Wedding Trousseau
by
Write Collection

Before the Wedding

Save-The-Date Cards

Brides planning their wedding during the busy holiday and summer seasons or at a distant or popular destination may want to announce the location and date as early as possible. This will allow guests to make travel and overnight plans well ahead of the wedding and perhaps add vacation time to their trip. Advance notice of the date also helps to ensure that friends and family will be able to attend. These announcements are often printed on small cards in the same style as the invitation that follows, or in a more casual, lighthearted style.

The Invitation

Paper Selection

While the most traditional invitations are printed on white or ecru, today there is a wide selection of paper colors, sizes and weights to reflect the style, season or color palette of your wedding. Soft blue is popular for waterside weddings while warm yellow is suggestive of a summertime event. A small card can be used to signal an intimate gathering of close friends and family. A large, heavyweight card suggests an impressive event. Cards with hand-bordered or beveled edges also hint at the color palette or tone of the wedding.

Lettering Style

The lettering style you choose also suggests the formality (or informality) of your wedding. Calligraphic scripts are more formal while casual lettering styles might be appropriate for an outdoor wedding. By mixing lettering styles, you can highlight the bride's and groom's names. The layout of the text on the invitation can be either traditional or more fashion-forward. The use of a motif, monogram or frame adds further personality to the invitation.

Ink Color

Ink color selections are no longer limited to black and grey. Choose from a wide selection of ink colors to coordinate with your wedding from navy to soft greens to metallics. White or ecru ink engraved on a dark paper color offers a striking, crisp effect.

Envelopes

Whether you use a single envelope or a more traditional double envelope set, you can customize the look by using a distinctive return address, decorative envelope linings or by printing a small motif or monogram on the flap. Envelopes can match or contrast the color of the invitation. Decorative inner envelopes, made from translucent or shimmering papers, can add drama to the set.

Tissues

Tissues once served to protect slow-drying inks from smudging. While today's inks are fast-drying the tradition continues with the tissues serving to prevent smudges caused by postal sorting equipment

Enclosure Cards

Reception Cards

This card invites your guests to the reception and provides the time and location. This is particularly helpful if the ceremony and reception are being held at different locations.

Reply Cards

There was a time when wedding invitations were answered with a handwritten note. Reply cards have become a more popular convenience, offering space for the guest's name and response, as well as a date by which the reply is requested. Stamped, return envelopes are typically included, pre-addressed to whom the reply is sent.

Direction Cards

Out-of-town guests will appreciate receiving driving directions to your wedding and reception. Direction cards should include explicit directions from major roads. Map cards, featuring major roads and landmarks, are a useful alternative.

Valet Parking Cards

Reception parking is often at a premium at city hotels and restaurants. This card is presented by the guest when parking has been provided by the host.

Transportation Cards

This enclosure card informs the guest that transportation from the ceremony to the reception will be provided by the host.

Accommodations Cards

Accommodation cards are enclosed with invitations sent to out-of-town guests who will need to make hotel reservations. The card lists recommended hotels and their phone numbers and indicates if rooms have been reserved. Accommodation cards may also be included with Save-the-Date announcements.

Event Cards

Today's wedding celebrations, particularly destination weddings, often include more than the ceremony and reception. Event cards inform guests of other planned activities from a golf outing or volleyball on the beach to a departure day brunch.

Pew Cards

Pew cards are used when specific pews have been assigned for some or all of the guests. This helps the ushers efficiently guide guests to their seats.

Within-the-Ribbon Cards

Pews or chairs are sometimes cordoned off with white ribbons to indicate a special seating section. Cards are sent with the invitations to those guests who will be seated in that section and are presented to the usher.

At the Ceremony

Ceremony Programs

Programs are often provided to guests at the ceremony so that they can follow the order of events and anticipate when they might be asked to participate. Often included are the names of the officiant and those in the wedding party, a listing of readings and music, the names of soloists, and background on any special wedding traditions that are a part of the ceremony.

At the Reception

Table Cards

Table cards efficiently direct your guests to their appointed seats. Displayed in the reception entryway, the envelope bears the guest's name and the enclosed card provides the table number.

Place Cards

Place cards are provided at each setting, indicating the guest's seat at the table. They may be personalized with names, monograms, or motifs to coordinate with the wedding theme.

Menu Cards

Menu cards announce the meal that has been planned for the guests. One menu card is typically shared by two guests and is placed between the two settings.

Favor Cards

Small gifts are often given by the married couple to wedding guests as a remembrance of the happy day. Favor cards, with a brief message from the bride and groom, are included with the gifts.

After the Wedding

Wedding Announcements

Wedding announcements are sent to relatives and friends who were not sent invitations to the wedding or ceremony. Weddings are traditionally announced by the bride's parents but may also be sent by the bride and groom.

At-Home Cards

Family and friends can be made aware of your new address when at-home cards are included with your invitations or announcements. They also announce the date after which you will be there.

Gift Acknowledgement Cards

If it is anticipated that thank-you notes will be delayed - due to an extended honeymoon, pressing professional obligations, or simply a large number of gifts - these cards are sent to acknowledge that a gift has been received and to indicate that a personal note is forthcoming.

Informals

These small fold-over notes carry a woman's full social name and were traditionally used for invitations and responses to informal occasions, reminders and gift enclosures. Today, brides use informals for wedding thank-you notes and a monogram is often used. Paper and ink colors may coordinate with the wedding set, or make a totally different style statement. Motifs further personalize your stationery. Informals bearing both the couple's names are appropriate for use by either the husband or the wife.

Correspondence Cards

These heavyweight cards were traditionally favored by men for informal correspondence. Many women have adopted the heavy cards for thank-you notes and other casual communication. Couples often share correspondence cards printed with both the husband's and wife's names.

Calling Cards

Originally designed to leave when paying a social call, these cards are now often exchanged at social occasions when a business card would not be appropriate or used with envelopes as personalized gift enclosures. Social calling cards are printed with a name alone, or with home address, cell phone, and e-mail information.

Printing Methods

Engraving

One of the oldest forms of applying ink to paper, engraving is the premier printing process. A reverse image of your lettering and design is acid etched into a copper plate, then hand tooled to perfect each letter.

Opaque ink is applied to the plate, or die, and wiped off the surface, so the ink remains only in the etched areas. The paper is stamped against the copper plate under several tons of pressure. The resulting image is distinguished by sharp raised copy, a subtle bruise on the front, and an indentation on the back.

Your personalized copper plate is returned with your order as a keepsake, or to reuse for future orders.

Engraving ink colors are completely opaque. As such, engraving is an excellent choice when printing on colored papers.

Thermography

Less costly than engraving, thermography printing imitates the appearance of raised engraved type. A clear resinous powder is applied over flat printed ink. When heated, the powder fuses with the ink and swells to create a smooth raised surface.

In addition to the raised type, thermography is distinguished by its shiny surface.

This sheen is less evident in lighter lettering styles. Due to the transparent nature of thermography inks, the color of the paper will influence the appearance of the printing. Dark color inks and bold lettering styles are recommended for thermography on colored papers to minimize ink color shift.

Letterpress

Letterpress was developed in 14th century Europe as an alternative to calligraphy. Individual characters of metal type were hand set into lines, inked, and pressed onto paper. Today's letterpress is created from photoengraved plates which enable limitless type and image options. Ink is applied to the raised surface of the plates, which are then pressed into the paper.

Letterpress printing is characterized by a debossed or indented image on the front, and a subtle bruise on the back. Cotton papers are uniquely suited for letterpress printing due to their soft finish. The type impression is especially pronounced on our handmade papers.

Letterpress plates are not returned, but are usually kept on file for three months for possible reorder needs.

Mailing the Invitations

Wedding invitations should be mailed four to six weeks prior to the wedding. They should be ordered early enough to allow both the stationer and the calligrapher sufficient time to process the invitations and envelopes. As it is best to allow the stationer two to three weeks and the calligrapher an additional two weeks, invitations should be ordered at least three months prior to the wedding. The invitations should be weighed to determine the correct postage. The added weight of the enclosure cards may require additional postage.

Invitations should be mailed to all those the bride and groom wish to invite, including all relatives of the bride and groom, close friends and business associates of their families, the parents of the groom, members of the wedding party and their spouses, and the minister and his or her spouse. Enough invitations should be ordered to cover all those on the mailing list plus any surprises. Generally, an additional twenty-five to fifty will suffice. It is also advisable to order additional envelopes to cover any mistakes made in addressing.

WRITE COLLECTION
ESTABLISHED 1993

4240 Highway 22
Mandeville, Louisiana
985-626-0110
www.writecollection.com

Let us help set the stage for the

Wedding of your Dreams

Custom Wedding Invitations

William Arthur • Crane • Rita Renning
Stylart • Tru • Carlson Craft
Nu Art • Envelopments • Many More

Wedding Essentials

Flutes • Attendant Gifts • Sterling Cake Pulls
Knife & Server Sets • Guest Books • Napkins & Favors

Imprintable Invitations

Wedding • Shower • Rehearsal • Bachelorette

Custom Glass Etching & Engraving