

How This Whole Thing Works

DON'T WORRY. WE KNOW HOW
S T R E S S F U L
PLANNING SUCH A **BIG** EVENT
CAN BE, SO WE TRY TO MAKE IT
AS EASY AS POSSIBLE!
TAKE A LOOK AT OUR GUIDE OF
HOW THIS WHOLE THING WORKS.

TO START THINGS OFF,

we'll get together and talk about what you do (or don't) have in mind for your stationery pieces and look at samples of previous work. This is perfect time to check out the work we've done before. Once you decide we're the right fit to communicate your ideas for your big day, we will discuss any ideas you have for your wedding or even theme, overall look, and any specific ideas you have about the stationery. After assessing what pieces you want, we'll put together a package and pricing.

Secondly, our favorite part! We get to design your materials. We start by establishing your "event brand" including a "logo", color pallet and type + graphics package. Then, we apply these to the invitations, programs, thank yous, etc. This way, from the lead up to the after party, all your pieces work together and look phenomenally seamless. Its one of the tricks we picked up after years of corporate branding and design.

Next, you'll receive pdf versions (saves you time and moolah) of the design work. At this time you'll select the version you want to use and we'll make any changes. After these changes are made, you'll get one more pdf proof for final approval. Now is the time for any last minute changes, proof reading, and checking the spelling of people, cities and locations again. At this point, we'll have all your materials in stock and can mock up the final version once the final pdf has been approved. When you give the excited A-OK! things go into production. We'll get everything printed, cut and assembled.

We will print the addresses on your envelopes and get those to you first so you can begin addressing or need to pass them to your own calligrapher. Also, if you choose the DIY assembly option, we will get the pieces to you a month before you should send them out since it does take time to assemble them.

When to send out invitations depends on the event and circumstances. We recommend sending out wedding invitations 7 to 9 weeks in advance, especially if you did not send a save-the-date communique. This way it will arrive within 6 to 8 weeks prior to your big day. Everyone is so busy nowadays, we say get your event on their calendar early! It also gives people more time to return their RSVPs.... For other events such as a shower, big birthday or bar/bat mitzvah, we say to get it in their hands by the traditional 4-6 weeks in advance is perfect.