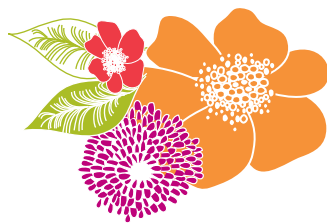


good indian girls do design!



About Invitations...styles, papers, printing, etc.

As stated, invitations are the best way for your guests to get a feel for the event ahead. Whether your wedding is a formal affair or a country picnic, the style of invitation you select or create will be the keepsake that captures the feeling for the day.

Color. Traditional formal invitations are typically printed on white, cream or ivory stock. Casual formal invitations may be printed on a soft pastel card including pale yellow, pink, lilac, gray, green or blue. Non-traditional invitations may be printed on anything from brilliant colored papers to cool translucent vellum. You may choose to match the invitations to the color scheme of the wedding or select natural browns to emphasize that the wedding day will focus on nature. Today, any color is acceptable. My only suggestion here is to avoid selecting invitation colors that remind your guests of a football team (blue & gold, for example), unless that's the look you're going for. I've seen beautiful invitations done using bright pink, orange and lime green and was shocked that a few brides chose to mix a single deep color with brassy gold. While ivory is beautiful, try selecting an ink color such as pink to make the invitation truly unique.

Paper. When I began collecting handmade papers I was racked with guilt, what was I going to do with the growing collection? My answer came when a neighbor had a co-worker who was getting married and wanted to do non-traditional invitations to celebrate her Japanese heritage. They approached me and my business was born. Together we designed invitations using handmade silk papers from Japan, creamy envelopes from Italy and a map printed on translucent vellum imported from Germany.

There are hundreds of paper makers around the world creating unique papers from native plant fibers, natural dyes and in various weights. These papers make beautiful invitations whether used for the invitation itself or as a wrap around a beautifully letter-pressed card.

Some of the oldest mills in Italy and France are still producing mouldmade sheets from the richest cotton and linen fibers. These papers are best suited to letterpress, engraving, calligraphy or silk-screened invitations. Look under Paper Suppliers in my Favorites page, there are many unique paper stores around the country where you can view specialty papers in person or have samples sent.

Typeface and font. Once you've established how your wedding day will proceed, the kind of ceremony and reception you wish to have, the invitation design and typeface you select will help bring that feeling to your invited guests. Formal invitations traditionally feature calligraphy style fonts, fancy cursive or simple block print. Casual invitations may feature a sans serif font or non-traditional cursive font. Remember, simple styles are always in better taste and easier to read, have your printer work with you to select a font that allows for a clear and legible invitation, selecting a font that compliments the names of the wedding couple and event locations as well. Sometimes a lower case "r" in one font may be mistaken for an "x," as in the case of one client named Pirie whom everyone at the wedding, unfamiliar with the groom's fiancée, kept calling her "Pixie."

Printing Options.

Engraving. Engraved invitations are the most traditional and the most expensive. They are created using a thick card stock, usually cotton or linen. A metal plate is custom made of your invitation text in reverse, the letters raised. The invitation paper is placed atop this plate and the text is pressed into the backside of the invitation, at the same time a roller of ink is applied to the topside, the ink only touching the raised letters. You can tell an engraved invitation by looking at the reverse, if you see indents where the text is, you will see where the plate cut into the fibers of the card.

Thermography. Invitations that feature a shiny, raised print without the telltale engraved back are made with a plastic "ink" that is applied in a process similar to laser printing, resulting in a reasonably priced textured invitation without the cost of engraving.

Letterpress. This is a very ancient printing method involving individual letters laid out to form your invitation. The letters come in various font styles and sizes and are raised on lead blocks to be assembled into text. The assembled invitation text is placed on a letterpress machine, a platen is inked in your choice of color, a roller slides over the ink and onto the text blocks, the inked blocks are then pressed into a single piece of card stock to print the face of the invitation. Letterpressed invitations feature text indented into the face of a heavyweight card, deeper hits produce deep valleys of letters, perfect hits are barely noticeable as pressed. Letterpress invitations are nearly as expensive as engraved invitations, especially when you get into using custom text or icons.

Lithography and Laser. These modern-day printing methods are reasonably priced and can be done at most local printers or in your own home. The result is clean, crisp text in any font or color without a raised or textured invitation. Laser printing can look quite nice if you select a font color other than black, the invitation is printed straight and cleanly and your paper is high quality.

Screen print/Handscreened. A hand-screened invitation is one for which a special screen is built and burned with your text and any accompanying imagery. Once the screen has been created, usually taking a few hours, custom inks can be mixed in any color, even metallic sheen. The ink is pulled along the screen, squeezing through tiny holes where the text is, and onto the paper. Each card is done by hand, resulting in a smooth text printed in virtually any color onto most any surface. The cost ranges somewhere between Letterpress and Laser, more often the expense dictated by the number of colors, or screens, used.