




CUSTOMISATION GUIDE



FOR YOUR STATIONERY DESIGN





BELOW IS A LIST OF THE AVAILABLE PRINT METHODS I PROVIDE, WITH A BRIEF DESCRIPTION OF EACH. KEEP IN MIND THAT THE QUANTITY, AMOUNT OF FOIL COLORS AND ANY FINISHING SERVICES OR CUSTOM PAPERS WILL AFFECT THE ESTIMATE I PROVIDE YOU.

CHOOSE A PRINT METHOD.

DIGITAL PRINT / FLAT PRINT

This full colour process works for most designs and is the most wallet-friendly option.

DIGITAL FOIL PRINT

If you want to add some metallic accents to your print but without breaking the bank, this is the option for you. The print is smooth with a mirror finish and comes in a range of colours.

HOT FOIL PRINT

Artwork is stamped in shiny metallic foil onto the paper, creating a luxurious finish with a slightly debossed texture. There is a vast choice of colours: metallic, matt, neon...you name it! You can also combine hot foil with flat print.

CHOOSE A PAPER TYPE.

Before we dive into the paper realm, note that the paper options for your suite will vary based on the printing method you have chosen. I will always recommend the best paper type to compliment your design and printing method.



IN-HOUSE PAPER

I work mainly with Colorplan paper stock. This iconic range of premium coloured papers and cards is available in 50 colours and made in England. It is Acid Free, Heavy Metal Free and 100% ECF (Elemental Chlorine Free) virgin fibre. As well as being fully recyclable and biodegradable, Colorplan is FSC certified (made with /contains pulp from well-managed forests). What's not to like?!

I also use the beautiful Antalis and Fedrigoni papers to expand the colour palette available to you.

DUPLEX

If you'd like extra thick paper, I can add duplex! This process adheres two papers together for double the thickness and is perfect for double sided designs.

CHOOSE AN INK COLOUR.

Below is a select few of my House ink colors for all your handwritten details such as envelope addressing, place cards, etc. I have a wonderful variety of inks and am able to custom match and mix a bespoke color at an additional £25. Please note that each computer/phone screen shows colours slightly differently.



BLACK



ULTRAMARINE



JAVA



DARK FERN



CAFE ROYALE



TANGO



RED RIBBON



CLARET



PERSIAN ROSE



CINDERELLA



ROSE GOLD



SILVER PEARL



GOLD



BRONZE

INVITATION WORDING.

Your invitation is a first glimpse into your big day and should reflect your personalities. Whether you go traditional or more modern is completely up to you but there are some details you can't leave out:

- Name of bride & groom/ bride & bride/ groom & groom (first name only or full name)
- Date and time
- Location
- RSVP deadline

This is an example of traditional wording but feel free to be as creative as you'd like!
Keep in mind that most invitations can only hold 10-12 lines of text.

In a lot of my designs the names of the couple as well as the name of the location are written in calligraphy. But again, this is all up to you and the design will reflect you and your style.

Mr. and Mrs John Smith
request the honour of your presence
at the marriage of their daughter

Amelia Jane

to

Paul Roberts

Saturday, the eight of August
Two thousand and twenty
at 5 o'clock in the evening

Morden Hall
London, SM4 5JD

Reception to follow

CALLIGRAPHY CHOICES

I can write in various styles of calligraphy. Below are my most popular ones, all modern. But if you have a preference for a more traditional script, I will use Copperplate calligraphy for your invitations.

Congratulations

SMITTEN

Congratulations

ORGANIC

Congratulations

MODERN

TYPE CHOICES

Typography is an important element of the design and can drastically change the feel of your suite. The Serif fonts tend to give a traditional feel when the Sans Serif ones give a more modern look.

Unless you are set on a font, I will include 2 versions of your invitation in the first proof so you can decide if you're more a Serif or a Sans kind of couple.

My go-to types are:

Cormorant Garamond | ALL CAPS | *italic*

Montserrat | ALL CAPS | *italic*

RESPONSE CARD WORDING.

*Kindly reply
by the 4th of July*

M. _____

Accepts with pleasure
Regretfully declines

Dietary requirements _____

Again, the wording on the RSVP card is up to you, from traditional to something more tongue in cheek.

It is essential to gather the following info: who is coming and if they are coming alone or with a plus one (or even with their children). It is also a good place to ask for any dietary requirements.

The top part of the card is usually designed to be written in the calligraphy style you have chosen unless otherwise notified.

DETAILS CARD.

IF YOU ARE WONDERING

Where can I stay?
What should I wear?
Who are these people?
and other important details...

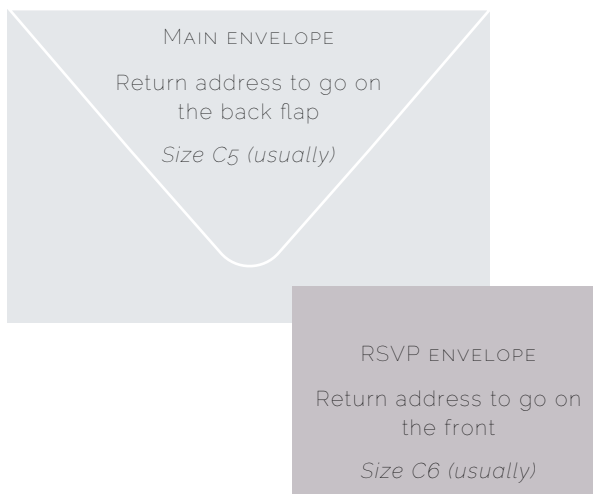
...THEN PLEASE VISIT OUR WEBSITE:
ameliaandjamestietheknot.co.uk

The details card serves to inform guests of any other important information regarding your wedding plans, such as accommodation options, transport to the venue, dress code, gift, website details if you have one, etc.

Here is an example of how the card might be worded.

This portion of the details card will be written in the calligraphy style you have chosen, unless decided otherwise during the design phase.

ENVELOPES.



Once you have chosen the colour of your envelopes you need to decide whether you want the address printed or handwritten in the calligraphy style of your choice.

Don't forget to think about the return address: who has the precious task of keeping count and track of the replies? That's who should receive the RSVP card.



TAKE IT UP A NOTCH!

ITEMS TO TURN YOUR INVITATION SUITE INTO A TREASURED KEEPSAKE
AND HAVE YOUR GUESTS EXCLAIMING "OH WOW!" WHEN THEY OPEN.

IT'S A WRAP!

Wrap your invitation suite with tissue paper and / or ribbon, twine, belly band, etc.



Address your envelopes with calligraphy



CUSTOM ENVELOPE LINER

Inner envelope lined with a unique illustration matching the designs found in your suite.

WAX SEAL

You can choose a pre-existing seal design or I can design a bespoke one for you. Wax colours are plenty so you can choose a colour that compliments your suite.



For full pricing list, contact me at hello@smittenwithink.co.uk