

# Sablewood

PAPER COMPANY



## STATIONERY GUIDE

*a client guide to custom invitations*





*award-winning invitation design*

## BEST INVITATIONS

*2022, 2020 + 2019 finalist, Seattle Bride Magazine*

## EDITOR'S PICK: BEST INVITATIONS

*2021 + 2018, Seattle Bride Magazine*

## BEST OF WEDDINGS: INVITATIONS

*2022 + 2019, The Knot*

*Featured in Martha Stewart Weddings, Seattle Bride Magazine, Pacific Northwest Weddings Magazine, Wedventure Magazine, Style Me Pretty, Grey Likes Weddings, The Knot, Brides Magazine, 100 Layer Cake, Carats & Cake, Ruffled, Junebug Weddings, White Magazine, Strictly Weddings, Dancing With Her, and many more.*



hello!

I'm Holly, the owner, designer, calligrapher, and creator of Sablewood Paper Company! Sablewood is located in Everett, Washington (just north of Seattle!) and serves clients across the country and worldwide.

Before we start going over the details about invitation suites, I want to share a few details about me that you may not know:

- *I'm a 100% cat lady but I love all fur babies.*
- *I wrote a novel (working on numbers 2 + 3!) and I read a lot of books. Ask me what I'm reading now!*
- *My husband and I are renovating our 50's rambler and doing most of the work ourselves. We love it!*
- *I love sushi, Mexican food, and fruit. You'll won't catch me drinking coffee, but champagne is always a good idea!*

NOW, LET'S DIVE IN!

GET IN TOUCH

*web: [sablewoodpaper.com](http://sablewoodpaper.com)*

*email: [hello@sablewoodpaper.com](mailto:hello@sablewoodpaper.com)*

*social: [@sablewoodpaperco](https://www.instagram.com/sablewoodpaperco)*

# TIMELINES

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Below, you'll find some important timeline details about the three big steps in the wedding stationery process: save the dates, invitations, and day-of pieces!

## PROJECT START

### SAVE THE DATES

begin 2-3 months prior to mailing date\*

### CUSTOM INVITATIONS

begin 4-6 months prior to mailing date\*

### DAY-OF PIECES

begin 10-12 weeks prior to wedding day\*

*\*production times vary depending  
on the complexity of the pieces.*

## MAILING DATE

### SAVE THE DATES

Mail 10-12 months prior to wedding

### INVITATIONS

Mail 10-12 weeks prior to wedding

*destination weddings:  
mail 4-5 months prior to wedding*

### RSVP DEADLINE REQUEST

3-4 weeks prior to wedding



PHOTO BY SARAH ANNE PHOTOGRAPHY

*project dates may change based on your project; mailing timeframes listed are standard, but flexible based on the project.*



# THE PROCESS

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Every custom invitation suite is a little different,  
but below are the major checkpoints from start to finish!

## *1. CONSULTATION + BOOKING*

We'll meet in person (or over the phone) to chat paper types, samples, and more so that I can get a feel for what you're looking for.

From there, I will create a custom proposal for you. You can select the invitation pieces and any add-ons/upgrades you would like for your suite.

## *2. INFORMATION + PROOFING*

After you've paid your 50% booking retainer, I'll send your client portal information and start gathering information from you for your suite!

Two rounds of proofs are included in all invitation packages. All proofs are sent digitally through your client portal for easy access!

## *3. PRODUCTION*

When proofs for all pieces have been approved, production begins and no further changes can be made.

Production may take 1-4 weeks, depending on the print method your invitation suite calls for.

## *4. ASSEMBLY + MAILING*

All of my packages include assembly and mailing! Part of the assembly process is calligraphy addressing, which can take 1-2 weeks.

Final payment is due prior to mailing or delivery of your suite. Invitations will be hand delivered to the post office on mailing day!

## *5. DAY-OF PIECES*

After your invitations go out, it's time to start talking about day-of pieces. The day-of process will be repeated almost exactly as above!

Day-of pieces are designed to complement the invitation suite, creating a cohesive experience for your guests from start to finish.

TO BOOK A CONSULTATION:  
*hello@sablewoodpaper.com*

*hello@sablewoodpaper.com*

## ENVELOPE ADDRESSING (CALLIGRAPHY)

*Outer Envelopes: 3.95+ each*

*Inner Envelopes: 2.50+ each*

*Reply Envelopes: 2.50+ each*

*Other materials/surfaces: 4+ each*

## DAY-OF PIECES

*Escort cards: 2.50+ each*

*Place cards: 2.25+ each*

*Seating charts (unique)\*\*: 250+*

*Seating charts (foam core): 125+*

*Fabric seating charts/signage: 175+*

Table numbers: 4+ (minimum of 10)

*Acrylic signage*\*\* : 75+

*Menus: 3+*

*Programs: 5+*



*\*\*available for local pick-up/deliveries only; deliveries may incur a delivery charge.*



# WHAT'S INCLUDED

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Sablewood is proud to be a full-service studio! After our optional (but recommended) initial in-person consultation, all work – including proofing – can be done online via your unique client portal.

My primary goal is to take care of you so that you can focus on other wedding tasks. All invitation quotes include the services below, as well as a few surprise goodies available exclusively for you!

## SUITE DESIGN + PRINTING

*according to design + client direction | two rounds of digital proofs*

## ASSEMBLY

*envelope stuffing | postage application | envelope sealing  
wax seal application | adhering liners | ribbon/belly band/twine application*

## MAILING SERVICES

*mailing invitations | weighing envelopes to determine correct postage\**

## KEEPSAKE + PHOTOGRAPHER SUITE

*with envelopes addressed to you both | photographer suite for wedding day photos*

### POPULAR ADD-ONS

#### SET OF HANDMADE VOW BOOKS

#### THANK YOU CARDS

*available in packs of 10, designed to match suite*

#### KEEPSAKE INVITATION FOLIO

*\*standard postage included in packages; postage will be calculated once the suite is printed and ready to mail.*

*\*\*Add-Ons are extra and not included in package pricing.*

# PRODUCTION TYPES

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Sablewood offers all types of printing and production styles available, but I focus on three main types:

## DIGITAL PRINTING, LETTERPRESS, AND FOIL STAMPING



### DIGITAL PRINTING

This printing method has the shortest production window and is by far the most affordable production option for suites, creating colorful invites for a more modern couple.

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RECOMMENDED FOR: *reply cards, suites with tight timelines and/or color illustrations/graphics, photo save the dates*



### LETTERPRESS

CLIENT FAVORITE!

Letterpress is elegant, timeless, and creates the most delicious pillowy feel in invitation paper! Letterpress is available for any suite as the sole printing method or as an accent.

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RECOMMENDED FOR: *weddings of all kinds, couples who value texture, monochromatic color palettes, traditional weddings*



### FOIL STAMPING

This traditional foil method presses foil into the paper using a metal die created exclusively for each piece and is *gorgeous*. Hot tip: foil on colored paper is an absolute show-stopper!

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RECOMMENDED FOR: *weddings with metal in the main color palette, as an accent upgrade on digitally printed or letterpress suites*

## OPTIONAL SUITE EMBELLISHMENTS

ENVELOPE LINERS

BELLY BANDS

ILLUSTRATIONS

CUSTOM MAPS

POCKET FOLDERS

VELLUM WRAPS

WAX SEALS

BLIND LETTERPRESS

DIE CUTTING



# DAY-OF PIECES

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After the invitations have been mailing, it's time to focus on day-of pieces! Sablewood offers day-of pieces in any form you can dream of.

Below are a few examples of what we can create to bring your wedding day vision to life!

## DAY-OF PIECES

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- Menus
- Place/escort cards
- Programs
- Signature cocktail signage
- Escort card displays
- Seating charts (acrylic, paper, foam core, fabric, etc.)
- Signage (acrylic, wood, fabric)
- Custom napkins
- Stir sticks (acrylic, wood)
- Matchboxes
- Coasters
- Laser cut signage + gifts
- Can coolies
- Welcome bag inserts
- Tags
- Stickers
- Large-scale installations (wood, fabric, acrylic, etc.)
- and much more!

### DID YOU KNOW?

I design day-of pieces for all clients – even if we didn't work together on your invitations!\*

REQUEST A QUOTE:

*hello@sablewoodpaper.com*

*\*day-of priority is given to clients who booked their invitations through Sablewood.*

# CLIENT PRAISE

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Holly at Sablewood is equal parts artist, friend, and utmost professional. She pays attention to trends yet remains timeless. I appreciate just how detail-oriented she is, noticing things in her design that I would have never picked up on in a million years, but those little things make ALL the difference. She pays attention to your vision, and then makes it even better with her designs. HIRE HER. - *Emily*

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Holly was an absolute joy to work with in the months leading up to my wedding. [She] does STUNNING work and is an INCREDIBLE person. 12/10 would do business with her again and recommend you to do the same! - *Elena*

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It is overwhelming to try and find the right designer and design for wedding invitations, programs, and menus within a challenging time frame. Sablewood was super creative, professional, responsive, and on the ball. It was a wonderful and thoughtful experience. Thank you, Holly! - *Lauren*

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Holly was an absolute joy to work with for our day-of wedding pieces! The design process was surprisingly fun, and I thoroughly enjoyed chatting with her about how to best bring my vision to life. - *Liz*

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If I could give Holly more stars I would. I seriously can't recommend her enough! For someone who is not artistic and had no idea how to articulate my vision, Holly really made it come to life. Holly really is a genius when it comes to her work. From the invitations to the day of goods, everything had an amazing, cohesive design that really made it feel special to us. In addition to her skills, she's also incredible to work with. She was super responsive and very helpful in helping decide what she thought would make the most sense. Being a COVID bride, she definitely took some of the stress off my shoulders and helped make our dream wedding a reality. Thank you Holly! - *Christina*









email:  
[hello@sablewoodpaper.com](mailto:hello@sablewoodpaper.com)

SABLEWOOD PAPER COMPANY  
*exquisite wedding stationery and fine calligraphy*

social:  
[@sablewoodpaperco](https://www.instagram.com/sablewoodpaperco)

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