

# SIGNS OF OUR LIVES

Hey! I'm Alex Hirsch of Signs of our Lives, and I'm super excited to connect! I specialize in bringing my calligraphy services on site to brand activations, PR events, and VIP gifting experiences; bringing events to life in an engaging and meaningful way. Scroll through for examples of what I can do, who I've worked with, and how we can work together too →

[www.SignsOfOurLives.com](http://www.SignsOfOurLives.com) | UPDATED JAN. 2026

ALEX HIRSCH



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# ABOUT ME – ALEX HIRSCH

I've been running my calligraphy business for about 9 years. It's been an amazing experience to connect with brands, large and small, to nurture and grow their communities through my art form!

I'm based in San Diego, but always down to travel around Southern California and beyond for your event needs.



# PREVIOUS CLIENTS

I've worked with a variety of brands in a range of industries including:

FOOD + BEVERAGE

SPORTS + ENTERTAINMENT

BEAUTY + WELLNESS

TRAVEL + CORPORATE

LUXURY + FASHION

NON-PROFIT + NETWORKING ORGS

MAKERS MARK - PERNOD RICARD - CASK X  
JUNESHINE - SAPPORO - HEAVEN HILL - CUTWATER SPIRITS  
JACK DANIELS - STONE BREWING - CONSTELLATION

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LA DODGERS - ACTIVISION - LA MAGAZINE - AUDIBLE  
LIVE NATION - SAN DIEGO PADRES - COMIC-CON

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CLINIQUE - MAC - SOL DE JANEIRO - JO MALONE  
RAW SUGAR - ONE SIZE - PHLUR - PERSONIFY - NUDE BY NATURE

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LEXUS - FCM - VISIT SAN DIEGO - INTEL - QUALCOMM  
INTUIT - COMCAST - CITY CENTER SAN DIEGO

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LOUIS VUITTON - PRADA - VERSACE - GUCCI - ANTHROPOLOGIE  
D&G - NORDSTROM - GIVENCHY - CALIFORNIA STYLE WEEK

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PLANNED PARENTHOOD - ACLU - GENEROUS PLATES  
PARTYSLATE - FÊTE LOS ANGELES - CREATE & CULTIVATE



# WHY PERSONALIZATION



Give your event attendees a gift they'll never forget -- something **custom**, something **exciting**, and something that'll get *people talking*.

Whether you're a brand searching for a way to **stand out** among the crowd, or a company looking to *appreciate* their clients in a unique way -- you can seriously never go wrong with having on site personalization at your event.

# PERSONALIZATION SERVICES



ENGRAVING



HEAT FOILING



LETTERING +  
CALLIGRAPHY



PYROGRAPHY



HAND PAINTING

GLASS - METAL - CERAMIC - STONE



# ENGRAVING



Engraving, done with a hand held rotary machine, is the most popular personalization option, as it lends itself to so many different surfaces. This includes **glass, metal, and stone.**

- GLASSWARE (whiskey glasses, espresso shot mugs, champagne flutes, coupe glasses, etc.)
- SPIRIT BOTTLES
- FRAGRANCE BOTTLES
- PET TAGS
- CUTLERY
- COSMETICS (lipstick cases, brush handles, gua shas, metal lids, etc.)
- WATER BOTTLES
- CANDLE JARS
- COMPACT MIRRORS
- CAVIAR SPOONS



LEATHER - PAPER - TEXTILES



# HEAT FOILING

Foiling, also known as heat foiling or debossing, is done with a heat pen tool connected to a small machine and applied to gold, silver, or colored foil. It can be applied on **leather**, PU leather, paper, or certain textiles.

- LUGGAGE TAGS
- PASSPORT HOLDERS
- KEYCHAINS
- HEADPHONE/AIRPOD CASES
- NOTEBOOKS
- WALLETS/CARD HOLDERS
- SUNGLASSES CASES
- RIBBONS
- MORE IDEAS [HERE](#)

ALL THE THINGS



# LETTERING & CALLIGRAPHY

Lettering, also known as “modern” calligraphy, is perfect for literally any surface you can think of! When in doubt, lettering is the answer to your personalization needs.

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Calligraphy, or “pointed pen,” can also be done on a wide variety of surfaces beyond paper.



# PYROGRAPHY

Pyrography (or burning) is done with a special heat tool, with a pen attached to a small machine (that requires power). It works best on wood that is **\*untreated,\*** light-colored, fine-grained, and soft to medium-density woods. It can also work on suede, leather, and cork.

- SPATULAS
- CUTTING BOARDS
- CHEESE BOARDS
- TRAYS
- COASTERS
- BOXES (CIGAR, JEWELRY)
- PAPER FANS (THE SKELETON PART)
- KEYCHAINS
- OYSTER SHUCKERS

WOOD SURFACES



LEATHER - CANVAS - GLASS - VINYL



# HAND PAINTING\*



Painting is done by hand with a brush and acrylic, leather, or fabric paint depending on the surface. It lends itself to leather (genuine or faux), suede, denim, canvas, glass, and vinyl surfaces.

- LUGGAGE TAGS
- HANDBAGS
- SUNGLASSES CASES
- FRAGRANCE BOTTLES
- ORNAMENTS
- CANDLES
- SHOES
- COWGIRL HATS
- & MORE

\*THESE SERVICES REQUIRE ADDITIONAL TIME, SKILL, AND LABOR TO CREATE A THOUGHTFUL AND WORTHWHILE EXPERIENCE. LET'S CONNECT TO SEE IF THEY'RE A GOOD FIT FOR YOUR EVENT!

# LEATHER TAG PERSONALIZATION OPTIONS



— see the difference



✦ *Hand Lettered*

- + ~50/hour
- + Paint Marker
- + Many colors available
- + No power required
- + Minimal drying time required (1-2 minutes)



✦ *Heat Foiled*

- + ~45/hr
- + Foil & heat pen tool
- + Gold and silver options available; all other colors must be requested
- + Access to power source required
- + Does not require drying time



✦ *Hand Painted*

- + ~5/hr
- + Brushes & fabric or leather paint
- + All colors available
- + No power required
- + Requires drying time (up to 10 minutes)



✦ *Debossed*

- + ~50/hr
- + Heat pen tool
- + No fill or foil required / neutral
- + Access to power source required
- + Does not require drying time



# STARTING RATES\*

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SAN DIEGO: \$1250

LOS ANGELES: \$1500

BEYOND: TRAVEL FEES APPLY

\*DEPENDING ON THE SERVICE YOU SELECT, THE AMOUNT OF ITEMS BEING PERSONALIZED, AND AMOUNT OF HOURS WE HAVE, PRICING MAY VARY

\*UP TO 3 HOURS OF ON SITE PERSONALIZATION SERVICES

\*ITEMS MUST BE PROVIDED BY CLIENT

\*TRAVEL FEES APPLY FOR EVENTS BEYOND THE SAN DIEGO AREA

# SETUP REQUIREMENTS

MY OVERALL SET UP IS MINIMAL, AS MY MACHINES ARE SMALL & PORTABLE

**IN ORDER FOR US TO HAVE THE BEST EVENT POSSIBLE, I REQUIRE THE FOLLOWING:**

- + TABLE & CHAIR
- + ACCESS TO POWER IS NOT NEEDED FOR ENGRAVING & FOILING EVENTS (PYROGRAPHY EVENTS ONLY)
- + LIGHTING
- + OVERHEAD COVERAGE IF OUTSIDE
- + HEAT LAMP IF OUTSIDE



# ITEMS I PROVIDE:



- + SMALL DESK LAMP
- + TABLE MAT (BLACK OR TAN)
- + 8X10 SIGNAGE (GOLD FRAMED)
- + PENS (BLACK OR WHITE)
- + ORDER FORMS (POSTS-ITS, CLIPBOARD + PAPER, NOTEPAD, OR CUSTOM FORMS, DEPENDING ON WHAT IS BEST FOR THE EVENT & GUEST FLOW)

# ADDITIONAL SETUP RECOMMENDATIONS

- + ADDITIONAL TABLE(S) AND/OR SHELVES FOR DISPLAYING ITEMS AND/OR TO DESIGNATE A PICK UP AREA
- + BASKETS, BINS, OR TRAYS FOR DISPLAYING ITEMS
- + ADDITIONAL LIGHTING
- + ADDITIONAL SIGNAGE
- + FLOWERS / GREENERY / CANDLES
- + BRANDED ORDER FORMS
- + GIFT BAGS, BOXES, TISSUE



## WHAT DO YOU PLAN TO WEAR?

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UNLESS SPECIFIED, I WILL ARRIVE IN ALL-BLACK PROFESSIONAL ATTIRE.

← HOWEVER, I LOVE MATCHING THE AESTHETIC OR THEME TO ELEVATE THE EXPERIENCE EVEN MORE. LET ME KNOW, SO I CAN PLAN AHEAD FOR YOUR EVENT!

## WHAT LETTERING STYLES DO YOU OFFER?

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CALLIGRAPHY ALWAYS! BUT WE CAN ALSO PROVIDE THE OPTION OF BLOCK LETTERING OR "PRINT" STYLE IF DESIRED.

I CAN ALSO ADD SPARKLES, HEARTS, PAW PRINTS, & LINE DRAWINGS OF FLOWERS





## HOW LONG DO YOU NEED TO SET UP?

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MY SET UP IS MINIMAL. I TYPICALLY REQUIRE UNDER 10 MINUTES TO UNPACK MY MATERIALS & BE FULLY READY FOR THE EVENT, UNLESS OTHERWISE REQUESTED OR SPECIFIED; ARRIVAL CAN BE ANTICIPATED 15-30 MINUTES PRIOR TO THE EVENT START TIME

## DO YOU PROVIDE THE ITEMS?

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ITEMS MUST BE PROVIDED BY CLIENT. HOWEVER I'M HAPPY TO PROVIDE ASSISTANCE, CONSULTATION, OR RECOMMENDATIONS WHEN SOURCING ITEMS FOR YOUR EVENTS!



# WHAT'S THE ORDERING PROCESS?

## .01 GUEST PLACES AN ORDER



*When guests arrive at the table, they're can choose the item they'd like to get personalized (if there are various colors or types), and then fill out a request form with 1-2 words per item*

## .02 ORDER GETS PERSONALIZED LIVE



*Depending on the flow of the event and what's being personalized, guests will typically watch their item get engraved, foiled, lettered on, or painted.*

*The process typically takes 1-2 minutes per guest to personalize the guest order, including the interaction.*

## .03 GUEST RECEIVES ORDER



*Once the item is personalized, the guest will be handed their order.*

*If it's a large event, or the items require extra time to be personalized, the guests may also need their item boxed or bagged.*

*If discussed prior, guests may also walk away to enjoy the event, and return later to pick up their personalized item.*



# LARGE MULTI-ARTIST EVENTS

FOR EVENTS WITH HIGHER GUEST COUNTS, I CAN BRING A TEAM OF PROFESSIONAL AND TALENTED ARTISTS WITH ME!

**50-150  
GUESTS**

**150-275  
GUESTS**

**OVER 275  
GUESTS**

1 ARTIST  
RECOMMENDED

2 ARTISTS  
RECOMMENDED

3+ ARTISTS  
RECOMMENDED

\*BASED ON 3 HOURS

\*DEPENDING ON THE SERVICE YOU SELECT, THE AMOUNT OF ITEMS BEING PERSONALIZED, AND AMOUNT OF HOURS WE HAVE, THE AMOUNT OF ARTISTS REQUIRED WILL VARY

\*HIRING AN EVENT ASSISTANT IS ALWAYS ENCOURAGED (WHICH I CAN BRING AS WELL!)

# LET'S CONNECT

QUESTIONS? I can answer those!  
IDEAS? I have so many!  
PROCESS? It all starts with an email!

[Email](#)

[Website](#)

[LinkedIn](#)

[Instagram](#)



# WAIT, THERE'S MORE!



BONUS: BECAUSE I'M A JILL OF ALL TRADES, I ALSO OFFER LIVE (OR PRE-EVENT) LETTERING OR PAINTING ON PAVEMENT, GLASS, MIRRORS, WINDOWS + WALLS! IF YOU OR SOMEONE YOU KNOW IS IN NEED OF A MURAL OR SIGNAGE FOR THEIR BUSINESS OR EVENT ACTIVATION, PLEASE REACH OUT!

