

• AN UNOFFICIAL GUIDE TO •

# WEDDING STATIONERY

THE WHAT, HOW, WHEN AND OTHER TIPS

## TRENDS + STATS

TAKE THIS WITH A GRAIN OF SALT  
(YOUR WEDDING SHOULD BE ABOUT YOU!)

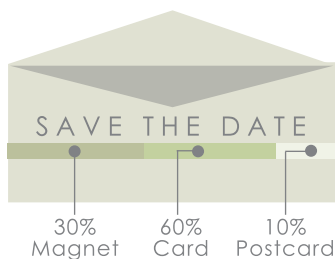
### *The Trend*

Brides are looking for high quality, unique invitations by high-end designers to match their personal wedding style and set the tone for their wedding.

AVERAGE # OF INVITES ORDERED: **100**

MOST POPULAR WEDDING COLOR: **BLUSH**

AVERAGE COST SPENT ON INVITATIONS: **\$1,000**



MOST POPULAR WEDDING MONTH



*June*



*October*

## WHEN?

HOW FAR IN ADVANCE SHOULD EVERYTHING BE MAILED?

**9**

months prior for your SAVE-THE-DATES to be in the mail

**2**

months prior for your INVITATIONS to be in the mail

### GRAPHIC NATURE'S TIMELINE

We suggest 1 month for the design/printing process for SAVE-THE-DATES -and- 2-3 months for INVITATIONS

PRINTING takes 1-2 weeks

## OTHER HELPFUL TIPS



### ADDRESSING

address the save-the-date the same as the invitation; this will help your guests avoid any confusion on who will be invited to the wedding (make sure to specify with our without guest on the envelope)



### CREATE A MASTER GUEST LIST

Making a spreadsheet with guests' names and addresses now will make things easier when its time to send out the invitation later. If you email us your excel spreadsheet we can print your guest addresses directly on your envelope. No more need for pricey calligraphy.

# INVITATION

*etiquette*

Whoever is footing the bill for the wedding "invites" the guests to the wedding and is considered the host. However, now many other arrangements are common, such as the couple paying for their own wedding or both sets of parents contributing

## CEREMONY & RECEPTION LOCATION

The street address is optional. It's traditional not to include street addresses of well-known locations, but it is entirely up to you

### *did you know?*

Separate reception cards are being phased out. If the reception is at the same place as the ceremony, you need only say "reception to immediately follow". If it is in a different location, you can list it on the actual invitation "Reception to follow at 6pm at The Grandview, Poughkeepsie, New York"

## ✓ RSVP

RSVP Date is usually 1 month prior to wedding date

Make it CLEAR to your guests if they get to bring a date, include \_\_\_ # of seats reserved in your honor

### *the details*



Make sure to notify your guests with a separate insert card of...

- COMPLIMENTARY SHUTTLES - HOTEL INFORMATION
- DIRECTIONS - MAP OF THE AREA - BRUNCH
- ANYTHING ELSE YOUR GUESTS MAY NEED TO KNOW

It is considered bad taste to include your wedding registry on your invite, but you can list your wedding website.

## WORDING OPTIONS FOR THE HOST(S):

1. Mr. & Mrs. Jack Brown (bride's parents) cordially invite you to the wedding of their daughter... BRIDE TO GROOM
2. Mr. & Mrs. Jack Brown (bride's parents) along with Mr. & Mrs. John Green (groom's parents) invite you to the wedding of their children BRIDE AND GROOM
3. BRIDE AND GROOM invite you to their wedding
4. BRIDE AND GROOM along with their families/parents invite you to their wedding
5. Mr. & Mrs. Jack Brown (bride's parents) cordially invite you to the wedding of their daughter... son of Mr. & Mrs. John Green (groom's parents)



NO KIDS?  
Simply write "ADULT RECEPTION"

## GLOSSARY OF ? INVITE TERMS

**FLAT/DIGITAL PRINTING** Our standard method of printing. The most economical printing style creates an invitation that is completely smooth on the back and front. You get the best print quality for graphics, text and photographs resulting in bright, long-lasting colors.

**LETTERPRESS** A printing process where custom plates of raised type are inked and then pressed directly into paper, resulting in an impression. You'll be able to feel the indented wording after the process has been completed. It's the priciest of printing styles but one of the most beautiful and elegant.

**FOIL STAMPING** is somewhat similar to letterpress and engraving, in that the color is applied to paper that uses heat, pressure, metal dies and foil film. The foil comes in a wide assortment of colors, finishes, and optical effects. Metallic foil is most commonly seen today - particularly gold foil, silver foil and copper foil.

**ENVELOPE LINERS** Colored or patterned paper that is adhered to the inside of an envelope.

**POCKET ENVELOPES & CARD HOLDERS** It's an Envelope and a Pocket all in one. Designed to fill the need for those who have a lot of pieces to their invite, this ingenious pocket design will hold your invitation and enclosure cards & keep your guests organized.

**BELLY BANDS** It's a belt for your invite! Also an option to keep all of your pieces together when your guests open your invite. The band can be ribbon, lace or paper stock and wraps around all your invite pieces. You can then opt to add a tag or ribbon to go along with it.

*graphic*  *nature* LLC

one-of-a-kind pieces designed for your life. love. work.  
created, designed and printed by us, for you.

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