

Wedding Stationery Design Guide

2017

Wedding Paper 101



Save the Dates

Mailed 6 to 8 months before the wedding, sometimes sooner for destination events. Don't send more than a year before, though, as guests will tend to forget and won't be able to make travel arrangements yet.

Save the Dates usually consist of a single or double sided flat card and are mailed in an envelope or as a postcard.

Sometimes we will make these look like the rest of your paper suite (as shown) and other times a photo or something a little more "fun" will be used if the invitation is very formal.

Wedding Invitations

Mailed 6 to 8 weeks before the wedding & no earlier than 10.

At minimum, includes an invitation and response card with an outer envelope & a response envelope. Sometimes the response card is done as a postcard.

Invitations could also include extra cards that share hotel information, directions, a website card, weekend itineraries, map designs, etc.

Inner & outer envelopes are not used as often nowadays but are certainly still an option. Calligraphy is also available for guest addressing, as are printed addresses in a font that matches your design.



----- In between, consider whether you need programs, menus, place cards, etc. -----

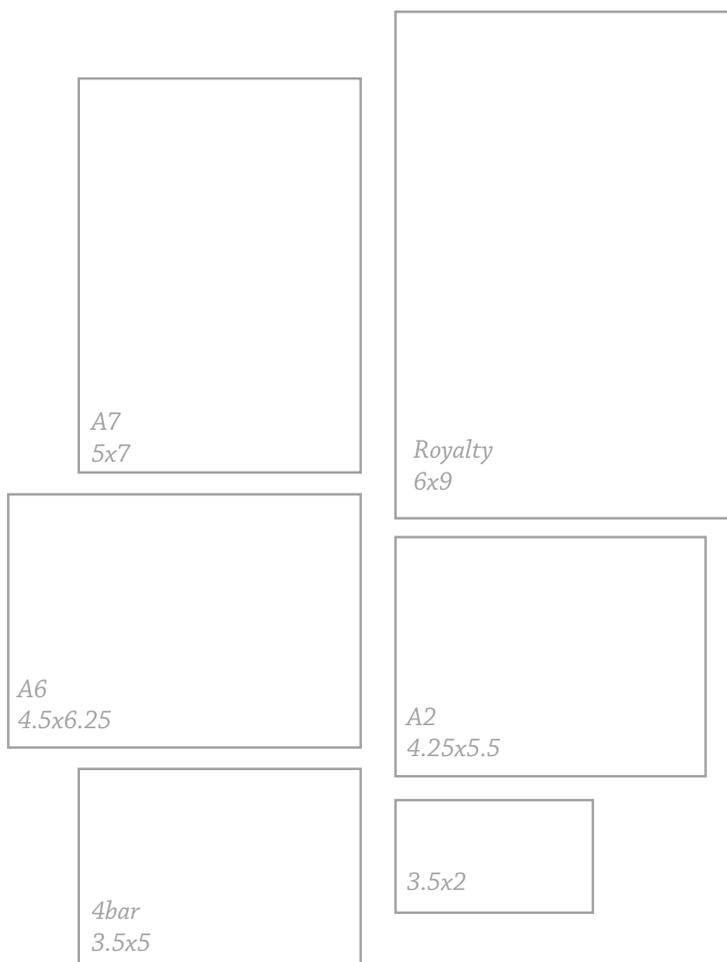


Thank You Notes

Mailed within 3 months of the receipt of the gift, according to *Emily Post*.

These can simply read "thank you" or it's also a nice opportunity to use your new married names or monogram.

Design Guide: Shapes and Sizes



COMMON SIZES

Save the Dates

are usually 5x7 or 4.25x5.5, sometimes square 5x5 or 7x7

Invitations

are usually 5x7 or 6x9, sometimes square 5x5 or 7x7

Response Cards

are usually 3.5x5 or 4.25x5.5.

Maps or Information Cards

are usually 4.5x6.25 or 4.25x5.5.

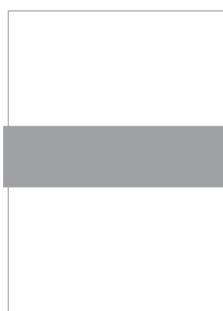
Website Cards and Cards with Brief Info

are usually 3.5x2.

Custom sizes and shapes are available, and just because we normally do something at a certain size doesn't mean we can't change it up! Just ask.

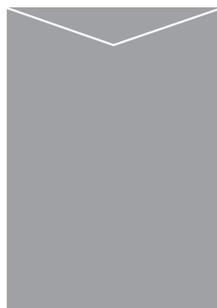
PACKAGING CHOICES

Some couples like to package the invitation suite in some way. While it's certainly not necessary, it does finish off the suite nicely.



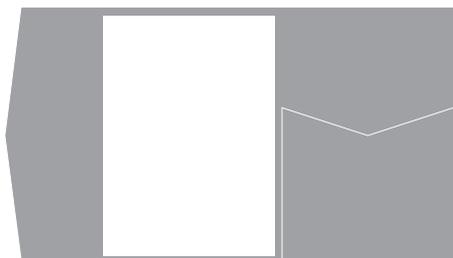
Belly Band

Paper or ribbon wrapped around the invitation suite & enclosures.



Sleeve Pocket

Cardstock pocket in a range of colors in which everything for the invitation is tucked.



Trifold Pocket

Cardstock pocket in a range of colors. The invitation is secured to the center and the inserts tuck in the pocket to the right. The pocket then folds closed and is placed inside an addressed envelopes. Sometimes belly bands or other embellishments are added to the outside of the pocket.

Design Guide: Ink Selections



custom colors

Use this color chart to let us know what ink(s) you would like to use for your printed pieces.

OR, if you have access to a PMS color chart, feel free to let us know a specific color number and we will proceed with that color {letterpress only}.

a word on colors

Do keep in mind that colors appear differently on each computer monitor, phone screen, etc. If you have a specific color you want to match, feel free to share a swatch with us in person or via snail mail so we can be sure that the in person products are as close as possible. We would highly suggest requesting or purchasing a letterpress proof if the precise color is a concern.

Design Guide: Calligraphy Font Selections

1. *The Bride and Groom*

16. *The Bride and Groom*

2. *The Bride and Groom*

17. *The Bride and Groom*

3. *The Bride and Groom*

18. *The Bride and Groom*

4. *The Bride and Groom*

19. *The Bride and Groom*

5. *The Bride and Groom*

20. *The Bride and Groom*

6. *The Bride and Groom*

21. *The Bride and Groom*

7. *The Bride and Groom*

22. *The Bride and Groom*

8. *The Bride and Groom*

23. *The Bride and Groom*

9. *The Bride and Groom*

24. *The Bride and Groom*

10. *The Bride and Groom*

25. *The Bride and Groom*

11. *The Bride and Groom*

12. *The Bride and Groom*

13. *The Bride and Groom*

14. *The Bride and Groom*

15. *The Bride and Groom*

Design Guide: Block Font Selections

Note: if a font is shown in all caps or italics, it is only available in that form.

1. The Bride and Groom

2. The Bride and Groom

3. The Bride and Groom

4. The Bride and Groom

5. THE BRIDE AND GROOM

6. The Bride and Groom

7. THE BRIDE AND GROOM

8. **THE BRIDE AND GROOM**

9. *The Bride and Groom*

10. The B_ride and G_room

11. The Bride and Groom

12. THE BRIDE AND GROOM

13. The Bride and Groom

14. The Bride and Groom

15. THE BRIDE AND GROOM

Design Guide: Monogram Options



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15

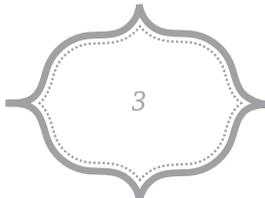
Optional: add any of the following borders to your monogram....



1



2



3



4

You can also choose to use any of the options above as a single or two letter monogram (with an & or +).

Custom Monogram Design Services are also available to create something just for you. Just ask!

Design Guide: Standard Envelope Options



red



papaya



moss



night



coral



chocolate



persimmon



poppy



chartreuse



lake



beet



mint



fuchsia



luxe
blush



leaf



peacock



plum



paper bag



strawberry



sunshine



sage



bluebell



clover



gravel



blossom



crane
pearl



luxe
white



pool



cement



black

Design Guide: Premium Envelope Options



White dot indicates Shimmery / Metallic Finish

Design Guide: Luxury Envelope Options



24 karat



antique gold



aquamarine



cameo



champagnium



coral



dahlia



envy



lapis



lavelite



majestic



napa



peach



pecan barque



pyrite



robins egg blue



rouge



rubelite



shimmering beige



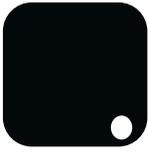
spun sugar



tangelo



tourmaline



volcanic glass



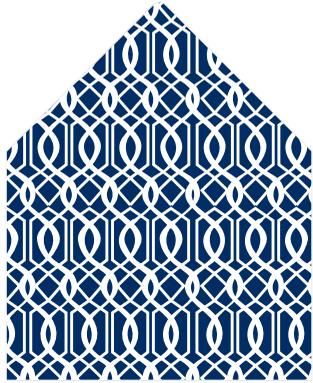
wicked



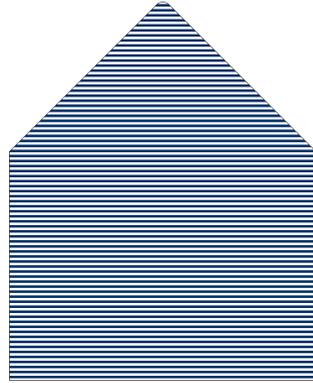
zircon

White dot indicates Shimmery / Metallic Finish

Design Guide: Envelope Liners



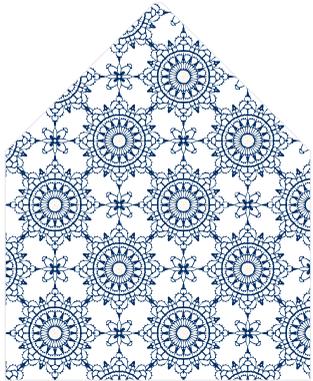
trellis



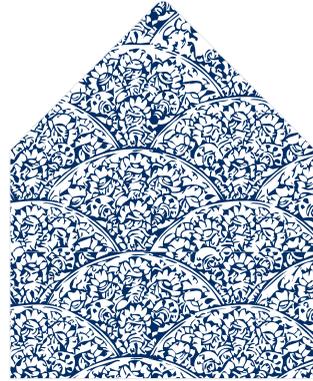
seersucker



charleston*



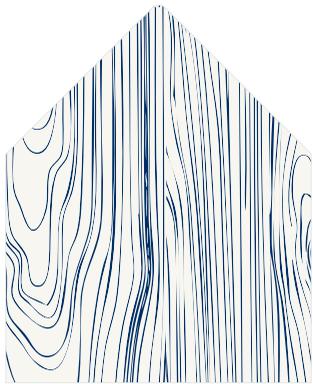
trellis



lace



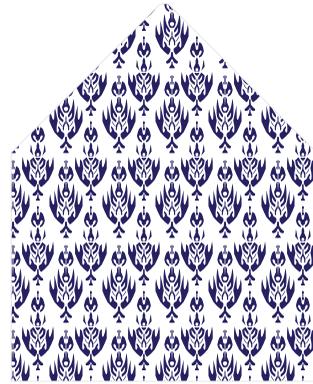
floral



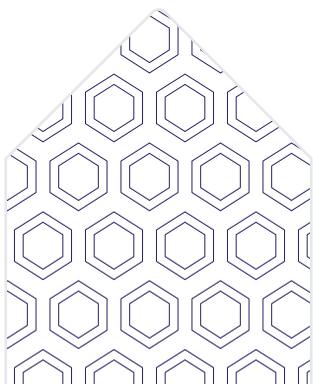
woodgrain



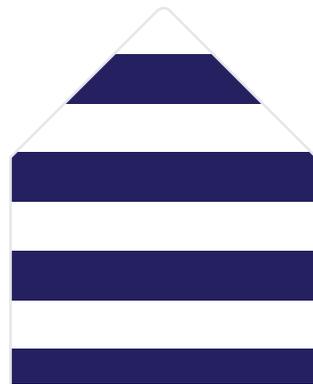
chevron



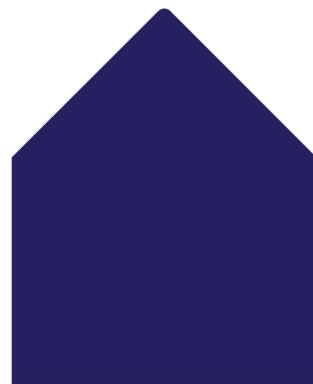
ikat



honeycomb



wide stripe



solid

*Printed liners are available in any of our ink colors.
Solid liners are available in ink colors & paper/envelope colors.
Other cities are available or can be created!

COCKTAIL NAPKINS



STANDARD - WHITE

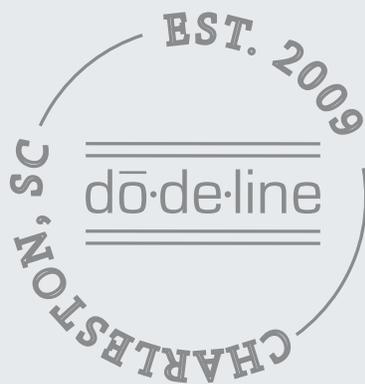
IMPRINT / FOIL OPTIONS



PREMIUM NAPKIN COLORS



LUXURY NAPKIN COLORS



Wedding Stationery Pricing

2017

How does pricing work?

Planning a wedding is hard work! Not only is there a large time commitment for the planning, but there is also a huge learning curve as you dive into things like florals, catering, and stationery. Before jumping into our price book, we hope that this quick guide will help you understand how the process works as well as how to design a suite that fits your budget.

There are two distinct elements that affect the cost of your wedding stationery suite:

DESIGN & MATERIAL

What will be printed?

If you've perused our website, you'll see that we have a myriad of designs from which to select, both in our custom gallery and our ready-to-order e-commerce line.

Any of these designs can be selected for your invitation suite with minor changes in font, wording, and color. Two revisions are complimentary. If more revisions are needed, each round is \$25/each.

If you want to include something customized, such as but not limited to:

- Map
- Custom Monogram / Crest (more customized than the options in our design guide)
- Watercolor / Hand Drawn Elements (such as venue drawings, etc.)
- Heavy customization / brainstorming for something completely new

...there is a \$95 custom design fee placed on your order. Two revisions are included on these custom pieces after the presentation of the first concept.

How will it be printed?

Once you've determined what type of design you want and what will be included in your suite, we can figure out how to print it.

Depending on your preferences, you can go with flat printing, specialty flat printing, raised print (thermography), letterpress (pressed printing), or a combination.

Beyond the printing type selection, the choice to add additional elements (pockets, belly bands, etc.), go with a more premium envelope color, etc., all factor into the cost.

We are happy to hop on a call, meet in our office for a one hour complimentary consult, or work over email to help you understand the world of printing!

2017 Price Guide

WEDDING STATIONERY: FLAT PRINTED

Item Description	Economy Flat Print					Standard Flat Print					Specialty Flat Print			
	25	50	75	100	150	25	50	75	100	150	50	75	100	200+
Save the Date, 5x7	2	1.85	1.65	1.5	1.25	2.5	2.4	2.25	2	1.75	3	3	2.85	2.75
Save the Date, 4x6	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.85	2.85	2.7	2.6
Invitation, 6x9	2.5	2.35	2.15	2	1.75	3	2.9	2.75	2.5	2.25	3.2	3.2	3.05	2.95
Invitation, 5x7	2	1.85	1.65	1.5	1.25	2.5	2.4	2.25	2	1.75	3	3	2.85	2.75
Response Card, A2	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.9	2.9	2.75	2.65
Response Card, 4bar	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.8	2.8	2.65	2.55
5x5 Square (Invite or STD)	2	1.85	1.65	1.5	1.25	2.5	2.4	2.25	2	1.75	3	3	2.85	2.75
7x7 Square (Invite or STD)	2.5	2.35	2.15	2	1.75	3	2.9	2.75	2.5	2.25	3.2	3.2	3.05	2.95
Insert, A6	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.85	2.85	2.7	2.6
Insert, A2	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.9	2.9	2.75	2.65
Insert, 4bar	1.5	1.6	1.4	1.25	1	2	1.9	1.75	1.5	1.25	2.8	2.8	2.65	2.55
Insert, 3.5x2	1	1	0.75	0.5	0.5	1.5	1.5	1.25	1	0.75	2.8	2.8	2.65	2.55
Folded Card, A2	2.5	2.3	2.1	1.9	1.75	3	2.8	2.6	2.4	2.25	3.5	3.5	3.35	3.25
Folded Card, 4bar	2.5	2.3	2.1	1.9	1.75	3	2.8	2.6	2.4	2.25	3.5	3.5	3.35	3.25

ECONOMY FLAT PRINT

Using a lovely luxe white paper stock, which has a "luxe" textured finish and a slightly ivory tone, our economy flat print is perfect for brides looking for a great product on a budget.

STANDARD FLAT PRINT

It doesn't get more wedding than beautiful Crane paper stocks, why is why we use them as our go-to option for flat printed invitations. This option also works well for response cards and inserts to be paired with a letterpress or thermography invitation.

SPECIALTY FLAT PRINT

At this level, we also use Crane stocks, but we have the option of using specialty ink colors such as metallic gold, silver, or white. White ink, of course, works best when we print on a dark color (navy, for example), and is truly unique. This option is a great way to get a more metallic appearance than can be done with regular flat printing.

2017 Price Guide

WEDDING STATIONERY: RAISED / PRESSED PRINTING

Item Description	1 Color Thermography				1 Color Letterpress				Flat Print + Foil*			
	50	75	100	150+	50	75	100	150	50	75	100	150+
Save the Date, 5x7	3.93	3.85	3.78	3.03	7.25	5	4.75	3.25	8.94	6.09	5.14	4.01
Save the Date, 4x6	5.3	4.04	3.03	2.87	7.15	4.9	4.65	3.15	8.94	6.09	5.14	4.01
Invitation, 6x9	7.17	4.61	4.17	3.41	7.65	5.4	5.15	3.65	Price on Request			
Invitation, 5x7	3.93	3.85	3.78	3.03	7.25	5	4.75	3.25	8.94	6.09	5.14	4.01
Response Card, A2	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6	8.04	5.46	4.6	3.55
Response Card, 4bar	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6	7.23	4.89	4.11	3.2
5x5 Square (Invite or STD)	3.93	4.2	3.78	3.03	7.25	5	4.75	3.25	Price on Request			
7x7 Square (Invite or STD)	7.17	4.61	4.17	3.41	7.65	5.4	5.15	3.65	Price on Request			
Insert, A6	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6	8.94	6.09	5.14	4.01
Insert, A2	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6	8.04	5.46	4.6	3.55
Insert, 4bar	4.35	3.32	2.76	1.48	6.5	4.25	4	2.6	7.23	4.89	4.11	3.2
Insert, 3.5x2	3.75	2.76	2.43	1.97	5	4	3	2	Minimum 200 // 2.24/ea			
Folded Card, A2	7	5.04	4.1	3.38	7.25	5	4.75	3.25	Price on Request			
Folded Card, 4bar	7	5.04	4.1	3.38	7.25	5	4.75	3.25	9.19	6.34	5.39	4.26

THERMOGRAPHY

Thermography is a raised print option that offers a wonderful tactile feel. Because of the way the process works, the printing has a slight shine to it. Also using Crane stocks, it works best for simple text designs. This print option will not work well with watercolor looks, large washes of color, or designs with more than two colors.

LETTERPRESS

The most timeless of all the printing options, the design is pressed into the paper with letterpress printing. Because of the way the process works, we can use a very heavy paper stock (220# Crane) with letterpress that isn't available with the other printing options. If you don't like the super heavy paper, though, we can still use the 110# option from our other printing selections. Often, we letterpress an invitation and use flat printing for the accompanying pieces to save a bit on cost and also to make the invitation the "star of the show."

Like thermography, this option doesn't work well with large washes of color, multiple color designs (more than two or three), or watercolor looks. There are ways to combine printing types to create these looks, though, and we can price that on a case by case basis.

FLAT PRINT + FOIL

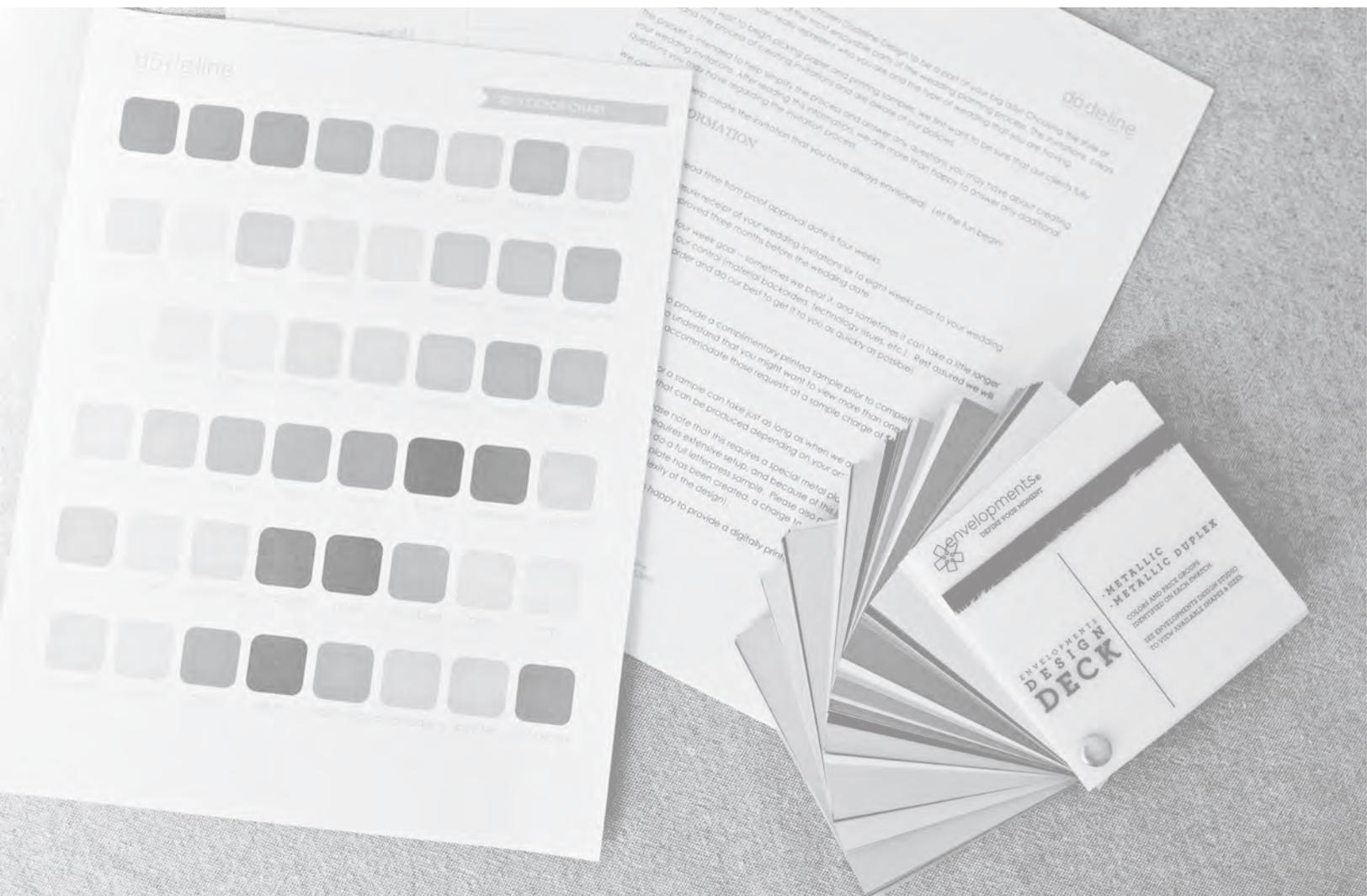
The pricing above is to add a foil element to a flat printed invitation design. Foil will give you the truest appearance of a shiny, metallic gold or silver. Combining it with a flat print process enables you to create colorful and unique designs - i.e. with watercolor elements and foil combined - as opposed to doing letterpress + foil where pricing is determined per color. Our flat print + foil options is done on a 19pt Savoy Cotton stock.

A side note: often, when you see gold foil invitations online, they are foiling a standard element, which is why the pricing seems low. When you want to foil something particular to you, like your names, a special plate has to be made in order for that to be done, so the cost is higher.

2017 Price Guide

ENVELOPES			
Size	Standard	Premium	Luxury
6x9	0.85	1.03	1.23
5x5	0.5	0.54	0.72
5x7	0.42	0.54	0.72
5x7 Inner	0.42	na	na
5x7 Outer	0.42	na	na
7x7	0.42	1.13	1.33
A2	0.32	0.43	0.59
4bar	0.3	0.39	0.48

Please refer to our design guide for the various color levels at each price point.



2017 Price Guide

ADD-ONS					
Item Description	25	50	75	100	150+
Envelope Liner, Solid	1.5	1.25	1.15	1	0.95
Standard Color					
Envelope Liner, Solid	1.6	1.45	1.35	1.2	1.1
Premium Color					
Envelope Liner, Solid	1.75	1.6	1.4	1.35	1.25
Luxury Color					
Envelope Liner, Printed	1.85	1.7	1.6	1.5	1.4
Belly Band, Solid	1.25	1	0.95	0.75	0.65
Belly Band, Printed	1.55	1.3	1.25	1.1	0.93
2x2 Seal, Flat Printed	1.75	1.5	1.25	1	0.75
Trifold Pocket	2.04	2.04	2.04	2.04	2.04
Standard Color					
Trifold Pocket	2.75	2.75	2.75	2.75	2.75
Premium Color					
Trifold Pocket	3.62	3.62	3.62	3.62	3.62
Luxury Color					
Sleeve Pocket	1.63	1.63	1.63	1.63	1.63
Standard Color					
Sleeve Pocket	2.14	2.14	2.14	2.14	2.14
Premium Color					
Sleeve Pocket	2.81	2.81	2.81	2.81	2.81
Luxury Color					

Unfortunately, not all colors are available in pockets.

We will check stock & availability while designing your order to ensure that the color you want is available.

Printed envelope liners use our ink color chart and solid envelope liners use the paper / envelope chart.

Printed belly bands use our ink color chart & solid belly bands use the paper / envelope chart.

2017 Price Guide

DAY OF PAPER					
Item Description	25	50	75	100	150+
3.5x2 Tags	1.75	1.5	1.25	1	0.75
2" Round Tags	1.75	1.5	1.25	1	0.75
2" Square Tags	1.75	1.5	1.25	1	0.75
Welcome Itinerary 5x7 Flat Double Sided	3.5	3.25	3	2.75	2.5
Program 4.25x11 or 5.5x8.5 Folded	3.75	3.5	3.25	3	2.75
Program 4.25x11 or 5.5x8.5 Flat Double Sided	3	2.75	2.5	2.25	2
Menu 5x7 or 4.25x11 Flat Single Sided	2.5	2.25	2	1.75	1.5
Table Number Double Sided, Flat	3				
Table Number Double Sided, Tented	4				
Place / Escort Card Flat Card, 3.5x2	1.25	1.25	1.15	1	1
Place / Escort Card Tented Card, 3.5x2.5	1.75	1.5	1.35	1.25	1.15
16x20 or 18x24 Sign on Foam Core	\$75				
Sign, 8x10	\$8				
Sign, 5x7	\$6				
Sign, 4x6	\$4				

COCKTAIL NAPKINS

STANDARD

white napkin + foil of choice

Set of 500

\$240

Set of 1000

\$280

PREMIUM

napkin color of choice + foil of choice

Set of 500

\$250

Set of 1000

\$325

LUXURY

napkin color of choice + foil of choice

Set of 100

\$175

Set of 500

\$275

Set of 1000

\$425

.

ARTWORK

Art conversion / creation charge of \$55/hour.

LEAD TIME

Allow at least 14 business days from date of approval.

COLOR

Please note colors on this chart are an approximation. We cannot guarantee that they will match how it appears on your screen exactly.

The Nitty Gritty Details

LEAD TIME

Please note that typical lead time from proof approval date is three to four weeks. For example: in order to ensure receipt of your wedding invitations six to eight weeks prior to your wedding date, the proof must be approved three months before the wedding date.

We do our best to reach this four week goal -- sometimes we beat it, and sometimes it can take a little longer due to circumstances beyond our control (material backorders, technology issues, etc.). Rest assured we will keep you updated about your order and do our best to get it to you as quickly as possible!

ASSEMBLY OF INVITATIONS

Dodeline Design would be happy to assemble your invitations for you! However, unless otherwise stated, all invitations come unassembled. If you want Dodeline Design to assemble the invitations before they leave our studio, let us know and we'd be happy to discuss this with you.

We are able to do as much or as little as you please -- we'll even get them in the mail if you'd like! For assembly and mailing services, please add a \$2 to \$4 service fee per invitation as well as the applicable postage we will purchase on your behalf. We will quote the specific cost based on the complexity of your suite.

MEETINGS & CHATS

We absolutely love getting to know each of our clients, and often the best way to do that is to meet up for a chat. So that we can provide personalized attention to each of our clients, though, we do have to limit in-person meetings after our initial consultation. For custom clients, we will meet or set up a conference call up to twice per design project (i.e. save the date, invitation package, or day of paper package). Normally, we are able to make most design decisions in one meeting or call.

ADDRESSING THE INVITES

Because no one gets it right every time, including calligraphers and printers and the Post Office and helpful friends, we recommend that you order 5% extra envelopes.

If you are having your invitations addressed by a calligrapher, we'd be happy to ship or deliver your invitations directly to your calligrapher. Remember to factor into your budget and timeline that you will more than likely need to print the return address on the envelopes ahead of time or have a stamp made and stamp the envelopes. We are happy to provide either service. If you require the envelopes packed and shipped separately or ahead of the rest of the order, we can certainly accommodate that request for a \$25 handling fee.

Printed guest addresses are another option that we can take off your plate. It's easy to get started: stop by our website and download the Excel spreadsheet. Send that sheet **ONLY WHEN IT'S FINAL** to sarah@dodelinedesign.com with the subject line of your name and the wording "Final address sheet."

Please note, the way you type the addresses is exactly the way the invitations will be printed. We are unable to be responsible for adding in proper titles, spell checking names, etc., as we have no way of knowing how your friends and family may spell their names, what their hometown is, etc.

IN THE EVENT OF BACKORDERS

While Dodeline Design cannot be responsible for backorders, we will do our best to suggest alternative selections to ensure that your order is completed and arrives on time.

IN A HURRY?

We know sometimes you will need your order a little bit faster! Dodeline Design is happy to rush orders. Doing so places you at the front of our production line. Please note that you will be responsible for all rush shipping charges (those to you as well as from vendors to get paper + supplies in time), as well as a \$150.00 rush fee from Dodeline Design.

POSTAGE

Rather than simply dropping your invitations in the mail, we always recommend taking your invitations to the post office and having them weighed. Even if we weigh it here, you never know if the scale at your post office could be a tiny bit different, and when we're only dealing with ounces, that can make a postage difference. We prefer to err on the side of caution when it comes to purchasing postage for invitations.

For the most part, you will always need at least an "oversize" stamp for your invitation. Please note that square invitations always require an oversize stamp, no matter what they weigh. *Psst...*while you're there, ask your postal person if they will allow you to hand cancel your invitations. It's prettier than metering and it will save them from going through at least one postal machine.

PROOF POLICY

It's important to us at Dodeline Design that your order is absolutely perfect. Once we have your proof ready, we will email you the final file with a link to our website. Here you will be asked to review the file for print readiness and review proof approval policies a final time.

Because we want everything to come out the way you imagined, no other work will be done to your order until you've approved the invitation proof. Please check your final files and order over very carefully as we are unable to be responsible for any errors or omissions in the final proof.

PAYMENTS

We accept payment via check, cash, and credit card. If you would like to pay via credit card, just let us know and we will send you a secure payment link. Payments via check can be sent to Dodeline Design | 1051 Johnnie Dodds Boulevard, Suite E, Mount Pleasant, SC 29464.

SHIPPING POLICIES

If you are local to the tri-county area, you are welcome to pick up your order at our office. Our hours are Monday - Friday, 9am to 5pm, but please call ahead at 843.860.8308 to confirm that someone will be there.

For destination brides and out of state orders, we are happy to ship your lovely invitations to you.

We also ship internationally. All shipping charges will be billed separately to the credit card provided or added to your order to be settled at the end. Once the order is shipped you will receive an additional bill for the shipping charges. Please allow extra shipping time for all international orders.

CANCELLATION

If for some reason you need to cancel your invitation / stationery order after approving the proof, please be aware that, because of the custom nature of our products, orders are nonrefundable.

Prior to proof approval, a cancellation fee of 50% of the order total applies.

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