

# ZED & BEE

Zed & Bee is the collaborative effort of sister team Zoe Ritch and Billie Shennen, a boutique design studio offering modern, truly unique invitation solutions or 'Celebrations On Paper'.

Just as every engaged couple knows, their love is one of a kind. Therefore the story reflected in an invitation should be theirs, not ours or off the rack. It should mirror her music tastes and his wicked sense of humour, their love of food and colourful family history.

As with every celebration, whether a personal milestone or corporate event, the aim is to generate excitement for an unforgettable moment thus needing a memorable introduction.

## INITIAL CONSULTATION

The process of creating your truly unique invitation begins with a consultation. This allows us to get to know you and translate your personalities onto paper. Typically a consultation lasts one hour and is in person via phone or email. We welcome you to visit our studio however are more than happy to travel within the confines of Greater Sydney if it is more convenient.

The consultation process is a relaxed affair, over bubbly, coffee and something sweet if you choose to visit us at our lovely studio in Leichhardt. Just a casual conversation to hear your ideas and inspirations.

A more formal questionnaire will be given to you on the day to pore over and email back to us at your leisure. Any complementing visual inspiration you can gather is also recommended to aid us in creating a polished product that is cohesive to your celebration.

## CONCEPT PITCH AND PRICING

Zed & Bee treat each brief as an opportunity to produce new and unforgettable invitations at any budget, while truly reflecting the personality of the client and their event.

We wish to 'push the envelope' every time, taking influence from trends around the world and love seeking new printing technologies to achieve the desired result. Whether a traditional letterpressed invitation set or a personalised, oversized poster. From screen printed fabric to engraved wood, a technology can be utilised to suit your budget.

Once you have decided to move forward, based on our consultation Zed & Bee will pitch two design concepts after a two week period. The Concept Pitch includes two ideas, fleshed out into colour, typeface, technology references and cost estimates. We take into consideration every element of your invitation and the components needed to perfectly package and post them out. All components will be included in this estimate.

If we have not successfully delivered a concept to suit your event, we are happy to produce a second round of options based on your critique and feedback.

The Concept Pitch incurs a \$200 non-refundable fee.

## CELEBRATIONS ON PAPER

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## DESIGN CONTRACT

After selecting your preferred concept from the pitch presented to you, a contract will be drawn with pricing based on your chosen design concept. Also included is a job schedule indicating when to expect presentation and delivery of your various invitation components.

An emailable PDF of the contract will be forwarded to you for approval. We request that you sign and return this to us within 7 working days before any design work can begin.

A 50% deposit is required at this time to commence work and order necessary materials to complete the job. Should project specifications change from the initial contract thus incurring additional costs, a supplementary deposit may be required. Remainder of the balance is due before delivery.

We welcome your comments and will happily make changes to this proposal if necessary.

## DESIGN PROCESS

Once we have received your signed contract and deposit, the design process can commence.

As your invitations take shape, regular contact will be made to gather wording, details etc.

As varied as the invitations we produce, as are the time frames to deliver each job. A period of four months from initial consultation is suggested for weddings, due to the intricate process involved. Shorter time frames are available for corporate events and smaller runs however please keep in mind the standard printing process takes at least two to three weeks. Rush orders can be accommodated at an extra cost.

The first draft of your design will be presented to you for feedback as a full colour PDF, and is delivered at the date specified in your contract. There are two rounds of amendments included during the design process, any further significant changes will incur an extra fee. Minor tweaks may be accommodated at our discretion.

## PROOFING

Written approval is required after receiving the final draft, it is imperative to proof this draft very carefully. Once written approval is received, Zed & Bee is no longer responsible for formatting and/or typographical errors on the final product. All errors, including format, layout, spelling and punctuation are the sole responsibility of the client without exception. Reprint of invitations due to errors after this point incurs 100% of the reprint, reproduction and labor costs.

## CANCELLATION

If you should cancel your agreement before the printing process commences, Zed & Bee retain the 50% deposit. If you cancel this agreement after your invitations have been printed, you are liable for 100% of the contract.

**Consider or recommend us for the milestones in your lives. We look forward to telling your stories.**

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