



S I M P L I C I T Y P A P E R S

*letterpress & foil printing guide*

## THE INVITATION PROCESS

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### ABOUT

*Simplicity Papers is a boutique stationery shop creating invitations and stationery for weddings and life celebrations. I am based in New Braunfels, Texas, but because of the world wide web I'm able to work with clients from around the world.*

*This catalog was created to inform and assist couples with the invitation process and pricing. If you have questions, I can answer them via email at [simplicitypapers@yahoo.com](mailto:simplicitypapers@yahoo.com). Samples are available in my etsy shop and are highly encouraged so that you can see the paper, colors and print quality in person. The cost of the samples is credited back to you when you place an order.*

*The wedding collection is customizable with your wording, as well as fonts and colors. Samples are a general guideline of the overall design, every piece is individually created to fit your needs. A variety of extras are available to further customize your suite.*

### ORDER PROCESS

#### STEP ONE: INITIAL CONTACT

*I'd love to "chat" with potential clients, please feel free to contact me through my etsy site or directly at [simplicitypapers@yahoo.com](mailto:simplicitypapers@yahoo.com), with any questions you may have.*

#### STEP TWO: PLACE A DEPOSIT

*When you're ready to begin, I require a \$200 deposit to begin the design process. Please contact me to set up a deposit.*

#### STEP THREE: SUBMIT CUSTOMIZATIONS

*Submit all customization information to me at [simplicitypapers@yahoo.com](mailto:simplicitypapers@yahoo.com). Once your information is received, your proofs will be generated and emailed to you. This process can take 2-4 business days. Clients are responsible for the design and all typographical elements of the invitations.*

***If errors are caught after approval, invitations will be reprinted, but the costs associated with reprinting are the responsibility of the client. PLEASE REVIEW YOUR PROOFS CAREFULLY.***

#### STEP FOUR: REVISIONS

*You may request revisions to the initial proof to update wording, request additional stationery pieces, or change your order details, such as quantity or ink colors. I will work with you on unlimited proof revisions until you love your stationery suite!*

#### STEP FIVE: PAYMENT OF BALANCE

*Upon approval of your proofs and prior to printing you will be asked to submit the final balance of your payment. This must be done before I will move your order into the print production queue.*

#### STEP SIX: COMPLETION OF ORDER AND SHIPPING

*Once your order is placed into the print process you will not be able to make changes to your design. I conservatively estimate that it will take 4-6 weeks before you receive the invitations. The whole process takes about 6-12 weeks.*

*All wedding suite orders will ship via UPS ground, within the USA. International orders will ship via USPS Priority Express Mail with insurance and tracking.*

## LETTERPRESS & FOIL PRICING

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### *Save the Dates*

| <i>4.25x5.5, with blank envelope</i>   | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
|--|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ONE COLOR LETTERPRESS                  |             | 258 | 322 | 386 | 443 | 509 | 560 | 616 | 647 | 679 |
| TWO COLOR LETTERPRESS                  |             | 325 | 406 | 487 | 584 | 642 | 706 | 776 | 814 | 854 |
| ONE COLOR FOIL                         |             | 300 | 375 | 450 | 540 | 594 | 653 | 718 | 753 | 790 |
| ONE COLOR LETTERPRESS + ONE COLOR FOIL |             | 360 | 450 | 540 | 648 | 713 | 784 | 862 | 905 | 950 |
| ONE COLOR LETTERPRESS + BLIND EMOSS    |             | 323 | 403 | 483 | 579 | 637 | 700 | 770 | 814 | 854 |

### *Invitations*

| <i>5x7, with blank envelope</i>        | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175  | 200  | 225  |
|--|-------------|-----|-----|-----|-----|-----|-----|------|------|------|
| ONE COLOR LETTERPRESS                  |             | 320 | 400 | 480 | 576 | 634 | 697 | 767  | 807  | 848  |
| TWO COLOR LETTERPRESS                  |             | 400 | 500 | 575 | 660 | 727 | 799 | 879  | 925  | 970  |
| ONE COLOR FOIL                         |             | 370 | 462 | 554 | 637 | 700 | 770 | 840  | 882  | 926  |
| ONE COLOR LETTERPRESS + ONE COLOR FOIL |             | 470 | 587 | 704 | 809 | 890 | 980 | 1075 | 1130 | 1185 |
| ONE COLOR LETTERPRESS + BLIND EMOSS    |             | 400 | 500 | 575 | 660 | 727 | 799 | 879  | 925  | 970  |

### *Reply Cards*

| <i>3.5x4.8, with blank envelope</i>    | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
|--|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ONE COLOR LETTERPRESS                  |             | 215 | 268 | 321 | 370 | 407 | 447 | 492 | 517 | 543 |
| TWO COLOR LETTERPRESS                  |             | 269 | 336 | 403 | 463 | 509 | 560 | 616 | 646 | 678 |
| ONE COLOR FOIL                         |             | 249 | 311 | 373 | 428 | 470 | 518 | 568 | 596 | 626 |
| ONE COLOR LETTERPRESS + ONE COLOR FOIL |             | 325 | 406 | 487 | 560 | 616 | 678 | 745 | 783 | 823 |
| ONE COLOR LETTERPRESS + BLIND EMOSS    |             | 269 | 403 | 463 | 532 | 614 | 706 | 776 | 853 | 938 |

### *Inserts, Small*

| <i>3.5x4.8</i>                         | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
|--|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ONE COLOR LETTERPRESS                  |             | 195 | 243 | 290 | 335 | 368 | 405 | 445 | 467 | 490 |
| TWO COLOR LETTERPRESS                  |             | 245 | 306 | 367 | 422 | 464 | 510 | 560 | 590 | 620 |
| ONE COLOR FOIL                         |             | 225 | 280 | 335 | 385 | 423 | 465 | 511 | 536 | 588 |
| ONE COLOR LETTERPRESS + ONE COLOR FOIL |             | 300 | 375 | 450 | 515 | 568 | 624 | 686 | 720 | 756 |
| ONE COLOR LETTERPRESS + BLIND EMOSS    |             | 245 | 306 | 367 | 422 | 464 | 510 | 560 | 590 | 620 |

### *Inserts, Large*

| <i>4.25x5.5</i>                        | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
|--|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ONE COLOR LETTERPRESS                  |             | 215 | 268 | 321 | 370 | 407 | 447 | 492 | 517 | 543 |
| TWO COLOR LETTERPRESS                  |             | 269 | 336 | 403 | 463 | 509 | 560 | 616 | 646 | 678 |
| ONE COLOR FOIL                         |             | 249 | 311 | 373 | 428 | 470 | 518 | 568 | 596 | 626 |
| ONE COLOR LETTERPRESS + ONE COLOR FOIL |             | 325 | 406 | 487 | 560 | 616 | 678 | 745 | 783 | 823 |
| ONE COLOR LETTERPRESS + BLIND EMOSS    |             | 269 | 403 | 463 | 532 | 614 | 706 | 776 | 853 | 938 |

### *Thank You Cards*

| <i>3.5x4.8 folded or 4.25x5.5 flat, with blank envelope</i> | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225  |
|---|-------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| ONE COLOR LETTERPRESS                                       |             | 255 | 318 | 380 | 437 | 480 | 528 | 581 | 610 | 640  |
| TWO COLOR LETTERPRESS                                       |             | 330 | 410 | 490 | 563 | 619 | 680 | 748 | 785 | 824  |
| ONE COLOR FOIL  |             | 300 | 375 | 450 | 515 | 565 | 622 | 684 | 718 | 754  |
| ONE COLOR LETTERPRESS + ONE COLOR FOIL                      |             | 400 | 500 | 600 | 690 | 759 | 834 | 917 | 963 | 1011 |
| ONE COLOR LETTERPRESS + BLIND EMOSS                         |             | 330 | 410 | 490 | 563 | 619 | 680 | 748 | 785 | 824  |

## *Envelope Printing*

|  | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
|--|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| RETURN ADDRESS <i>invite envelope, digital</i>               |             | 10  | 20  | 30  | 40  | 50  | 60  | 70  | 80  | 90  |
| RETURN ADDRESS <i>reply envelope, digital</i>                |             | 10  | 20  | 30  | 40  | 50  | 60  | 70  | 80  | 90  |
| RETURN ADDRESS <i>invite envelope, one-color letterpress</i> |             | 200 | 250 | 300 | 330 | 360 | 390 | 420 | 440 | 460 |
| RETURN ADDRESS <i>reply envelope, one-color letterpress</i>  |             | 200 | 250 | 300 | 330 | 360 | 390 | 420 | 440 | 460 |
| GUEST ADDRESSING <i>digital only</i>                         |             | 30  | 60  | 90  | 120 | 150 | 180 | 210 | 240 | 270 |

## *Extras*

|                                       | <i>Qty.</i> | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
|---------------------------------------|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| OUTER ENVELOPE                        |             | 15  | 30  | 45  | 60  | 75  | 90  | 105 | 120 | 135 |
| ENVELOPE LINER <i>solid</i>           |             | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
| ENVELOPE LINER <i>printed pattern</i> |             | 40  | 80  | 120 | 160 | 220 | 260 | 300 | 340 | 380 |
| HAND TORN PAPER                       |             | 25  | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
| EDGE PAINTING                         |             | 140 | 150 | 160 | 170 | 180 | 190 | 200 | 210 | 270 |
| CUSTOM BELLY BAND <i>letterpress</i>  |             | 195 | 243 | 265 | 300 | 328 | 360 | 390 | 423 | 440 |

### IMPORTANT THINGS TO KNOW ABOUT LETTERPRESS

*Letterpress inks are hand mixed and there is a possibility of slight color variations between pieces. This is the nature of letterpress printing and is part of its unique charm. Letterpress does not work well with large areas of color. It is best suited for text and smaller areas of artwork.*

### PAPER

*All pieces (except envelopes and belly bands) are printed on 110lb., 100% cotton paper in your choice of color. Double-thick 220lb. paper is also available for a 20% upcharge (for example, if your card total is \$1000, \$200 will be added to your order for double-thick paper.)*



*fluorescent  
white*



*pearl white*



*ecru*

## EDGE PAINTING

*Edge painting is a process by which color is applied to the edges of invitations, edge painting can be done in any color including foils. Edge painting is best applied to 220lb. paper and utilizing darker ink colors and is only available with letterpress or foil printing methods.*

## COLORED ENVELOPES

*All suites are paired with the envelope color of your selection, please view the color palette for options*

## GUEST ADDRESS PRINTING

*Digitally flat printed addressing in standard, non-script fonts or faux calligraphy, which uses script fonts. Faux calligraphy is an elegant option to achieve a similar look to hand calligraphy without the higher cost. Ink and envelope colors are limited to darker inks and lighter envelopes. White ink is not available.*

## GUIDELINES FOR ADDRESSING FILES

*Addresses must be submitted in a word document, **EXACTLY** as you would like the address to appear on the envelope. Envelopes will be addressed exactly as they appear, please check spelling carefully. We suggest spelling out street addresses and states in full.*

## ENVELOPE LINER

*Envelope liners are hand assembled using commercial adhesive and are available in any of the envelope colors and select metallics. They are also available in any of our decorative patterns, digital flat printed on white paper in any of our ink colors.*

## SECOND ENVELOPE

*The use of two envelopes (known as inner/outer envelopes) is the traditional way to mail your wedding invitations, but is used less often with modern invitations. The outer envelope is for mailing, and is used to protect the invitation through the mail. The inner envelope lists the individuals that are invited to the wedding, and where you would list children or 'and Guest'. The use of two envelopes is entirely up to you, please contact me for pricing.*

## COLOR VARIATIONS

*Due to the color discrepancies between digital printing and letterpress printing, I do not recommend mixing printing methods. It is best to stay with one printing method for all items that are going in one envelope.*

## DAY-OF PAPER GOODS, STATIONERY & EXTRAS

*All day-of paper goods are digitally flat printed on 110#, 25% cotton cardstock*

|  | Qty. | 25   | 50  | 75  | 100 | 125 | 150 | 175 | 200 | 225 |
|--|------|--|-----|-----|-----|-----|-----|-----|-----|-----|
| PLACE CARD or ESCORT CARD - <i>flat</i>        |      | 40   | 75  | 110 | 145 | 175 | 205 | 235 | 265 | 290 |
| PLACE CARD or ESCORT CARD - <i>folded</i>      |      | 45   | 90  | 135 | 180 | 220 | 260 | 300 | 340 | 375 |
| MENU - <i>various sizes</i>                    |      | 45   | 90  | 135 | 180 | 220 | 260 | 300 | 340 | 375 |
| FLAT PROGRAM - <i>2-sided, various sizes</i>   |      | 50   | 100 | 150 | 200 | 245 | 290 | 335 | 380 | 420 |
| FOLDED PROGRAM - <i>4-sided, various sizes</i> |      | 65   | 125 | 185 | 245 | 300 | 355 | 410 | 465 | 515 |
| TABLE NUMBERS - <i>various sizes</i>           |      | <i>\$2 each, flat, single-sided; \$3 each tented, double-sided</i>   |     |     |     |     |     |     |     |     |
| SIGNS  |      | <i>Start at \$5 each when purchased with other paper goods; various sizes available, largest size is 11x17</i> |     |     |     |     |     |     |     |     |
| FAVOR TAGS                                     |      | 13   | 26  | 38  | 50  | 63  | 76  | 88  | 100 | 113 |

### ESCORT CARDS VS. CARDS

*Escort cards are commonly placed on a large table at the entrance to the reception and include the guest's name and table assignment.*

*Place cards are found on the table where the guest will be sitting and have just the guest's name. Both can be folded or flat.*

### FAVOR TAGS

*Available in 1.75" round, 1.25" square or 2.25 x 1.25" tag shaped, with a hole punched in the tag so you can tie it around your invitations with twine or ribbon, not included.*