

# INVITATION DESIGN GUIDE

+ EXAMPLE PRICING



I HELP COUPLES  
PERSONALIZE  
THEIR WEDDING  
STATIONERY AND  
DECOR WITH  
MY CUSTOM  
CALLIGRAPHY AND  
ILLUSTRATION  
SERVICES

XOXO  
*Bethany*



Congratulations on your engagement and thank you so much for your interest in working with Joy Unscripted for your wedding stationery. Planning your wedding may seem overwhelming at times, but I want your entire stationery experience to be as stress-free as possible!

Consider this guide the Introductory 101 Course to the Joy Unscripted design experience - the basic terminology, printing method descriptions, available upgrades, add-ons and process. I love creating for my clients, and would love to work with you if you think we would be a good fit! Want to receive a custom quote? Fill out the inquiry form on my website today!

# ANATOMY OF A SUITE

## BY INDIVIDUAL PIECE



- 1A. OUTER ENVELOPE - BACK
- 1B. OUTER ENVELOPE - FRONT
- 2A. INNER ENVELOPE - OPEN
- 2B. INNER ENVELOPE - FRONT
3. ENVELOPE LINER
4. INVITATION CARD

5. RESPONSE CARD
6. RESPONSE CARD ENVELOPE
7. DETAILS CARD - MAP
8. ADDITIONAL INSERT REHEARSAL
9. ADDITIONAL INSERT - BRUNCH
10. BELLY BAND
11. WAX SEAL

# CHOOSING YOUR PIECES

## THE BASICS

*There is no right or wrong way to do your invitation suite! It is your guests' first glimpse into your wedding, so you want it to reflect YOU (and your partner of course)! Typically, choosing your pieces comes down to how much information you need to convey and then prioritizing any add-ons to fit within your budget.*

*Joy Unscripted's 2-Piece Suite: Invitation, Response + Corresponding Envelopes*



**INNER + OUTER ENVELOPES** While you most certainly need an Outer Envelope, the use of Inner Envelopes are personal preference for modern weddings. More traditional suites have outer envelopes and inner envelopes, where the outer envelopes serve as an additional level of protection for your suite during mailing. These contain the formal names/titles for your guests, their address and your return address on the back flap. Inner envelopes list every individual invited, and are helpful for situations where only certain people within a household are invited. I also have a guide on Envelope Etiquette to help with how to format your guest information.



**INVITATION CARD** This is the main card of your suite and usually considered the statement piece. It should be both informational and beautiful... highlighting your names, the hosts, the location and time. The most common size is a rectangular 5x7" (A7) card, but this can be adjusted based on overall design with other shapes also available.



**RESPONSE CARD + ENVELOPE** Also known as RSVPs, these cards are used to learn specifics about who will actually be attending your event(s). You can also collect information about meal choices if applicable, and/or ask for song requests and other fun details. Traditionally, an envelope of matching size is included that has your address already printed on the front. Etiquette suggests having a stamp adhered as well. Some couples opt for online RSVPs on their wedding website, but some guests may not be tech saavy. You can also format your RSVP as a postcard to eliminate the envelope and postage, but keep in mind guest details will be visible throughout mailing.



**DETAILS CARD** Your details card contains information on the best travel access, hotel accommodations, and transportation if you're providing any. It may also contain information about events within your wedding weekend, such as Welcome Drinks, Brunch Send-off, etc. A lot of Joy Unscripted clients choose to feature a custom wedding map on this piece.

# CHOOSING YOUR PIECES

## UPGRADES + ADD-ONS



**ENCLOSURE CARD(S):** additional inserts can be used to let guests know about other events taking place during the celebration weekend such as welcome drinks or a farewell brunch. This is a great way to also send Rehearsal Dinner invites if you do not want to send an entire separate mailing.

*Need only certain guests to get certain cards? Not a problem!* Simply add columns in your Guest Address Template for each card and mark which guests should receive them.



**ENVELOPE LINER:** *this is my first recommended upgrade* - a perfect opportunity to add overall color, additional coordinating colors, patterns or artwork for that initial 'wow' factor when guests open their invitations. It's a great place for your monograms and crests too! *If you are using both outer and inner envelopes, liners would go on the inner.*



**BELLY BANDS:** thin (typically 1.5") strip of vellum or colored paper that ties pieces together when pulling multiple inserts out of an envelope. I do typically recommend this for people with lots of inserts, so things don't fall out or get left inside when your guests pull the invitation out of the envelope.

Belly Band alternatives include silk ribbon, twine, gate fold cards, pockets and more!



**WAX SEALS:** these are the icing on the cake in my opinion - a unique nod to tradition, yet wildly modern depending on the color and design! Typically you see these on the outer envelope back flap serving as the 'final seal' for mailing. However, they can also be incorporated within suites and are a great way to secure belly bands, twine and ribbon!



**HANDMADE PAPER:** cotton rag paper is a very romantic style and often seen with deckled edge, and pairs beautifully with letterpress printing. Be sure to mention potential interest in this upgrade during your inquiry as there are specific things to keep in mind when designing for handmade paper!



# PRINTING METHODS

## A QUICK OVERVIEW



**DIGITAL:** the most common and cost effective printing option. Digital printing is also the most versatile, as there is no limit to the number of colors used in your design. Lighter paper stocks are recommended to ensure clarity of any text and illustrations.



**LETTERPRESS:** beautiful printing method that presses your design into a cotton paper giving your pieces a luxurious feel. This technique is best for single color designs as each color printed requires a separate ‘plate’ to be pressed into the paper.

*Budget friendly tip:* only letterpress a single card if you love the look but this printing upgrade sends you over budget!



**MATTE OR METALLIC FOIL:** striking method that shows up great on both light and dark card stocks - *a personal favorite is gold on black*. This upgraded printing process is a great way to add pizzazz to your suite, especially if you plan to use metallics in your reception decor (think votives, vases, lanterns, etc)!

# INVITATION DESIGN

## SERVICES + MISCELLANEOUS

**DESIGN:** The design package includes your fully custom invitation design. Joy Unscripted includes illustrated elements, spot calligraphy, high quality graphics, and luxury fonts all picked specifically to match your vision and give your guests their first look into your wedding day.

Proofs and full digital mockups will be sent to you before any printing or production to make sure you're 100% in love with your suite. This package includes unlimited revisions, but complete re-designs are limited to 2. This package paired with your choice of printing method(s) gives your total price estimate.

**ENVELOPE CALLIGRAPHY:** For the ultimate special touch, I offer full guest addressing in my signature style pointed pen calligraphy (\$4/envelope).

**ASSEMBLY:** By far the most appreciated service is the white-glove assembly! Joy Unscripted offers full assembly services for your suite including placement of all inserts within any belly band, twine, wrap or ribbon. Wax seals are hand placed where they fit (either within suite or on outer envelope) and all pieces are carefully sealed within your outer envelope. RSVP Postage is applied to the card or envelope, and if Joy Unscripted is mailing your suites directly then outer postage is also applied.

**MAILING:** In addition to full assembly, Joy Unscripted can directly mail invitations to your guests via USPS. A separate USPS Mailing Agreement must be signed prior to mailing. If you're not having Joy Unscripted assemble your invitation suites, all of the pieces will be shipped back to you for assembly and final mailing.



# CUSTOM SUITE PRICING

EXAMPLE BASED ON QTY 100



- ✉ CUSTOM DESIGN FEE: \$1,200 - based on scope of project and other factors
- ✉ 2-Piece Set: \$5.50/set - A7 Invite, 4Bar RSVP + Envelopes - *this includes gold foil upgrade*
- ✉ DIGITAL ENVELOPE PRINTING: \$3.50/envelope - *this includes white ink upgrade*
- ✉ DETAILS CARD: \$1.50/set - A2 digitally printed on house stock, double-sided
- ✉ ENVELOPE LINER: \$1.00/set - A7 to fit this outer envelope (pricing varies with sizing)
- ✉ WAX SEAL: \$2.50 each - wax color will coordinate, can be custom design
- ✉ POSTAGE: \$1.30/set - USPS stamps for response (\$0.55) + outer (\$0.75) envelopes

**TOTAL FOR 100 SETS AS PICTURED ABOVE: \$2,750**

*\*postage is always estimated and may increase based on final weight of complete set*



# SAVE THE DATES

## A QUICK OVERVIEW

Save the Dates typically go out anywhere from 6 to 8 months prior to your wedding date... but can really go out as early as you think is most beneficial to your guests.

Must Include:

- ✉ your names
- ✉ the date(s)
- ✉ the location

Often Includes:

- ✉ engagement photo(s)
- ✉ what to expect next



Working with Joy Unscripted for your Save the Dates and Invitations ensures an overall cohesive feel to all of your pieces. *Psst, we can tie this to day-of items as well!*

Want to go big? List any upgrades or unique requests when submitting your Save the Date inquiry.

But don't overthink the design of these! Their main purpose is to give your guests a heads up not to make any other plans for your special day!



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@JOYUNSCRIPTED

I hope you found this guide helpful and can use it as a resource through your own invitation design process. I would love to be your stationery designer if you think we would be a good fit. I'm happy to provide a full proposal for your dream suite once I receive the Invitation Design Inquiry Form. We will tweak this proposal to fit your overall budget if necessary, and then the fun begins!

Have questions? Want to know the best upgrades for your budget? Just ask!

Love the look of custom designs, but have a smaller budget? I am currently working on several semi-custom suites that will (fingers crossed) launch this summer! Expect the same Joy Unscripted style you know and love!

