



PANTHERA PRESS 2018 LETTERPRESS GUIDE



ABOUT

OUR STORY

Panthera Press began in 2010 as a passion project for Danielle Wethington as she completed an internship in Massachusetts with book illustrator and pressman Barry Moser. After completing her internship and a subsequent Masters with a focus on Graphic Design/Book Arts, Danielle moved back to her hometown in Virginia and started up a proper printshop. Panthera Press began taking commercial work in 2012 and has been growing ever since.

THE PRINTER

Danielle Wethington has always had a passion for books. It was this love of narrative that prompted her to pursue a BFA in Illustration from the Savannah College of Art and Design. Still, illustration alone wasn't enough to get the full sense of the book and so she expanded her focus to include many other book arts including paper marbling, gilding, binding, and typography. Although the 7x11 press size doesn't allow for as much in the way of creating robust fine press books, the work that Panthera Press allows Danielle to maintain a connection to her passion for the book arts and draw together a roster of seemingly disparate skills.



WHAT WE DO



At Panthera Press we will print any quantity you need so if you need a different quantity, unique size, halftone printing, folded cards, or special considerations like full bleed, just ask for a custom quote. Sizes can be easily altered within a range without affecting price. These are estimates based on straightforward printing on 300gsm Crane Lettra paper and include:

Color Mixing, Plate Making, Printing, Trimming, Packing, and Shipping.

PROCESS

HOW LETTERPRESS WORKS:

Letterpress is a fascinating printing process where digital artwork is turned into a plastic plate. The plastic plate is then printed on any variety of papers. Impression can be very light or quite heavy creating a beautiful, textural print that you will treasure. Ink colors, artwork style, and paper choice is only limited by your imagination.



1. Design Your Artwork - Panthera Press can do this for you with the final output of letterpress in mind. Type smaller than 8pt and lines smaller than .5pt can be difficult to print.

2. Export Your Files - We will adjust artwork for platemaking. We prefer to receive vector images with type set to outlines in .EPS format (*Confused? Just ask us and we can help*)

3. Receive an Invoice - Once all the artwork is approved by both parties, you will get a proper invoice and contract to sign. After paying a 50% deposit the work begins.

4. Ordering - I will order the plate and paper of your choice. Allow about 3-4 business days for these to arrive.

5. Colors/Details - Please provide samples of anything you want us to color match or choose a Pantone color from the Solid Uncoated Book. I can mix to a digital image, but colors look different on each monitor so a sample or Pantone is important.

6. Printing Begins - I will trim the paper down and begin printing. The timeline for printing varies based on the complexity of the job.

7. Project Complete - Once printing is finished you will be sent a digital proof and final invoice. Pay the final part of your invoice and within 24 hours your project will be lovingly packed and shipped.

8. Enjoy! Revel in the beauty of your hand crafted letterpress project!



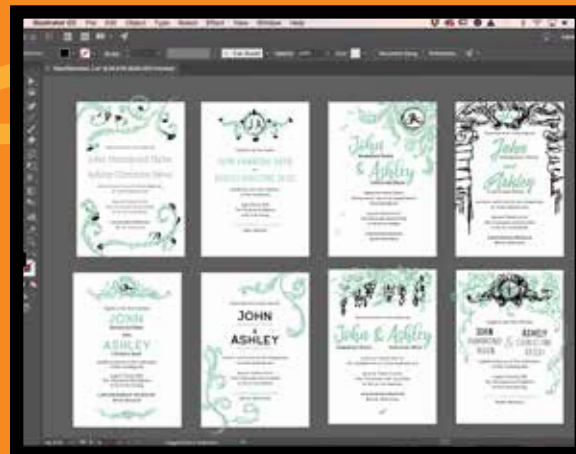
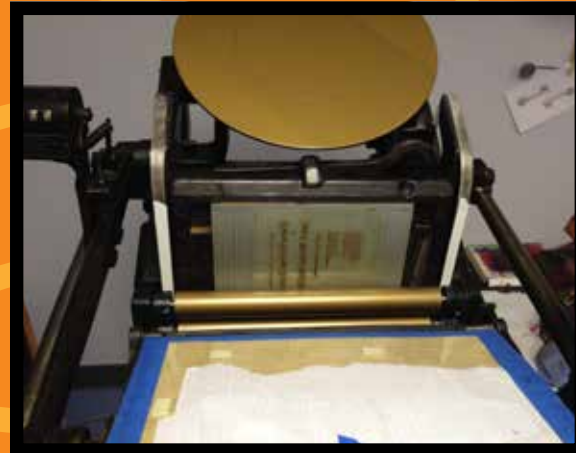
SERVICES

PRINTING | Panthera Press is a small letterpress shop with big dreams. We are currently outfitted with a 7x11" Chandler and Price Press and can print letterpress, die cut, duplex, and edge paint your custom project. Our press limits us to stationery sizes, and our specialty is wedding suites and branding/business stationery.

DESIGN | Even if you aren't looking for printing we offer a wide range of design solutions. Danielle has a MFA in design and is prepared to create just about anything you need including branding, publication design, and advertising graphics.

ILLUSTRATION | Working in watercolor, ink, graphite, and various digital media, illustration is another service Danielle can provide for you. If you're looking for a one of a kind illustrated wedding suite - look no further. Panthera Press is a one stop shop for design, illustration and printing, making it easy to get the invites of your dreams. To see a wider range of Danielle's illustration work visit:

DanielleWethington.com



PRICING

Small Cards 2x2" 2x3.5", 3x3"	50	100	150	200	250	300
One Color	120	140	150	160	170	180
Two Color	200	220	230	240	250	260
Three Color	270	290	300	310	320	330
Medium Cards 4x4", 4x5"	50	100	150	200	250	300
One Color	150	170	190	210	230	250
Two Color	240	260	280	300	320	340
Three Color	330	350	370	390	410	430
Large Cards 5x5", 4x6", 5x7", 4x8"	50	100	150	200	250	300
One Color	200	225	250	275	300	325
Two Color	290	315	340	365	390	415
Three Color	380	405	430	455	480	505
Add Ons	Envelope Flap Printing	Rounded Corners	Edge Painting	Two Tone (Gradient)	Duplexing	Die-Cutting/ Scoring
Prices in addition to base price of printing	.50 (e)	.50 (e card)	1.00 (e)	.50 (e)	Priced by Job	Priced by Job
Other Services	Design	Illustration	Suite Assembly	Mailing out Invites	Laser Hot Foiling	Other Services
Hourly Rate	\$40	\$50	\$30	\$20 + Postage	Inquire	Inquire

PRINT TECHNIQUE SHOWCASE

Panthera Press is always pushing the boundaries of print . Sometimes your project needs something that will really help you stand out. Whether its edge painting, handmade paper, or custom die cutting we can help you find a way to astonish with your printed product.



HEAVY SOLIDS



DELICATE DETAILS



EDGE PAINTING



OVERPRINTING



METALLIC (COPPER) ON BLACK



METALLIC (GOLD) ON WHITE



BLIND STAMP



TINTED BLIND STAMP



FAUX GOLD



DIE CUTTING



HALFTONES



OMBRE

PAPER

Letterpress presses can print on much thicker papers than digital printers can. Although we can print on almost any paper, cotton papers and print making papers tend to look best. Below are some favorites, but we can always help you find a custom paper to suit your vision including handmade paper, beveled paper, textured papers, and metallic papers.



1. HANDMADE PAPER
2. PRICE PAPER BEVELING
3. BRASCO PAPER
4. CRANES COLORS
5. CRANE LETTRA (PEARL)
6. CRANE LETTRA (WHITE)
7. FRENCH PAPER



LEARN MORE:

To get a custom quote or see more work visit:

PANTHERAPRESS.COM

757.647.3722