

CUSTOMIZATION GUIDE

Please use this guide to help you customize your pre designed invitations. If you still have questions or if you are interested in foil finishing, please email me at emily@emilyahowell.com

CHOOSE YOUR QUANTITY



Remember to order your suites by the number of households instead of the number of guests.

*I also recommend ordering a few extras just in case you have a few late add ons.
It is much more expensive to order a small quantity later!*

CHOOSE YOUR PAPER

120# SMOOTH STOCK

19 PT COTTON STOCK

28 PT SMOOTH STOCK

38 PT COTTON STOCK

These uncoated stocks have a wonderful, smooth feel to them. The 120# is the most affordable to print on but it is still nice and thick to wow your guests.

*The cotton stocks have a soft, luxurious texture.
Cotton papers elevate the elegance of your invitations to the next level.*

ALL PAPERS COME IN BRIGHT WHITE AND EGG SHELL

CHOOSE YOUR PRINTING METHOD

DIGITAL

Digital printing takes the design and prints it on a flat surface creating a smooth image with no impression in the paper. It is the most affordable option and is available on all paper stocks.

LETTERPRESS

Letterpress printing uses a specially made plate of our design that is inked and pressed into the paper to create a recessed print that you can see and feel. It is the more expensive option because of its luxurious texture, and is only available on our cotton stocks.

INVITATION WORDING

The wording for your invitation can be as formal and traditional, or as casual and relaxed as you want, I want it to reflect you and your wedding! Keep in mind that invitations tend to look a bit cluttered if there are more than 10-12 lines of text. If you are having trouble making your decision, please email me for some resources.

The introduction line of the invitation is usually where it would be indicated who is hosting the wedding, however, a lot of modern weddings have either the bride and the groom paying for the wedding or multiple parties helping out with hosting so, there are plenty of other introduction lines that aren't quite as traditional.

Just like when you are addressing envelopes, the dates and times on the invitation are spelled out formally on the invitation.

mr. and mrs. james smith
request the honor of your presence
at the marriage of their daughter

lauren marie
to
steven axelrod

saturday, the twenty ninth of october
two thousand sixteen
at five o'clock in the evening
mount pisgah arboretum
eugene, oregon
reception to follow

RSVP WORDING

The wording for your reply card is completely up to you! This is just a suggestion but there are plenty of creative and alternative ways to word your reply card.

kindly *reply* by
the twentieth of march

m _____

_____ accepts with pleasure

_____ declines with regret

The reply date should be about a month prior to the wedding to give your vendors enough time to plan.

This would also be a great space to have guests choose their entree if you are planning a sit down dinner.

DETAILS CARD WORDING

The wording for your details cards really depends on what additional information you want to convey to your guests. Try and think about what you would want to know if you were a guest at your wedding!

Some things you might consider:

- hotel information for out of town guests
- website information

- other weekend events
- directions to the venue
- any quirky, but pertinent details about your venue

details

accommodations

a block of rooms has been reserved at the
downtown marriott at a discounted rate.
please reference the smith/axelrod wedding.

website

for more details, please visit our wedding website
www.smith-axelrodwedding.com

CHOOSE YOUR CALLIGRAPHY

PLEASE REACH OUT FOR MORE COMPREHENSIVE PICTURES OF EACH STYLE.

Mary

Mary is the classic modern calligraphy style, it's not too casual, but not too formal. It is a little more uniform than the rest but still modern and fun.

Poppy

Poppy is a little more abstract and free flowing. There will probably be some overlapping with delicate flourishes but still legible and special.

Caroline

Caroline is dressed up a bit, and is a fancier take on the modern style. There will be larger flourishes that will overlap with other letters, but it will be legible and elegant.

Amy

Amy is the most casual style in the group. More upright and free, it gives off a cool handwriting vibe which is perfect for many occasions. Think of Amy as the fun sister of the bunch!

CHOOSE YOUR TYPE FONT

Avenir Next | all lowercase | ALL UPPERCASE | *italic*

Garamond Pro | all lowercase | ALL UPPERCASE | *italic*

Ingra | all lowercase | ALL UPPERCASE

ENVELOPES AND ADDRESSING

Adhering to traditional etiquette when addressing your wedding envelopes can seem outdated, but I like to think people enjoy getting mail with their formal name written on it in beautiful calligraphy.

Here are some of the simple rules that you may want to consider.

GUEST ADDRESSING

Most etiquette guidebooks would suggest that you should avoid using abbreviations on the guest's addresses on the outer invitation envelope. Some common examples are: writing out "Road" instead of "Rd.", "Apartment" instead of "Apt.", and "Massachusetts" instead of "MA". You may also consider writing out "and", however I think a pretty "&" looks great too.

GUEST NAMES

As with the addresses on the outer envelope of your invitations, the guest's names should also be written out formally. You should also consider using appropriate social titles as well, such as "Mr. and Mrs." for married couples. Don't forget to double check your list for any doctors! Any name with a suffix "Mr. John Smith Jr." should be noted as well.

REPLY CARD ADDRESSING

Traditionally, reply card envelopes are addressed and stamped so that the guest can easily pop the reply card in the mail. The address is typically just the address of the host (no names necessary) however, this can be the address of anyone who might volunteer to collect the RSVPs!

ENVELOPE AND LINER COLORS



SOLAR WHITE



NATURAL WHITE



BARONIAL IVORY



MILKWEED



EGG SHELL



OLD LACE



LATTE



LIGHT PINK



LILY



PINK FEATHER



GINGER



CORAL



PEONY



RASPBERRY



ROUGE



TANGO



FIRECRACKER



PAPAYA



LAVA



SERENGETI



BUMBLE BEE



SUNFLOWER



SOLEIL



FACTORY YELLOW



SUGAR LEMON



SPRING



MYSTIQUE



PISTACHIO



CITRUS GREEN



IGUANA



OLIVE



VERDE



BERMUDA



TIFFANY BLUE



MIST



GREEN TEA



DUSK BLUE



FIJI



AQUAMARINE



SOUTH BEACH



FRESH AIR



BLUE FEATHER



OCEAN



ADRIATIC



NAVY



COBALT



SAPPHIRE



COMET



INDIGO



AMETHYST



GRAPE JELLY



PURPLE LACE



RIVIERA ROSE



WINE



EGGPLANT



COCO



TIGER'S EYE



SOHO GREY



PEACE



FOG



WEALTH



PEWTER



BLACK

**Please inquire about metallic and kraft colors*