

STATIONERY TO SUIT YOUR STYLE

By Genevieve Styger – Just Art Design

Genevieve Styger is a graphic designer who has had more than 7 years experience in all elements of design and stationery creation. She passionately believes that your wedding invitation should reflect your personality and excite your guests, filling them with anticipation for the big day.

The wording of your wedding invitations should be the least revealing aspect of what you are trying to convey. Your stationery, from your invitation to your menus and thank-you tags, should speak to your guests through their colour, texture, decoration and design.

They should be treasures your guests will want to cherish as mementos instead of informative pieces of paper to be discarded after the day. If your wedding stationery could talk, what would you like it to say to your guests about yourselves and your dream wedding?

There are certain elements that you need to consider when deciding upon the perfect wedding stationery:

- **Colour** – the colours you have chosen for the wedding, which will be reflected in your flower choices, table cloths and bridesmaids dresses, should be carried through to your wedding stationery, but shouldn't be too limiting. Invitations should be seen as an entity on their own so feel free to use different tones or colours from those you have chosen elsewhere. Menus and place cards that are exactly the same colours as the flowers and table cloths will get 'lost' on the table – allow them to complement rather than compete with other table decorations.
- **Textures** – paper, ribbon and other materials can bring an invitation to life while communicating the feel and theme of your wedding. Textured papers range from thin and velvety to stiff and patterned. Ribbons can be soft and translucent or thick and brocaded. Sometimes to create a single effect requires layers of patterned fabric, paper and ribbon. Don't be afraid to be creative and original with your stationery – let your choices reflect your personality with your budget being the only restraining factor.
- **Font and Design** – select a font that will complement all the other aspects of your stationery. Flowery script will not do justice to an invitation that is more masculine so ensure that the theme is carried through all elements of the design. There are endless possibilities when it comes to selecting the design of your invitations. You may prefer separate invitations and envelopes or a more integrated approach combining the two. Invitations can be folded or single paged, scrolled or three dimensional. Carry through elements of design from your invitations to the menus and place-cards so that there is a common thread running through all your stationery.
- **Budget** – ascertain upfront how much you are able to spend on stationery. If your budget doesn't stretch far enough to allow for multi-textured and

detailed invitations, consider something more understated and simplistic – effects can be created with printing as opposed to detailed manual art work.

Be it classic and understated or funky and outrageously over the top, make sure that your invitations reflect your personality. Your stationery should be a work of art and, like your thumb-print; completely your own.