Wedding Invitation Process Workflow

1

CONTRACT & DEPOSIT
After the consultation, we will follow up with a revised quote detailing everything we discussed. After you have looked over the quote and verified the stationery options you would like to move forward with, we will send over a contract & an invoice with 25% deposit payment for you complete to begin the design process.

☐ Revised Quote ☐ Contract ☐ 25% Deposit

2

MOODBOARD
Once the contract and deposit has been completed, we will use the information gathered from the consultation to create a"moodboard" for you. This includes a visual spread of color, typography, paper selections, monogram, etc that will be used within your stationery. This will help you to see the elements & confirm your choices before we move onto the invitation concepts.

3

MAIN INVITATION
Once the moodboard has been approved, we will send you our main invitation wording questionnaire, which will help you build the wording for the main invitation. After we have received the wording, we will design the main invitation concepts. For collection invitations, we will apply your wording and color scheme to the main invitation of your chosen collection design. For custom invitations, 2-3 design concepts will be created and sent for you to choose from. We will make any revisions needed, until the final concept has been approved. We will also initiate the addressing process & send over the correct recipient spreadsheet format.

☐ Invitation Wording Questionnaire ☐ Initial Design Proofs ☐ Revision Collaboration ☐ Approval ☐ Spreadsheet Format

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INSERTS
If you are getting additional inserts (details, rsvp, etc.), we will send you our insert wording questionnaire, which will help you build the wording for the inserts. After we have received the wording, we will apply the information and matching design to these inserts. We will make any revisions needed, until the final inserts have been approved.

☐ Insert Wording Questionnaire ☐ Initial Design Proofs ☐ Revision Collaboration ☐ Approval

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ENVELOPES & DIGITAL MOCK-UP
If you are getting address printed envelopes, we will have already sent you the correct recipient spreadsheet format and you will have been working on gathering your addresses. We will start off this step by sending a digital mock-up the major physical components of your stationery suite, including your envelope design layout. We find this helps you get a proper & complete idea of how your suite, color palette, and design will flow together once printed. Once you have sent us your recipient addresses, we will populate your envelope proofs and send for your review. We will make any revisions needed, until the final file has been approved.

☐ Digital Mock-Up ☐ Final Recipient Spreadsheet ☐ Merged Envelope File ☐ Revision Collaboration ☐ Approval

6

PROOFREAD
Once all the invitation pieces have been finalized, the next step will be to proofread everything to make sure all the information/grammar/spelling is correct before sending to print! We would recommend having a neutral party review the suite to check over all these components. We have a copy editor that will review as well.

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PRE-PRINT PRODUCTION & PAYMENT
Once everything has been proofread, we will send over a print-production approval form and the invoice with the final balance of your order, both to be completed. We will ask you to look over the files one last time and approve everything for print by signing the print-production approval form and then paying the final balance on your order.

☐ Print Production Signed Off ☐ Final Balance Paid

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PRODUCTION & RECEIVING
Once the print-production approval form and final balance has been completed, we will send everything to print. Production typically takes 5-14 business days depending on your invitation suite. Once your invitations have been completed, they will be available for pick up or be shipped, depending on your selected option.