

The Wedding Invitation

By Jenny Alves – Just Jenny

Jenny Alves studied Graphic Design with Leon Soriano at South African Arts & Crafts. She has been working creatively in the Wedding industry for the past seven years and established her company two years ago, and is currently a supplier of greeting cards for top gift and home décor stores. She specialises in the design of wedding stationery for discerning couples – nothing is too much trouble.



Photo Patrick Furter

wedding. A talented stationer will help you integrate these into the look and feel of your wedding so that, not only will the stationery look terrific, it will enhance the tone of the entire day.

Colour, Paper and Texture

Obviously, the colour scheme of your wedding needs to be integrated into your stationery. When it comes to printing, however, colours are not as simple as they might appear. There are a vast array of tones, textures, and inks. When it comes to choosing the paper, there are just as many options to consider. These range from matte or shiny, suede fabrics, or translucent and shimmery paper.



Photo Adam Hilton

Your invitation is the first glimpse of what your guests can expect on the big day and it needs to be really special. Stationers who specialise in weddings will ensure that your desired style is reflected in your stationery, and the theme flows through the menu, table seating cards, table name tags, and thank you cards.

Font and Wording

Apart from giving the correct information and abiding by the correct etiquette, the font and wording is an essential part of the design. There are too many options available to include them in this article but, obviously, your stationer will need to help you here as well.

Budget

The first thing every couple should do is decide on how much they are able to spend on the various aspects of their wedding. As with all specialists, this allows you to get excited about things you can afford. Even with a limited budget, beautiful stationery is possible.

In Conclusion

All these exciting options will be shown to you, but the subtle mix, which is critical, is elusive to the untrained eye. This skill is what you require from your stationer, as there is no turning back once the item has been printed.

Style

The stationery is part of the big picture and this will be your starting point. What time of the day will the function be? Is it laid-back or formal? Is it timeless and classical, modern and retro? These are just a few of the questions which your stationer will ask. It is vital that these various angles be explored, as they will affect every aspect of your



Photo Patrick Furter



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