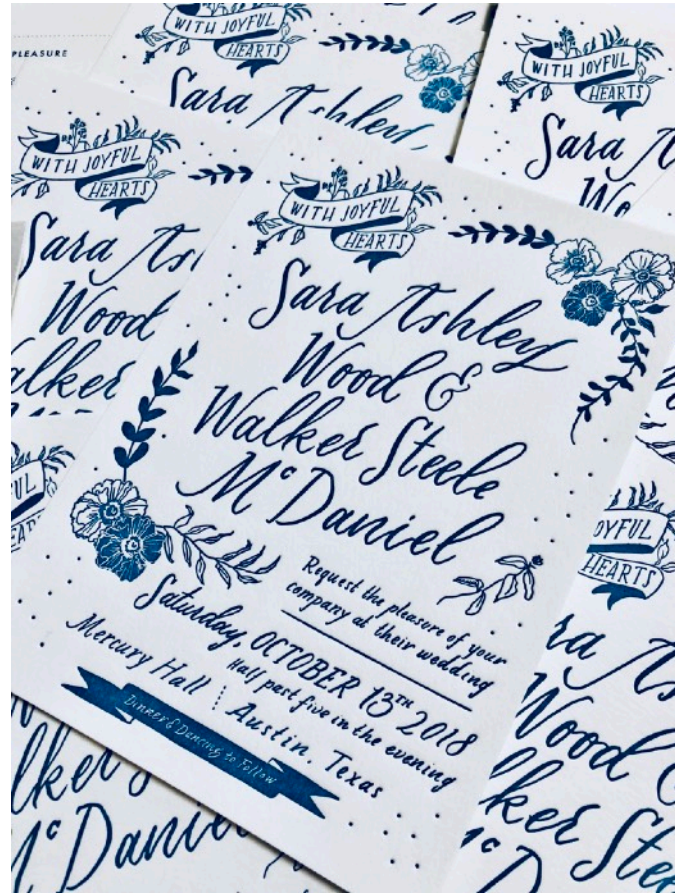




# INVITATION inspiration :: PRINT we adore



*Blind Impression :: A version of letterpress printing where no ink is applied to the die. Best for bold headers + line drawn icons. Paired here with a digital print process to ensure a legible invitation on a perfectly squishy cotton paper.*



*Hand-Drawn Flourishes :: Perfect for letterpress printing, these little details acquire and provide texture, depth, and visual interest to your suite, and provide little opportunities to carry the visual theme through the rest of the pieces.*



*Golden Touch :: Gold foil is hot-pressed onto luxuriously thick pewter paper here, wrapped in a custom marble pattern vellum, and complemented by gold envelope calligraphy and a simple wax seal for a perfectly Parisian soirée*





# INVITATION inspiration :: MORE details to love



*Effortless Cool :: This stylish Brooklyn couple went simple with a black, white, gold, and marble palette but stayed original and fresh with cheeky copy and unexpected shapes*



*Provincial Romance :: This vellum wrap is a painting of the Abbaye St. Eusebe, site of a small elopement in the French countryside. Secured with blush velvet ribbon and a bronze wax seal bearing a spring of lavender in honor of the surrounding fields - hard to get any more romantic.*



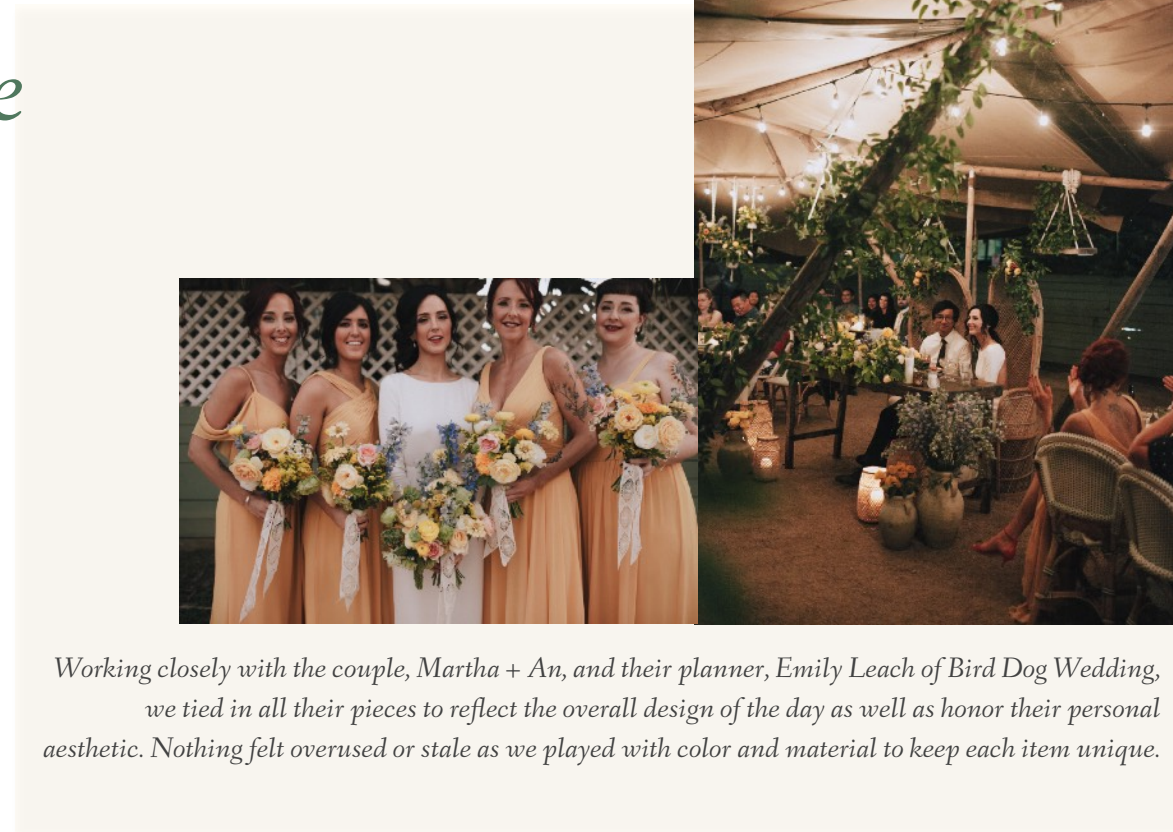
*Old World Chic:: Deckled edges and a single ink color throughout brought old world elegance with a modern sensibility*





# YES through I DO :: a cohesive package

We are pleased to offer full service design and production starting with your Save the Dates, through Invitations, all the way through your Day-Of pieces, and ending with custom thank you notes... or even a first anniversary gift, which is, traditionally, made of paper of course.



Working closely with the couple, Martha + An, and their planner, Emily Leach of Bird Dog Wedding, we tied in all their pieces to reflect the overall design of the day as well as honor their personal aesthetic. Nothing felt overused or stale as we played with color and material to keep each item unique.



Save the Dates



Invitations



Welcome Notes + Totes



Menus + Table Numbers + Lucite Place Cards



Large Format Welcome Sign



Hand-painted wooden bar menu



# YES through I DO :: a cohesive package

Buffet Markers



Invitations



Menus



Backdrops



Napkins



Pet Portrait  
Cocktail Sign



Place Cards



It all started with the couple, Carly + Ted, and their request for a hand-drawn "Austin Texas toile", which was the basis for all the paper goods and signage. With the help of Ellen Westcott of Westcott Weddings, we incorporated the icons from that pattern in numerous ways, as well as relying on traditional tile to bring in texture and function.



# *about the A R T I S T :: Jessica Astrella*

## *Jessica Astrella*

### *Founder & Creative Director*

A freelance calligrapher + illustrator, Jess started Boarding School Collective to serve a rapidly growing client base looking for reliable, consistent, lovely art signage for weddings in the Austin area.

While she did not attend a fancy East Coast boarding school, she did apply to *and get rejected from f i v e* fancy East Coast liberal arts colleges.

It all worked out, though - she moved to New York in 2010 anyway, worked in advertising, picked up a souvenir (husband, Matt), moved to Austin to start this company, picked up another souvenir (dog, Mozzarella) and moved home to Portland, Oregon. In August 2019, they welcomed a beautiful baby girl into the family and are expecting a baby boy in December 2020.

She also runs her own non-wedding brand, j.rocro arts + letters, through which she gets to freelance in graphic design, paint pet + home portraits, provide spot illustrations, dabble in logo+brand work, execute custom lettering projects, and offers a smattering of greeting cards + prints. Children's book illustration is the next frontier she hopes to wade into, but wedding work will always have a special place in her heart and on her desk.





# references

Please be sure to let us know if you'd like to chat with any past clients or wedding professionals with whom we have worked. Many brides have volunteered to provide positive reviews and while we've never taken them up on the offer, would happily direct you to any one of them with confidence.

# featured work

We are lucky enough to work with many talented wedding planners and photographers who successfully submit the fruits of our creative labors to various popular wedding publications & media outlets including, but not limited to Style Me Pretty, Magnolia Rouge, Martha Stewart Weddings, Brides, The Knot, Green Wedding Shoes, Ruffled Blog, Junebug Weddings, Artfully Wed, Grey Likes Weddings, and smaller regional publications.

Please email us at [hello@boardingschoolcollective.com](mailto:hello@boardingschoolcollective.com) for links to some of the most recent features if you're interested.

# photo credits

The talented photographers mentioned above took most of the photos of the work in this document.

Cover: Jen Dillender

Page 1: Brittany Jean Photography

Page 2: Mint Photography, Sophie Epton Photography

Page 3: Sophie Epton Photography, Maria Lamb Photography

Page 5: Sophie Epton Photography

Page 6: Bend the Light Photography

Page 8: Sophie Epton, Julie Wilhite

Page 9: Lauren Apel

Page 10: Menary Weddings

Page 11: Maria Lamb Photography

Us: all the poorly lit ones



Sophie Epton