



# BLUE BONSAI

Printing



## WEDDING STATIONERY DESIGN GUIDE

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## Welcome to Blue Bonsai Printing

It is easy to get overwhelmed when looking for wedding stationery. This guide is to help relieve some of the stress of the process. You will find a glossary of wedding stationery terms as well as pricing information.

I am here to help you achieve your perfect vision. I look forward to collaborating with you on wedding stationery.

Feel free to reach out any time with any questions.



# WEDDING STATIONERY TERMS

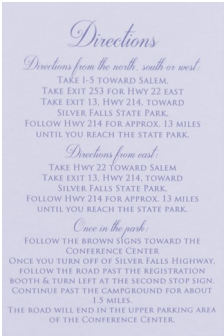
There are many pieces that you can choose to include in your invitation suite. An invitation suite is the complete set that you send to each guest. It is important to include all the information your guests need to attend your wedding.



**Invitation:** The invitation contains all the information necessary for your guests to attend your wedding including the couple’s names, who is hosting, date, time, and location. The invitation is a single card that is part of an invitation suite. By etiquette it should not include RSVP info, registry info, or wedding website. All of that information should go on an insert card in the invitation suite.

**RSVP:** An abbreviation of a French phrase for “respond please.” An RSVP allows your guests to inform you of their attendance. If you are having a plated dinner this is also where your guests will inform you of their dinner choice.

This is a separate card included in the invitation suite. As technology has advanced many couples utilize online RSVPs. If you choose to have RSVPs returned by mail you can make it easier for your guests by using a preaddressed postcard or envelope.



**Insert:** Any additional cards included in the invitation suite. Examples of inserts are reception cards, direction cards, wedding website card, and accommodations. You may choose to use a single card or multiple cards depending on how much information your guests will need in order to attend.





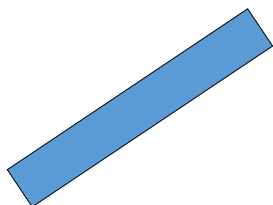
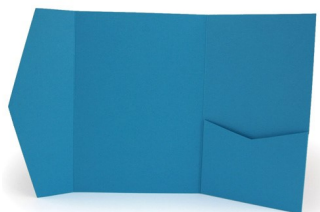
*Envelope liner:* A piece of paper mounted inside an envelope flap to make the envelope more unique. It can be a solid color, patterned, custom designed, or metallic.

*Inner Envelope:* Traditionally wedding invitation suites included two envelopes—one for mailing and one to keep the invitation nice and neat. An inner envelope can include the names of the invited guests. Most couples choose to skip this but note that a formal wedding invitation will usually include one.



*Outer Envelope:* This is the mailing envelope that you will print the names and addresses of your guests. Over time, the traditional inner envelope has lost popularity and this has become the only envelope used in a wedding invitation suite.

*Pocket:* A pocket has 3 panels: a flap for folding, a panel for mounting the invitation, and a pocket for holding insert cards, the RSVP card and envelope. When folded it will look like an envelope but it will still need to be put into an envelope for mailing. Laser cut pockets are also available.



*Belly band:* A piece of paper, vellum, or card stock normally 1-2" thick that is wrapped around a pocket or invitation suite to hold it all together. Can be solid color or custom printed.

## PRINTING TECHNIQUES

Digital printing is the standard printing technique of all invitation suite pieces. There are some other printing techniques available for an additional fee. Those include:

*Letterpress*– this is a labor-intensive process, so it is reflected in the cost. A plate is created and ink is rolled on to the plate. The card stock is laid on the plate and pressure is applied which makes an imprint on the card stock and presses the ink into the paper. A drawback to letterpress is that limits design and font options because of the ink as well as the thickness of the lines required for a high-quality imprint.

*Foil Stamping*– this process involves pressing a thin foil into the card stock just like letterpress except with heat added to get the foil to adhere to the card stock. The labor and cost is similar to letterpress.

*White ink*– this is a great option on dark card stocks and envelopes. It takes a special printer and ink to print white on dark papers and is a more expensive options because of the process to achieve the true white color.

Due to the special nature of these printing types an additional 4 weeks should be added onto the process timeline.



This invitation suite is an example of foil on a metallic card stock.

# ENVELOPES

You many choose any available envelope color at no additional cost. A colored envelope in one of your wedding colors is a unique options not available other places.

Here are the standard color options to choose from. Other colors are available on request.

White	Cream	Grey	Light Grey	Kraft
Red	Fuchsia	Coral	Pink	Rose
Green	Sage	Mint	Eucalyptus	Blush
Aqua	Sky Blue	Hydrangea	Turquoise	Purple
Persimmon	Lilac	Yellow	Curry	Dahlia
Dark Envelopes				
Royal Blue	Navy Blue	Dark Purple	Black	Dark Grey
Shimmer Metallic Envelopes				
Silver	Gold	Antique Gold		

# GUEST ADDRESSING



Addresses are printed on the envelopes using the fonts and colors from your invitation design for a high-quality, personalized and cohesive design. Dark envelopes will require white ink in order for the addresses to be legible when mailing.

# PRICING

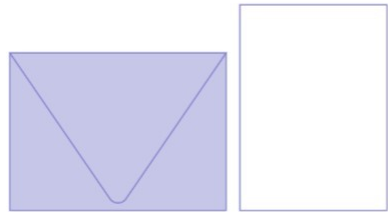
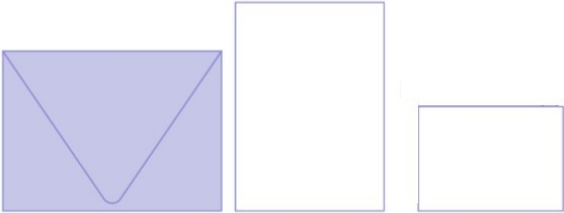
Unlike wedding stationery stores, price is not dependent on quantity ordered. You may order exactly how many you need, add more in case of last minute additions, and for keepsakes. Remember– you only need 1 per household, not per guest.



## Package Pricing:

Invitation with envelope  
RSVP Postcard

\$3.79 each/ 100 for \$379

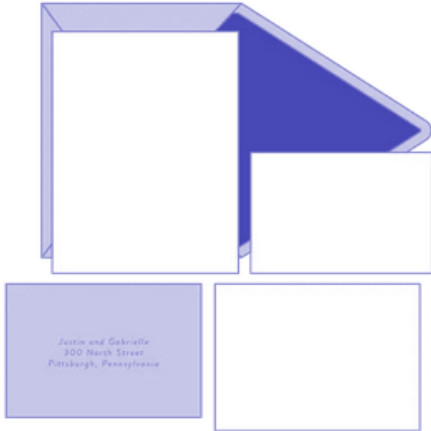
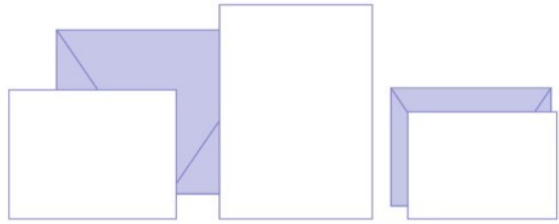


Invitation with envelope  
RSVP card and envelope  
with return address

\$4.29 each/ 100 for \$429

Invitation with envelope  
RSVP card and envelope  
with return address  
Insert card

\$5.79 each/ 100 for \$579



Invitation with envelope  
RSVP card and envelope with return  
address  
Insert card  
Envelope liner  
Guest Addressing (return address included)

\$7.39 each/ 100 for \$739

## ADD- ON PRICING

There are additional pieces you can choose to add to your invitation suite to make it truly unique.

	Price each	Price for 100
Save the Date postcard	\$1.39	\$139.00
Save the Date card (with envelope)	\$1.69	\$169.00
Save the Date magnet (with envelope)	\$3.00	\$300.00
Belly band (solid color)	\$0.30	\$30.00
Belly band (custom designed)	\$0.69	\$69.00
Envelope liner	\$1.00	\$100.00
Pocket	\$2.50	\$250.00
Laser cut pocket	\$4.50	\$450.00
Return address (printed on back flap)	\$0.50	\$50.00
Guest address (FREE return addressing)	\$1.00	\$100.00
Inner envelope (guest names printed)	\$1.00	\$100.00

Ask about pricing for white ink, foil, letterpress, or acrylic invitations.



## PROCESS

Now that you have selected the pieces you want in your invitation suite and what add-ons you would like included its time for the fun part.... designing!

I want to know what you like, what you don't like, what your wedding colors are, your Pinterest board, and any elements you want to include. When you think of your perfect invitation, what all is included in that? Tell me everything! Knowing all of these will give me a picture of what you are looking for so I can create it for you.



**PHASE ONE (2-3 weeks)**– The designing begins once I get the details from you. I will work up an invitation design and send that to you for feedback. In some cases I will send a few designs to see which is closest to your vision. This is a very collaborative step between you and I to get to that “I love it!” response.

**PHASE TWO (1-2 weeks)**– Once the invitation is perfect, I will take the colors, fonts, and design elements from your invitation and design the other pieces of your invitation suite. Designs will be sent to you for feedback of what you like and what you would like changed. If you choose to add on guest addressing, this is when I need the names and addresses to prepare the file for proofing.

PHASE THREE (1 week)– Now that designing of all pieces is complete we move to the proofing step. Any final changes will be made and final proofs sent to you. This is where you take your time and review all items with utmost scrutiny because once the proof is approved we move to production of the items.



PHASE FOUR (2-3 weeks)– Getting stuff done! Printing of all items happens in this phase. Once everything is complete you will get all pieces and are ready to send them out. If you added on addressing you will only need to stuff and mail.

PHASE FIVE– If you are needing any wedding day stationery– menus, programs, custom signs, escort cards, seating charts, and more– will be produced. Using the same details from your invitations will make for a very cohesive design across all pieces.



## FREQUENTLY ASKED QUESTIONS

### **When should I send out save the dates and wedding invitations?**

Save the dates should go out 6 to 9 months before the wedding and invitations should be sent 2 months before with the RSVP date for 1 month before the wedding (this allows you time to track down those that don't RSVP).

### **Do you do events other than weddings?**

Absolutely! I have designed birthday party invitations, bridal shower invitations, baby shower invitations, graduation announcements and much more. Just contact me with your needs and we can discuss options.

### **When should I place my order?**

Typically you should allow 2-3 weeks for save the dates and 4-8 weeks for invitations. For wedding day stationery items those should be ordered 1-2 months before the wedding. Due to the custom nature of your stationery all timelines are estimates.

### **How many invitations should I order?**

The best way to determine how many save the dates, invitations, and thank you notes you need is to count the number of addresses you will be mailing to. It is also highly recommended that you order extra of each for keepsakes and for last minute guests.

### **Do you offer payment plans?**

Yes! You may make payments on your order or pay in full. 50% of total is required before a proof is sent for your approval, production will begin when 100% is received and items mailed or delivered as soon as they are ready.

### **What if I need an invitation in a language other than English?**

I can do bilingual invitations or you can order a set in another language. While I do not speak a language other than English, you can send me the wording needed and I can use that on your stationery.

### **Do you have a minimum order requirement?**

Yes, minimum order is 25.



