

CUSTOM WEDDING INVITATION GUIDE

The letters of your love story





WELCOME

Thank you for taking the time to inquire about custom wedding invitations. With custom invitations, the sky is the limit! From the highest quality papers, to exquisite printing methods, to unique embellishments you can't find anywhere else, custom invitations allow us to create something that will dazzle and will be remembered for years to come.

Creating something custom takes a little imagination, a lot of creativity, and a ton of love. The world of invitations is vast, so I want to make it as clear & stress free for you as possible. This guide will lay out some custom invitation basics, such as the options available to you as well as pricing estimates. It will serve to answer your general questions and get those creative juices flowing! Dive in, I can't wait to get brainstorming!!

PROCESS

1

INITIAL CONSULTATION

You tell me what you have in mind! Take a look through samples and gather ideas of what speaks to you. Helpful pieces of information to send: Your floral vision/mock-up, your venue, your wedding colors, and any themes or special elements you are incorporating into your big day.

2

PROPOSAL + MOOD BOARD

From the information you give me, I will draft up a proposal and mood board which includes all of your pieces and details such as printing method, sizing, paper, and estimated timeline. Your mood board will be a collection of colors, inspiration photos, and design ideas. You will review this proposal and mood board and we can adjust as necessary. The proposal must be signed, then a non-refundable 50% deposit is required to begin design work. Deposits are payable by check and card.

3

PROOFING

Yay! The fun part. Within 2 weeks of receiving your completed verbiage and deposit, I send you a comprehensive proof. This will look almost exactly like the finished product. From here, we will tweak as you see fit! Custom invitations include unlimited revisions to your proof within the initial design scope.

4

PRODUCTION

Once all pieces are approved, your final balance is due and your invitation suite gets sent into production! From here, no further changes can be made. Total production time depends on your design specifics, but once complete, your suite is lovingly packaged and sent to you. Time to spread the good word!

INVESTMENT

Wedding invitations are not only the first impression your guest gets of the celebration to come, they are one of the only physical reminders of that special day that you and your guests can keep! I like to think of invitations as your opportunity to create a beautiful keepsake that represents your love. When else can you do this?! Why not have some fun and create something truly special.

Creating custom wedding invitations differs wildly from ordering your invitations on a big brand website. Each detail is designed by me to fit your preferences. All materials sourced are the best quality, including archival papers so your invitations never fade or tarnish. Assembly is done by hand. The range of papers and embellishments available to you when you choose custom is truly astounding. And you have me here every step of the way to help make those decisions easy!

Custom invitation pricing begins at \$1,800.00. Pricing is based upon design intricacy as well as number of pieces, quantity, printing method, and embellishments chosen. I will always offer suggestions that fit into your desired budget if you supply us with one (Highly recommended!).

Most couples spend between \$2,000-\$4,000 on their custom wedding invitations.

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TO CREATE YOUR CUSTOM ESTIMATE, WE WILL NEED:

- Quantity needed*
- Pieces needed (Main invitation, RSVP, Details Card, Map)*
- Printing method preferred*
- Embellishments such as wax seals, envelope liners, and custom illustrations*

TIMELINE

5-12

MONTHS BEFORE SENDING

*Email, phone, or in-person
consultation to begin dreaming up
your wedding invitations*

6-9

WEEKS

*Timeframe for invitation production
from initial proof to finished pieces in
your hand*

8-10

WEEKS PRIOR TO WEDDING

Send out your wedding invitations

PRINTING METHODS



DIGITAL

Flat printing, beautiful for watercolor artwork and colorful designs. Any color except metallic can be produced with flat printing. Flat printing is also the most cost effective. White ink is available here.

\$



LETTERPRESS

A custom die is created with your design and pressed into luxurious cotton or handmade paper. You can feel the impression. Several ink colors are available, although not metallic colors.

\$\$



FOIL

A copper plate is made with your artwork and pressed into the paper with metallic foil, creating a shiny metallic text. Available in several colors and looks amazing in gold, silver, and rose gold.

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EMBOSS

Printing is raised off the paper using a copper die with two sides.

\$\$\$



ENGRAVING

Printing is raised off the paper and ink is applied. Available in a variety of colors as well as metallic shades. This is the finest option for invitation printing.

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SCREEN PRINTING

A custom screen is created with your design

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PRETTY DETAILS



Vellum overlay or jacket
(Blank or printed)



Calligraphy addressing



Custom monogram



Envelope liner



Printed addressing



Silk ribbon



Wax seals



Paint/Gold leaf

CALLIGRAPHY STYLES

*Kristina French
&
Matthew Elliott*

FLOURISHED

*Jessica Marie
AND
Brennan Jean Duhart*

MODERN

COLORS

DIGITAL + LETTERPRESS

All colors- matched to Pantone



FOIL COLORS



HOUSE STOCK OPTIONS

*Cotton archival paper
1 ply or 2 ply*



VERBIAGE SAMPLES

*Mr. and Mrs. Steven Swift
request the pleasure of your company
at the wedding of their daughter
Bride's First & Middle Name
to
Groom's Name
date + year + time
venue*

*Together with their families
Bride's Name
and
Groom's Name
Request the pleasure of your company
at their wedding
date + year + time
venue*

OPTIONAL ADDITIONS TO MAIN INVITATION

*Reception to follow
Dress code*

RESPONSE CARD

Please reply by June 1, 2021

M_____
___ Accept(s) with pleasure ___ Decline(s) with regret
___ of ___ attending

THANK YOU

*for taking the time to look into custom wedding invitations. If you would like more information about working together,
please send me an email or contact me on www.heididavidsondesign.com to get the party started!*

HeidiBDavidson@gmail.com



