

HELPFUL ADVICE

WHAT TO ORDER?

You may want the invitation only, or add pieces to match, such as:

- save-the-date card
- registry gift card
- reply cards
- menus
- belly bands
- direction or map card
- thank you cards
- bonbonniere tags
- placecards
- table numbers
- order of service covers
- colouring books
- drink coasters
- anything you can think of!

ENVELOPE STOCK AND COLOUR

Depending on which paper stock you choose, you can opt for a matching envelope or a complimentary/contrasting coloured envelope – not all of the paper mills produce matching envelopes.

ENVELOPE LINERS AND PRINTED REPLY ADDRESS

Envelope liners and reply addresses printed on envelopes are a little extra touch (at an additional cost) that complete the look of a luxury invitation.

For Reply cards, printed return addresses are included at no additional cost.

QUANTITY

You only need one invitation per couple, but factor at least eight spare invitations/envelopes into your final amount for surprise guests and addressing errors – it makes almost no difference to the price and is a lot cheaper than potentially reprinting the job. To be extra cautious, there are always an additional five spare cards/envelopes (provided at no charge) for each print job.

LEAD TIME

Usually a minimum lead time of five weeks from initial order to delivery.

For weddings, that means ordering your invitation stationery at least 10-11 weeks ahead of the big day (that's four to five weeks for production and delivery, and six weeks from the time you mail them out).

For overseas weddings, add additional lead time to give your guests enough notice to respond, especially at a busy time like December when there can be mail delays.

Rush jobs can be done, but if the deadline is REALLY tight, there's a slightly higher charge for getting things done in a super-hurry.

RSVP LEAD TIME

Four weeks is a standard timeframe to allow for an invitation response. You should always check with your caterer/venue – they usually have a set minimum time frame.

ROUND CORNERS OR SQUARE

You can have conventional square edges or opt for rounded corners on stationery, at NO additional cost.

DIRECTION, MAP CARDS, REGISTRY CARDS

If you'd like to add a map or directions card, we can design one to your specifications. Additional artwork services will be costed at the time of quoting.

Registry cards to match your stationery suite are also a nice touch, and being small, they don't impact the cost much.

GUESTS NAMES ON YOUR INVITATIONS

Due to the nature of letterpress printing, adding individual names to letterpressed invitations isn't possible (okay, it IS possible, but it would cost a fortune!)

Traditionally, the recipients names on the envelopes show exactly who is invited, and who isn't – but if you particularly want to name your guests, here are a few options:

LEAVING A SPACE FOR HANDWRITTEN NAMES

If you specifically want your guests names on invitations, a space can be left (with or without dotted lines) for you to add the recipients names. Unless you're blessed with beautiful handwriting, it's best to hire a professional calligrapher to add the names to your letterpress lovelies.

ADDING THE NAMES TO THE RSVP CARDS

Another way to get around this, is to handwrite the invitee names on a space especially reserved on the Reply cards instead.

BELLY BANDS

Belly bands are literally slim paper bands put around the individual invitations, with the recipients names printed on them. They are printed digitally on matching stock or complimenting stock – not letterpressed.



– BELLY BAND

ADDRESSING YOUR INVITATIONS

Taking the time to handwrite your addresses is best. For very dark envelopes, we can offer you custom-cut labels at a small additional cost to write on instead (in a style that will suite your invitation suite).

Postage

A typical invitation costs around \$1.20 to post, with small sizes costing 60¢ each. It's worth noting that Australia Post regularly release Special Occasion stamps that carry a wedding theme – you can even order personalised ones.

HELPFUL ADVICE

Custom design

BEFORE YOU ORDER YOUR CUSTOM DESIGNED STATIONERY...

- Get a clear idea of what style you'd like to convey for your special occasion – whimsical and informal, classic, contemporary, romantic, sophisticated, beachy, etc
- A 'theme' can be carried throughout your wedding stationery. This might be centred around a symbol (your monogrammed initials, for instance), an emblem or embellishment, the wedding location, or your favourite flower – even a style of typography – the possibilities are endless!
Determining a style and theme will give your stationery it's own special 'brand' – and make each piece a cohesive, recognisable representation of the occasion. After all, the invitation is often your guests' first hint of what's in store for the big day.
- Decide on a colour palette – this is something we can help you with, but it's best to come prepared with a few ideas of your own, to get started. Bring along any swatches or samples that you might like colour-matched for your ink colours (note that there's a great difference between fabric dyes and letterpress inks, so the match will be as close as possible).
- Determine the quantities you'll need for each piece, and the information details. Don't forget to work out things like who the wedding invitation will be coming from (bride and groom, the parents, etc), and the RSVP information.

THE PROCESS

1. Contact Daisy Street Press by phone or email to arrange an initial consultation.
2. The initial consultation may be conducted in person or by phone – it's helpful to bring (or email) any samples, swatches or even a Pinterest board to assist in the design process.
3. Quote is provided for your consideration, along with an approximate timeframe.
4. Once you approve the quote, you provide finalised wording (and any other relevant details) and 50% deposit. The final timeframe is also agreed upon.
5. You will receive 3 design concepts to choose from, with a final concept produced thereafter (sometimes this becomes a combination of the two concepts!)
6. Changes are made to the final concept, and a final draft is produced for your approval prior to printing. This is your final opportunity to make changes to the artwork.
7. Once the printing has been done, the balance of payment can be paid before delivery.

LEAD TIME

Allow five to six weeks lead time from initial consultation (not initial contact) to delivery. Take into account any additional delivery time required for interstate or country orders (outside of Melbourne Metro).

SUPPLYING YOUR OWN ARTWORK

To achieve the best results from letterpress printing, read the following criteria before submitting designs for print:

TYPE Set type no smaller than 6.5pt. Add approx. 0.1pt stroke to particularly thin lines and terminals, to ensure they print.

TRACKING Generally, an additional +5 or +10 tracking is added to type, to compensate for the space needed for impression.

REVERSE TYPE All reverse type set on a solid fill should be set at 9pt or greater.

STROKE WEIGHT Set stroke weights at 0.3pt or greater.

IMAGES Vector based (line-art) images work best. Raster image resolution should be set to 1200dpi and set to Greyscale.

LARGE SOLID AREAS Be aware that large areas of solids don't produce good results. They appear slightly 'mottled' – a bit like the look of denim (although, this might be the look you're going for).

FILE FORMAT Supply files in either hi-res PDF, Illustrator native file (.ai), or an Encapsulated Postscript file (.eps). Include all font files used. Check separations. 5mm bleed and 0.3pt cropmarks.

For best results, keep your ink coverage below 40% of the total printable area.

PAYMENT & DELIVERY

PAYMENT

Upon placement of an order, 50% deposit (of the total amount, including GST) will be required – with the balance due prior to delivery or collection.

HOW TO PAY

You can pay in cash in person, or make an electronic transfer into the bank account specified at the time of ordering.

DELIVERY

We charge \$25 for most metropolitan locations, but you can save courier costs by picking up your letterpress goodies yourself, on a pre-arranged day.

Factor two working days into your lead time for local delivery. Additional courier delivery time will be required for interstate or country orders (outside of Melbourne Metro) – cost will be quoted, based on location.