

10 THINGS YOU MUST KNOW  
*Before Ordering Wedding Invitations*



## *Before the appointment*

### **1. GET A CLEAR PICTURE IN YOUR MIND OF YOUR DREAM WEDDING AND OF YOUR PERSONAL STYLE**

Close your eyes and envision your wedding day. What do you see? Is it a black-tie affair, a less formal garden or beach wedding, or something in between? Is the event during the day or in the evening? Is it in your hometown or a destination wedding? Write down at least five adjectives that best describe how you want your wedding day to look and feel. For example: traditional, romantic, lavish, minimalist, sophisticated, elegant, fun, casual, party, etc.

In your fashion, décor and lifestyle do your tastes tend more toward traditional or more contemporary? More subtle and understated or more bold and colorful? Classic elegance with an updated twist? It's okay to be a mix of styles, just try to hone in on the types of things that you are usually drawn to and your own personal style.

### **2. DETERMINE IF YOUR WEDDING WILL HAVE A THEME OR A SYMBOL THAT IS SIGNIFICANT**

Is your wedding in the mountains or at the beach? Do you share a love of sailing? Did you meet on a train? Are there any items of significance that you want to incorporate into your wedding and possibly your invitations or accessories? Do you want to create a custom monogram for your invitations and following pieces? This custom monogram can serve as a "logo" for your wedding that can be carried through on as few or as many pieces as you would like.

### **3. DECIDE IF THERE IS A COLOUR PALETTE FOR YOUR WEDDING**

Do you want to carry a particular colour or set of colours into your invitations and accessories? Is the wedding in a particular season that you would like to incorporate? It's not necessary to use all colours that are being used in your wedding but it is nice to tie in a few key colours. The element of surprise is key here.

### **4. DETERMINE THE NUMBER OF INVITATIONS YOU WILL NEED TO SEND**

Keep in mind that this is not the number of guests that you would like to invite – this is the number of households to which invitations will be sent. For example, if you are inviting 200 people and three quarters of them are married, the number of invitations you will need is more like 125 or 150. Always order extra invitations. Guest lists have a way of creeping up, often suddenly and at the last minute. The cost of ordering more than you think you'll need as part of your initial order is far, far less than the cost of ordering a small number at a later date.

## *During the appointment*

### **5. UNDERSTAND THE VARIOUS INVITATION PRINTING METHODS AND CHOICES IN INVITATION STOCK**

There are various printing methods to incorporate into your invitations, including letterpress, engraving, embossing, thermography, digital and offset. If you have a preference for one or more, let us know what you like or don't like.

We also have a variety of paper stocks to choose from. Anything from shimmery whites to eco-friendly papers.

### **6. DECIDE WHAT OTHER CARDS AND FEATURES TO INCLUDE WITH YOUR INVITATION**

Would you prefer a reply card and envelope or a reply postcard for your response card? Will you need a reception card, directions card, accommodations card, or your phone and email on a reply insert with your wedding website? Incorporating a pocketfold style invitation, or belly band helps with keeping all of these inserts together. Do you like to keep everything consistent? You can add an envelope liner that adds to the invitation look.

## 7. HAVE A ROUGH IDEA OF YOUR BUDGET

Don't be shy if you don't have a lot to spend: some of the most creative solutions will come from budget restrictions. However, be open to being educated about what different invitation styles and printing methods cost. As a rule of thumb, 10% of the wedding budget should be allocated for stationery. So if your wedding is costing \$30,000 then your complete stationery budget would be \$3000.

## 8. DETERMINE WHO WILL BE ISSUING THE WEDDING INVITATION

Does your family situation fit the traditional mode in which the bride's parents issue the invitation? Or does your family situation look like many these days in which varying circumstances dictate wording that is different from the traditional? For example, are your parents divorced? Remarried? One or both parents deceased? Are the grooms parents equally involved and contributing to the wedding financially? Are you paying for the majority of the wedding expenses yourselves?

There are guidelines for just about any situation so it's best that you are fully aware of how to properly word your wedding invitation so as to avoid offending anyone or causing hard feelings. That being said, we are here to inform you of the guidelines and make recommendations, it's up to you to let us know what feels comfortable for you and your family situation.

## 9. DECIDE HOW YOU WOULD LIKE THE WEDDING ENVELOPES TO BE ADDRESSED

Will you or your family or friends be hand addressing the envelopes? Will you hire a calligrapher? Will you have the addresses printed on the envelopes? Always order extra envelopes for any errors in addressing.

You will also need to decide whose address will be on the reply envelope or postcard (the bride's parents, the bride, the bride and groom?) Similarly, you will need to decide whose address to put on the outer envelope flap. Typically this is the address of the person(s) who are issuing the invitations.

## 10. MAKING YOUR DECISION

Making your final decision doesn't have to be stressful. Ask yourself three questions about each of the invitation options that you are seriously considering:

Which invitation reflects the tone and spirit of our wedding day?

Which invitation most fits our personality and style?

Which invitation do I see my guests getting really excited by when they find it in their mailbox?

Once you have found an invitation that fits all of these criteria, smile and relax - you've done it!

All of these variables and decisions may seem overwhelming at first. Take a deep breath and take them one at a time. Decide on those things that you can before the appointment (ex. your personal style, number of invitations, etc.) During your appointment, we will help you to make an informed decision that feels comfortable for you and your family's budget.

With these ten tips in mind, the creation of your perfect wedding invitation (the sneak preview into your special day) should be an exciting, creative, and wonderful experience. You never get a second chance to make a first impression. Wedding invitations signal the formality and style of the event, reflects the personalities of the couple, and has the potential to make the invited guests very excited to be included in the celebration. Have fun, and we look forward to bringing your vision to life.