



SABLE & GRAY

PAPER CO.

*Custom Invitation Guide*

2020 - 2021



*Yay!*

## YOU'RE GETTING MARRIED!

We're so excited that you'd like to work with us on your custom wedding invitations.

We specialize in creating one-of-a-kind designs that not only highlight the aesthetic of your wedding day, but also capture your unique love story. We love to incorporate hand-painted fine artwork and hand-lettered details into our designs so there is no question that your suite was designed specifically for you.

Since starting Sable & Gray in 2014, our mission has been to create a stress-free environment for our brides to work one-on-one with a designer to design their dream wedding invitations.

We can't wait to get to know you and hear more about what you're dreaming up! We would be so thrilled to be a small part of your big day.



Hi!

I'M KRISTIN

I founded Sable & Gray in 2014 in the hopes of sharing my love of painting, snail mail, and beautiful paper with others. I love working with my brides on their custom designs and usually end up thinking of them more as "friends" than "clients" by the time we're finished working together.

I currently live in my hometown of Traverse City, Michigan after spending 9 years on the East Coast attending design school and working as a designer. When I am not creating paper goods, I enjoy spending time with my two little girls, hiking with my cute husband and sweet dog, singing, and sipping on lattes.





# Our Process

## LET'S CHAT!

Before we get into the nitty gritty of a proposal, I'd love to learn more about you and what you are dreaming up. This will give us a chance to discuss all of your design options and find the suite that will be the perfect fit for your aesthetic, your timeline, and your budget.

## PROPOSAL

We will provide a detailed estimate and a timeline for the custom suite that we discuss during our initial chat. If you would like to move forward with the project, we then require a signed contract and a 50% deposit. This will reserve your slot on our design calendar. But don't worry, we can always make adjustments to your proposal up until the time the proofs are approved and sent to the printer, so if you decide to add a piece to the suite or change the quantity, it's no problem!

## INSPIRATION

Once we have a signed contract and the 50% deposit is paid, we will create a custom client page for you on our website. This will be our home base for all of our design discussion notes, inspirational images, and details about your wedding. We will also curate a custom mood board for your invitation suite that will highlight your wedding aesthetic, colors, and overall feel that we are going for to make sure that everyone is on the same page.

## DESIGN

Our favorite part! We will start out by providing a rough sketch of our proposed design of your suite, which will include color swatches, font selections, and/or calligraphy samples for your design. Once these initial sketches are approved we will move forward with the detailed design.

We will then be in touch with digital proofs of your invitation suite, which will include the final artwork, font selections, and also show the paper/envelope selections for your suite. At this time you will be able to provide feedback for any changes that you'd like us to make. (Your custom invitation suite includes one round of revisions to the design. Any revisions beyond this will be billed at an hourly rate.) Once the final proofs are approved, a proof approval form will be required and the final payment will be due.

## PRODUCTION

Once the digital proofs are approved, the files will be submitted to the printer, and we will take it from there! Production time will vary depending on the printing method that you choose, the number of pieces in your suite, and whether or not we will be providing guest-addressing services. (We also offer invitation suite assembly services, which we would be happy to send an estimate for if this is something that would make your life easier. Otherwise, it's a great pre-marital bonding opportunity for you and your fiancé!) Your suite will then be packaged with care and shipped to you with tracking and insurance.

*Sarah*

SAVE THE DATE

FOR THE CELEBRATION

*Sarah Keller*  
**Investment**  
*and*

We believe that your invitations set the tone for your entire event. And since you only get one chance at a first impression, they are totally worth the investment.

WEDNESDAY, MAY 17, 2017  
at 12:00 PM

*Sarah Keller*

# Where To Start

## **STANDARD INVITATION SUITE**

**Main Invitation**  
**Response Card**  
**Corresponding Envelope**  
*with Return Address Printing*

All packages include design discussions (by email/phone/or in person), custom paper and envelope selections, a custom client page on our website, and two rounds of digital proofs of your wedding invitation suite.

## **A LA CARTE ITEMS**

**Additional Insert Cards or Map Card**  
**Inner Envelope**  
**Envelope Liner**  
**Calligraphy or Printed Guest Addressing**  
**Silk or Velvet Ribbon Binding**  
**Wax Seal**  
**Vellum Wrap or Overlay**  
**Edge Painting**  
**Paper Thickness Upgrade**  
**Vintage or Standard Postage**

# *Other Offerings*

## **SAVE-THE-DATES**

Save-the-Date Design | Return Address Design for Envelope

## **DAY-OF PIECES**

Program | Menu | Place Card | Escort Card | Table Number | Seating Chart  
Signage | Map | Itinerary | Welcome Note | Gifts | Decor

## **ADDITIONAL CORRESPONDING PIECES**

Thank You Card | Rehearsal Dinner Invitation | Welcome Party Invitation  
Shower Invitation | Wedding Party Gifts



# *Printing Options*

## **DIGITAL PRINTING**

Also known as "flat-printing", the invitation is printed in full color using a digital press. This is the most cost-effective printing option and works beautifully for designs with many colors, such as watercolor paintings.

## **LETTERPRESS PRINTING**

The invitation is printed on an antique letter press, and the design is actually pressed into the paper giving the design a beautiful texture. A benefit of letterpress printing is the ability to print on extra thick paper. The down side to letterpress printing is that each color is printed separately, therefore, it is more expensive the more colors you add to your design.

## **THERMOGRAPHY PRINTING**

Also known as "raised printing", the invitation is printed using heat to make the text raise up off the page. This is a great way to add texture to your invitation, and looks especially beautiful with metallic inks (such as gold or silver). Like letterpress printing, each color is printed separately.

## **FOIL STAMPING**

The invitation is printed using gold, silver, or copper foil and is pressed into the paper (similar to letterpress printing). This gives the design a very high-gloss metallic look while also adding texture to the suite. Like letterpress and thermography printing, each color is printed separately.

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We can combine any of these printing styles to create more visual interest and add more textures and colors to your suite.

# Finishing Touches

## **GUEST ADDRESSING**

**Printed Guest Addresses - digitally (flat) printed**  
**Calligraphy Guest Addressing\* - written with a traditional oblique pen & nib**

*\* this option requires a 20% overage of envelopes*

## **INVITATION ASSEMBLY**

**We can take care of the assembly of your suite so you don't have to worry about a thing. Pricing for assembly is charged by the hour. We can mail out your assembled invitations directly to your guests, or ship the completed invitations to you.**

*if you prefer to assemble your invitation suite yourself (which is a great bonding experience for you and your fiance!), your invitations will be shipped with each component wrapped together (i.e. all envelopes wrapped together, all response cards wrapped together, etc.)*

The image displays a variety of wedding stationery items. At the top, a cream-colored envelope is partially open, revealing a floral wreath illustration on the inside. To the right, there are several flowers, including white and peach-colored ranunculus. In the center, a white card features the words 'Thank You' in a large, elegant cursive font. Below this, a paragraph of text is presented in a clean, sans-serif font. To the left, a green-bordered card shows a floral wreath illustration. At the bottom, a light blue envelope is open, showing a card with a colorful floral wreath illustration and the name 'Sarah Lisa Keller' written in cursive. To the right of this, another card titled 'Details' is visible, containing text in a smaller font. The entire scene is set against a light, neutral background.

# Thank You

Thank you so much for considering Sable & Gray. Please let us know if you have any questions at all, if you would like to see samples of our work, or if you would like to set up a consultation with Kristin to discuss your design option and details. We would be so thrilled to work with you to create the perfect first impression for your big day!