



# invitation DESIGN guide

Hours upon hours of looking for invites and you still haven't found the perfect one? Call off the search and start customizing your own. BY KRISSY TIGLIAS

**D**on't confuse designing your own stationery with a DIY project. It's all about working with a professional stationer to master the perfect look. Maybe you are a visual person who has a specific creation in mind; or you've shopped around and realized that the options out there—as many as there are—aren't the right match for you and your day. Custom-made stationery can be the key to rounding out your wedding's style. But before committing to this project, be aware of your budget and the time the process will take. Trish Kinsella, stationery expert and president of Dauphine Press, gave us the inside scoop on how to master a custom job. >>

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### INVITATION DESIGN GUIDE CONT.

#### step 4

##### Gather Your Notes

Start compiling a file of invites you like: hand-drawn sketches, past invitations you've received, and magazine clippings that motivate your creativity. In addition, professional stationers often have portfolios filled with hundreds of examples that can serve as further inspiration for your own personalized look.

#### step 5

##### Interview Designers

It may sound contradictory, but you need to walk in with a focus as well as an open mind. Examine the designer's work and share your ideas. Kinsella says, "It's important to connect with the person who will be creating this piece of work for you." Do you find that she is listening intently to what you have to say? Most important, based on what you are hearing and seeing, is the style compatible with your own? Have you seen any past work that you love? If you're not fond of most of his examples, don't be afraid to keep shopping around and don't forget to discuss logistics: Be realistic when it comes to what you can and cannot afford. Don't rush the process. Finding someone who really understands your vision is worth the extra effort.



### where to go

For wedding invites created from scratch, check out **DEMBY + SOLOMON**.

From traditional letterpress to more modern, decorative design, this West Bloomfield-based company can create a look that is exclusively yours. According to owner and designer Lysa Goodman Poore, today's brides and grooms are re-embracing the art of hand calligraphy, which Demby + Solomon can do in just about any color to coordinate with your wedding's signature hues.

(888) 260-0621, DembyandSolomon.com



**choose a signature color combo** Create instant charm pairing two complementary colors such as Dotti Blue and Red. *Stationery by Dauphine Press*

#### step 6

##### Choose a Color

Your wedding colors are the strand that runs through all the elements of your day. Decide how you will incorporate these hues into your paper products: Will you use a colored front, a colored pattern, or colored paper? A mix of the three? Can't settle on one color? Then select two. Pick a pair that will be complementary, but don't settle on pale pink if fuchsia has always been your favorite. Most important, examine how each color looks on the paper stock. Don't assume that an aquamarine font will look the same on white as it does on cream.

#### step 7

##### Decide on a Motif

Do you want a monogram or another symbol woven throughout the day's festivities? If so, consider adding these themes to your stationery. For example, an invite to a tropical wedding might include seashells and coral. Take a look through your designer's books and tag past work that you think might mimic your own style.

#### step 8

##### Select the Size and Shape

Believe it or not, the envelope drives the size of the invitation, says Kinsella, so your design needs to fall within your chosen envelope formats (square, rectangular, skinny rectangular). And the envelope shape sets the tone for your wedding style (an unusual size signifies an untraditional wedding).