



An invitation tells your guests that you want to share with them one of the most significant moments of your life, sets the tone for the event and creates the first impression of your new life from this day forward.

The details of your wedding stationery should convey the spirit of the celebration to come and create anticipation. Even the smallest of details can set yours apart and when your guests arrive on the big day, they are reminded of how all the elements are tied together to form your vision.

Think of it like choosing a tattoo for yourselves – the mark of a lifetime together, symbolic of the unique details of your relationship. Each design, like the pair it preceeds, is truly original, fresh and uniquely exceptional.

Congratulations on your engagement and Happy Planning!

Alli Bozeman : *the Handmaiden*



bird dog press



CUSTOM *wedding stationery* GUIDE

tell us your love story

Did you meet with hiking boots on a trek in Nepal? Do you share a passion for vintage finds at your local flea market? Was it love at first sight on a delayed flight? Do you sport matching orange socks? Are you a little bit country and he is all rock-n-roll?

WHO//WHAT//WHEN//WHERE//WHY

Have you tallied your guestlist?

How would you describe the atmosphere of your event?

What is your personal style as a couple?

Do you have chosen a color palette?

What details of your wedding are unique?

What type of enclosures or extras will you require beyond the invitation itself?

Proper etiquette and its guidelines are steeped in tradition. It is important. That being said, rules were made to be broken as they are ever evolving and changing.

It is always a good idea to order all of your wedding stationery together. a package deal will result in a better price overall and it is a good way to carry your wedding theme throughout your printed pieces and stay consistent. not to mention, it takes the burden off of you and allows you to check it off of your to-do list!

DON'T FORGET TO ORDER A FEW EXTRA OF EVERYTHING, FOR KEEPSAKES AND JUST IN CASE.

- 
- Invitations
 - Reply Cards
 - Save the Dates
 - Reception Cards
 - Maps
 - Direction Cards
 - Itineraries
 - Rehearsal Dinner
 - Pew Cards
 - Programs
 - Guest Books
 - Menus
 - Place Cards
 - Escort Cards
 - Favor Tags
 - Wine Labels
 - Coasters
 - Hand Fans
 - Thank You
 - Announcements
 - Albums

ATMOSPHERE

formal, casual, classic,
modern, vintage,
whimsical, eclectic
motif, monogram, icon,
season, location, color

METHOD

While there are many
printing techniques to choose
from when considering
your wedding invitations :
Engraving, Thermography,
Lithography, to name a few.
Our specialty is Letterpress
with options for collaborative
ensembles including digital
and screenprinting elements.

Letterpress is a labor of love and a hands-on intensive process. Here the type and images are debossed - rather than embossed - into the paper. Each piece is hand-fed and crafted individually, one at a time and is considered by us to be a tiny work of art.

EMBELLISHMENTS

bellybands, wraps, liners
ribbon, twine
wax seals
grommets, brads
sparkles
trinkets, tokens

PAPER

think about fiber content,
weight, finish, texture, which
will all add to the overall feel
of the finished piece

deckled edges, duplexing,
seeded, handmade, cotton,
mouldmade, shimmer,
envelope flap style

TYPOGRAPHY

calligraphy, script, serif, mix,
flourishes, modern, historical,
case, layout, size

COMPOSITION

format, shape, size,
folded, flat

PALETTE

RED passion, love,
celebration, joy, good luck
PINK romance, charm,
tenderness

ORANGE energy, vibrance,
warmth, change
YELLOW happiness,
cheerfulness, peace,
courage, faith
BLUE loyalty, fidelity,
unity, peace, eternity
GREEN life, nature, fertility,
abundance, hope, equality
VIOLET royalty, mystery,
spirituality
SILVER richness, purity
GOLD life, light,
prosperity, royalty

schedule of stationery

1 YEAR	9 MONTHS	7-8 MONTHS	6 MONTHS
<p>put together an inspiration board</p> <p>destination weddings: send out save-the-date cards</p>	<p>start researching invitation styles you like: build an idea file</p> <p>plot out potential wording: review with all interested parties</p> <p>consider which, if any, enclosures you might need</p>	<p>gather guest list and solidify quantity of printed pieces needed</p> <p>choose and order/create save-the-date cards</p>	<p>meet with stationer/designer/calligrapher to discuss invitation creation</p> <p><i>local weddings:</i> mail save-the-date cards</p>
5 MONTHS	4 MONTHS	3 MONTHS	10 WEEKS
<p>finalize invitation style, guestlist and wording</p> <p>order your invitations</p> <p>book a calligrapher</p>	<p>review your proof</p> <p>receive your invitations</p>	<p>weigh complete ensemble at post office: purchase postage</p> <p>address envelopes or deliver to calligrapher</p>	<p>assemble and seal invitations</p> <p><i>destination weddings:</i> request hand-cancelling at post office and mail</p>
8 WEEKS	4 WEEKS	2 WEEKS	THE BIG DAY
<p><i>local weddings:</i> request hand-cancelling at post office and mail</p>	<p>mail rehearsal dinner invitations</p> <p>mail post-wedding brunch invitations</p>	<p>contact guests who have not RSVP'd</p> <p>create table cards and place cards</p>	<p>love conquers all!</p>



average custom timeline

DESIGN : 1 TO 2 MONTHS

ORDERING : 2 TO 3 WEEKS

PRINTING : 1 TO 2 WEEKS

FINISHING : 7 TO 14 DAYS

SHIPPING : 2 TO 3 DAYS



{1}

Let's have a heart-to-heart, *Discuss* your stationery requirements and get the ideas flowing on paper.

{2}

Receive a schedule of stationery with proposed timeline, a *contract* to sign & *estimate* of cost according to what was discussed in the initial meeting.

{3}

Once a 50% retainer is received, an initial *design* concept will be issued based on our conversation and artistic interpretation of your event vision.

{4}

Refining ideas as a collaborative effort, two rounds of *revisions* are included to arrive at a custom design for production.

{5}

Once you *approve* a final design proof, average production time is approximately 4 weeks to order paper and materials, etch plates, schedule press time and craft each ensemble by hand-fed, antique letterpress.

{6}

In smooth transition from the production phase, *finishing* services such as bindery work, embellishments or calligraphy will be taken care of in order to deliver your custom stationery on schedule.

{7}

Final *payment* will be due at the time of pick-up or prior to your order being *shipped via* USPS Priority Mail. We accept checks and credit cards via PayPal.

Pricing includes design & printing of invite, postcard-style response card and envelope with return address. Please consider this a good starting estimate of what your invitation suite will cost, but due to the complete customization of the stationery we create, expect some variation.

	50	75	100	125	150	175	200
ONE COLOR	\$650	775	900	1025	1150	1275	1400
TWO COLORS	725	850	975	1100	1225	1350	1475
WITH ADD'L ENCLOSURE	825	1000	1175	1250	1525	1725	1950

<i>a la carte</i>	50	75	100	125	150
FLAT CARDS	300	325	350	375	400
FOLDED CARDS	325	375	425	475	525
MINI CARDS	175	200	225	250	275
ENVELOPES	75	115	145	165	185

peas & carrots

Design fees \$55 per hour
 Additional Revisions \$45 per round
 Plate fees start from \$35 and 69¢
 per square inch
 Press Set Up \$125
 Consecutive Press Runs \$50 each
 2-Color Press Runs \$75 additional
 Custom ink mixes are \$25

Custom Wax seals start at \$39
 Bindery Services \$35 per hour
 Paper Duplexing starts at \$75
 Envelope Liners are \$1.25 each
 Embellishments start at 99¢ each
 Printed sample packet \$11
 Paper swatches 75¢ each
 Calligraphy \$3.25 per env.

most wedding experts advise the overall process of choosing and creating your wedding stationery takes somewhere in the neighborhood of 6 months and counts for approximately 5-7% of your budget.

CALLIGRAPHY

All wedding invitations should be hand addressed, whether it be by you, your friend with the best penmanship, or a professional calligrapher. A professional calligrapher will usually have variety of lettering styles to offer and most will mix custom ink colors to match your custom invitation.

PUTTING IT ALL TOGETHER

- 1) Start by placing the invitation face-up in front of you.
- 2) Layer enclosures on top of the invitation in order of size, with the largest enclosure nearest the invitation. Place enclosures writing-side-up.
- 3) Enclosures with accompanying envelopes, such as response cards, should be tucked under the flap of the envelope.
- 4) Pick up the pile in your right hand, and with the inner envelope in your left hand, stuff the pile into the envelope.

TIMING

standard procedure is to post wedding invitations six to eight weeks before the respond date (normally two weeks prior to the wedding date), if you are having a destination wedding, are expecting a fair number of out-of-town guests, or are marrying on or near a holiday – a greater time allowance is recommended

POSTAGE

be sure to bring a complete, stuffed sample of your invitation to your local post office to be weighed for proper postage, when purchasing stamps, view them as another opportunity to personalize your invitation, choose stamps with a meaningful image or complimentary colors

NON-MACHINABLE SURCHARGE: Rigid Enclosures (i.e. wood, metal), Clasps, String & Button Envelopes, Address Parallel to the Shorter Dimension of the Letter, Square Envelopes, Uneven Enclosures

HAND CANCELLING

requesting this service will save your special mailing from the machinery of today's postal service, this is the old fashioned procedure of cancelling each stamp by hand, reducing the probability of blemishing your precious delivery, often the post office will allow you to bring your own ink pad if you desire a matching color for your ensemble



design + letterpress

The BirdDog Press cultivates big design ideas and small-batch letterpress printing. As a collaborative design studio and handmade print shop, honoring traditional craftsmanship and modern technology in harmony is the goal. Our practices render a conscious commitment to sustainability for the future generations. The product illustrates our propensity for bespoke communication.



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