

## PROCESS

### Q. How do we receive an estimate?

- A. We like to begin by meeting you (and hopefully your other half) to talk about your wedding, and brainstorm ideas. If we are unable to meet, we would love to Skype or Facetime with you. You can also email or call us to chat. For us to estimate printing, we will need to know quantities, sizes (we can suggest these for you if you like), and any specific finishing/paper ideas you have. Due to the nature of custom work, we are unable to offer firm flat-rate pricing. Once we have gathered some information, we will email you a custom estimate.

### Q. How can we see samples?

- A. We would love to meet up and show some print and paper samples. From there, we will keep you informed throughout the design process of your custom stationery. You may request printed proofs of your design prior to production for an additional fee.

### Q. Can you match our wedding colours?

- A. Yes! We create your design based on the colours of your choice. Keep in mind, your computer or phone screen will likely interpret colours differently, so we advise matching your wedding colours with our Pantone swatch book during a consultation. This way we can ensure your stationery will be produced with the best colour accuracy available.

### Q. What should our stationery say?

- A. We can help by giving you some fun suggestions, but we recommend you prepare a rough idea of what you would like to include. You know your wedding details the best, but we would love to help tailor the wording specifically, to enhance your design.

### Q. How long does it take to get invitations?

- A. We often tell couples to start thinking about their wedding invitations two months ahead of their desired send-out date. Design time happens as quickly as we can work together. We like to leave two weeks for printing and finishing once artwork is approved. We are happy to accommodate "rush" jobs, within reason.

### Q. How do we receive our finished stationery?

- A. Printed stationery is either delivered or shipped. We can accommodate rush orders if needed. If you order an invitation, the appropriate files will be emailed to you.

### Q. Will you assemble our invitations?

- A. Some invitations require folding, assembly or added adornments. Assembly is not included, but we would consider this for an extra fee if you are short on time. We recommend getting your wedding party or some friends together for an evening to assemble and prepare your wedding invitations for the mail. A few bottles of wine will usually help this process!

## PAYMENT

### Q. How does billing work?

- A. We require a 50% deposit based on your approved estimate and signed contract. This is payable by email money transfer, credit card via PayPal, cash or cheque. The remaining 50% is to be paid before we send your job to print.

### Q. We have a tight stationery budget. Can you help?

- A. Yes. Talk to us! We will discuss options and run some ideas by you. We have some tricks on how to keep print costs low, and design time to a minimum. We believe every couple deserves quality stationery.

### Q. How many invitations should we order?

- A. Try and get a close idea of how many guests you expect to have. Think about how many families are coming with kids, or how many couples you expect. One invitation for every single, couple or family invited. If that is too much math for you, a common trick is to take your guest list, cut it in half, then add 15, just to be safe. But please note, this is just a guideline! It is better to be safe than sorry, as additional printing after the first run can be quite costly.

## PRINTING

### Q. Do you print in-house?

- A. No. We are a design studio, and work when possible with local print shops. We trust these vendors to give us consistent quality results.

### Q. What are the common types of printing?

- A. DIGITAL / prints from a digital-based image via a high volume laser or inkjet printer. Digital printing often has a higher cost per page than traditional (offset) methods, but price is usually justified by the elimination of other steps such as making printing plates. Digital printing is great for small quantities and smaller budgets.

OFFSET / an inked plate with the desired image is transferred to a rubber blanket, then to the printing surface via a printing press. The impressions are sharp, clean and consistent. Offset printing is cost effective in large quantities.

LETTERPRESS / invented in the mid-15<sup>th</sup> century, this old method of relief printing is still found at some shops. The design is imposed onto a plate, where the protruding surface faces of the printing plate are inked and the recessed areas are ink free. The image moves through a manual-run printing press, imposing the inked design onto the paper. The printed product has texture, character and a vintage charm. Letterpress printing is the most costly method, and designs are created specifically for the technique.