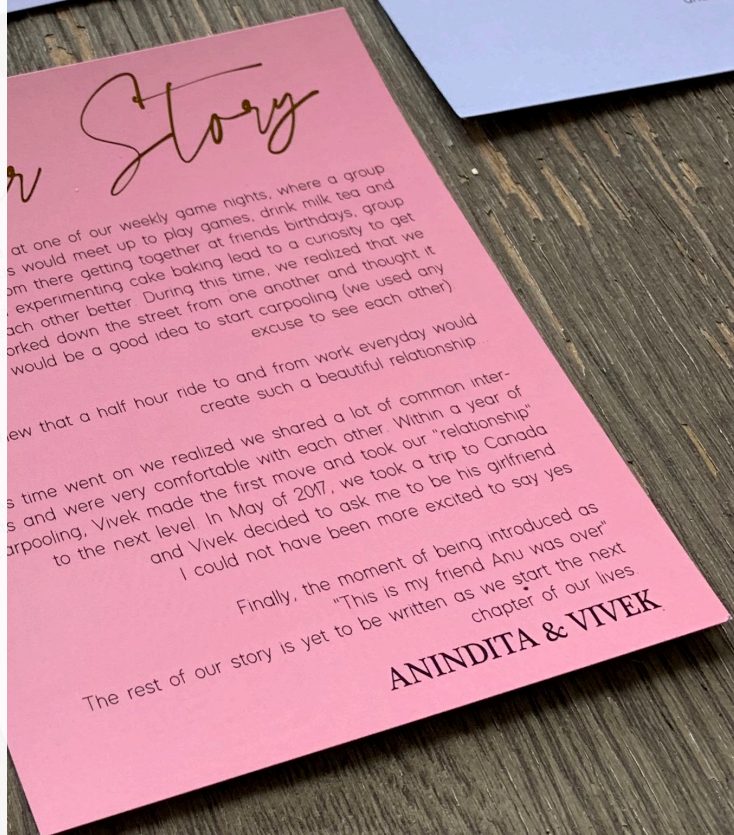


MDASIGNS

WEDDING INVITATIONS & STATIONERY PRICING + INFORMATION



Welcome to MDASIGNS - We are so glad you're here!

Thank you so much for your interest in custom and semi-custom wedding invitations and stationery. Choosing your wedding invitations can seem like a very overwhelming process, especially as you're just starting out. This packet will help you identify the pieces you need for your invitation suite, as well as provide you some guidance on wording choices, package options and pricing information. Our goal is to make this a seamless, easy process for you to receive the stationery of your dreams. Feel free to contact us with any questions or clarifications, and we will be happy to advise and assist you. Thank you so much for your interest, and we are so excited to go on this creative journey with you!

xoxo, Milan



Anatomy of a

WEDDING INVITATION SUITE



1. INVITATION

5. NAME PRINTING

9. RESPONSE ENVELOPE

2. ENVELOPE WITH LINER

6. DETAILS CARD

10. WAX SEAL

3. RETURN ADDRESSING

7. RESPONSE CARD

11. BELLY BAND

4. GUEST ADDRESSING

8. SMALL ENCLOSURE

Choosing your suite pieces

THE BASICS

Choosing which pieces are right for your suite typically depends on the amount of information you need to convey to your guests, as well as what items you would prefer to prioritize in your budget. The sad truth is, envelopes and pretty liners will end up in the trash so while they may be a great statement piece, they are also a good place to start trimming down.



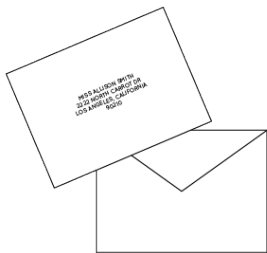
INVITATION CARD

You can't have a wedding invitation suite without an invitation card! This is the main card that states who the wedding is celebrating, and tends to be the statement piece in the set that loved ones will want to hang onto. Based on wording, guests will also gather information like who is hosting the wedding, date and time, location of the ceremony, and sometimes even the preferred attire.



INNER & OUTER ENVELOPES

Envelopes are another important part of the suite for obvious reasons. An inner envelope is added protection the stationery and can be printed with just the guest's name, whereas the outer envelope will have the full names and address. You can always forgo the inner envelope, as it can seem a bit redundant and typically stationery arrives safe and sound without it, but including it is a very traditional and classic choice. Envelopes will also need to be addressed, You'll need to have your guest addresses calligraphed, or printed on the front and your return address printed on the back flap. Pricing will vary depending on which of these options you choose, and white ink printing is also available for an additional charge.

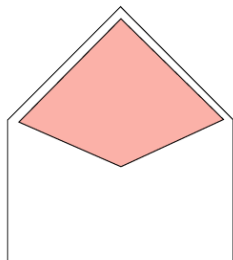


RESPONSE ENVELOPE

Traditionally, your invitation suite needs a separate envelope that matches the size of your RSVP card and has your address printed on the front. However, you have a couple choices here — you can do a postcard style response card to omit the envelope, or even direct guests to a website which negates the need for a response card or envelope at all.

Choosing your suite pieces

THE ADD ONS



ENVELOPE LINER

Your envelope liner is a fun place to add a little surprise within your invitation suite. It is a great place to include either a pop of color, a metallic shimmer, or even a custom printed pattern or monogram! If you have inner and outer envelopes, traditionally the inner envelope would be the one that is lined. If you're feeling really fancy, you can also opt to line your RSVP envelopes—however you are the one who receives this back in the mail, so if you need to cut cost, this is a good place to start.



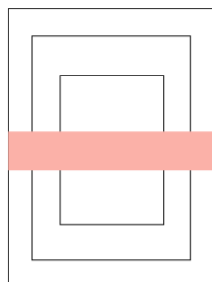
DETAILS CARD

If your ceremony and reception are in separate locations, or you have specific info you need to distribute to guests such as accommodation information or dress code, this is a great card to have. This is especially helpful if you're providing transportation to and from each location. A details card can also include your wedding web site as well as the RSVP information if you are choosing to have guests RSVP online.



SMALL ENCLOSURE/RSVP CARD

If your details card is full and you just need to add your wedding website, registry information, or another small bit of information, this is a great way to do that, or it is a great place to include rehearsal dinner information or an invitation to a welcome party. Your guests will be impressed that everything you've sent them goes perfectly together! Your RSVP card is also a small enclosure which typically includes lines for guests to write their names in, their food preference if needed, and number of guests.



BELLY BAND

Belly bands are typically reserved for invitation sets with multiple cards. The function of the band is to package all the pieces together as the guest pulls it out of the envelope—it definitely adds to the overall “experience” of opening the invitation as well as adds to the “wow” factor. Belly bands can be printed or solid card stock, vellum, or ribbon. Bear in mind ribbon tied in a bow can add to higher postage costs.

Choosing your suite pieces

THE EXTRA EXTRAS



WAX SEALS

Custom wax seals are a fun surprise to seal your inner envelopes or pocketfolds. Designs can range from monograms, to botanical drawings, or even pup portraits! Let us know if you would also like to have a keepsake wax seal press you can use for your future mail (for an additional charge).



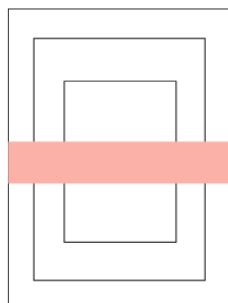
PERSONALIZED POSTAGE

Including custom postage is another level of personalization that is available in invitation suites. This allows you to incorporate illustrations, a photograph, special flower or monogram to the outside of your suite. Another unique option for postage is to curate vintage stamps to collage on your envelopes. Vintage postage must be a collage because vintage stamps only come in lower denominations and will not meet the current USPS postage rate unless you add multiple stamps on the envelope. Vintage postage can be curated to fit within your invitation suite design through color, location, or imagery, however bear in mind this can again lead to higher expenses to source and procure these stamps.



VELLUM

Vellum is a semi translucent paper that can be wrapped around your invitation suite, attached as an overlay, and can be printed on. vellum envelopes are also available, which are stunning for a modern wedding and give guests a peek at what's inside.



BELLY BAND

Pocket enclosures essentially act as the inner envelope as well as the belly band. Guests have the experience of opening the clutch style pocket which typically has the invite mounted to one panel, and a pocket containing all additional pieces in the next fold. You also have the option to create a tri fold invitation, which even includes a perforated RSVP card and reduces the amount of paper in the suite.

Moving on up

PRINTING TECHNIQUES

As previously mentioned, these prices are represented by our baseline digital printing standards. We do offer letterpress, metallic foiling, as well as pocketfolds and double thick cardstock for additional pricing, so if you are interested in any of these services you can email us for a better idea of pricing.



LETTERPRESS PRINTING

Letterpress printing is a beautiful option to give your invitations depth and a luxury feel. It is created by using plates to create an imprint on each individual piece of paper. An important point to note is that each color that is letterpressed = 1 plate, so the more colors you use the higher the cost will be. In addition to the cost of paper, letterpress printing a wedding invite, details card, and RSVP card can easily add hundreds or even thousands of dollars to your final bill. At MDASIGNS, we are more than happy to run an estimate for letterpress printing once your design is finalized, and if it is out of budget we



METALLIC FOIL

Whether you are looking for a glamerous statement with gold or silver, or something funky like blue or green, metallic foils are a great option for a little glitz and glamour—as an added benefit, foils show up on dark as well as light paper stocks. This process does add some cost onto your wedding invitations, but worth it for the added “wow” factor!



DOUBLE THICK CARDSTOCK

Double thick options are a classy and luxury option for your wedding invitations, however they are typically best for letterpress or foil stamping, which adds significant cost. As implied, double thick cardstock is twice the thickness of already thick cardstock so you essentially must pay for double the paper as they are layered to create this effect.



HANDMADE PAPER/DECKEL EDGE

At MDASIGNS we use a cotton rag handmade paper which has a beautiful, romantic quality about it. Deckel edge paper limits designs as it can not be digitally printed to the edge, so think more simple designs if you are wanting to use this luxury paper.

A quick look at pricing

SEMI-CUSTOM, FULLY CUSTOM & DIGITAL

Choosing which pieces are right for your suite typically depends on the amount of information you need to convey to your guests, as well as what items you would prefer to prioritize in your budget. The sad truth is, envelopes and pretty liners will end up in the trash so while they may be a great statement piece, they are also a good place to start trimming down.

WHAT IS SEMI-CUSTOM?

Semi-custom invitations are pre-designed, where your information (and sometimes the printing color) are the only things that are able to be customized. These designs can be used for many different couples, making the price point significantly lower than going the fully custom route. The benefits of semi-custom suites are a lower price point, they tend to be more quickly produced, and there are still many add-ons options to give them a more custom feel such as adding wax seals, belly bands, vellum overlays, etc.

WHAT IS FULLY-CUSTOM

Fully custom invitations are completely unique, designed especially for you and your fiancé, with one-of-a-kind artwork. Opting for custom invitations includes consultations, rounds of revisions and lots of communication to create exactly what you are envisioning for your big day. Custom designs can take months to design, which is typically dictated by your decisiveness as well as our ability to bring your vision to life, but they're definitely worth the wait! Bear in mind that communication is a huge part of the timeline for custom invitations, so be prepared to chat with us via email frequently and the faster your response time, the faster production will move.

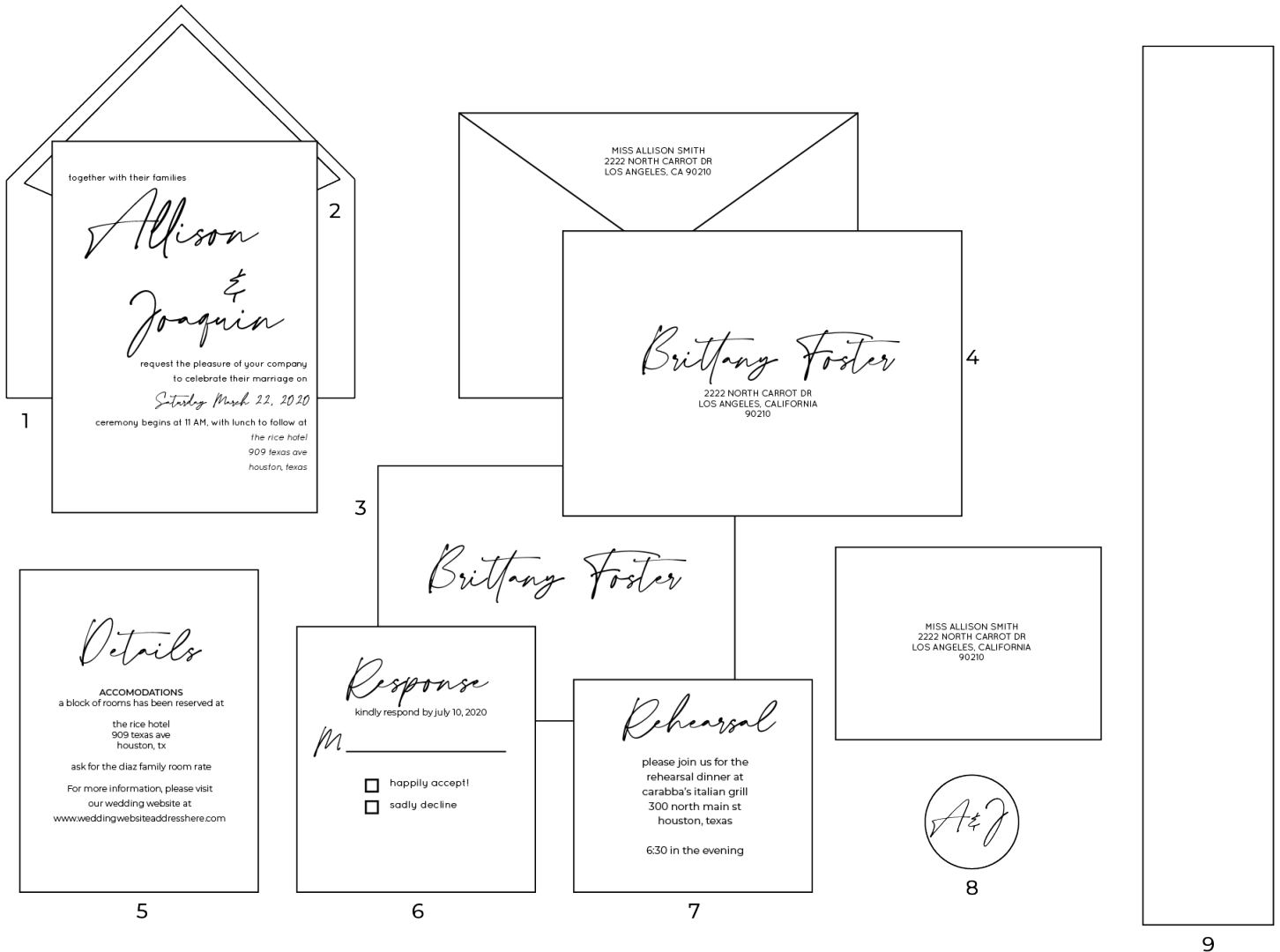
CUSTOM DIGITAL INVITATIONS

As much as I know we all love the tangible feeling of opening beautiful mail and paper pieces, the reality is that the wedding industry creates huge amounts of waste. That is why beginning in 2020, MDASIGNS will be offering completely digital invitation design starting at \$250—with no production costs, so it is also a budget friendly option. If you need help wrapping your head around this concept, we are happy to walk you through it and can also produce limited physical copies as keepsakes for family members.



Semi Custom Invitation Suite Price Point

BASED ON 120 SET ORDER

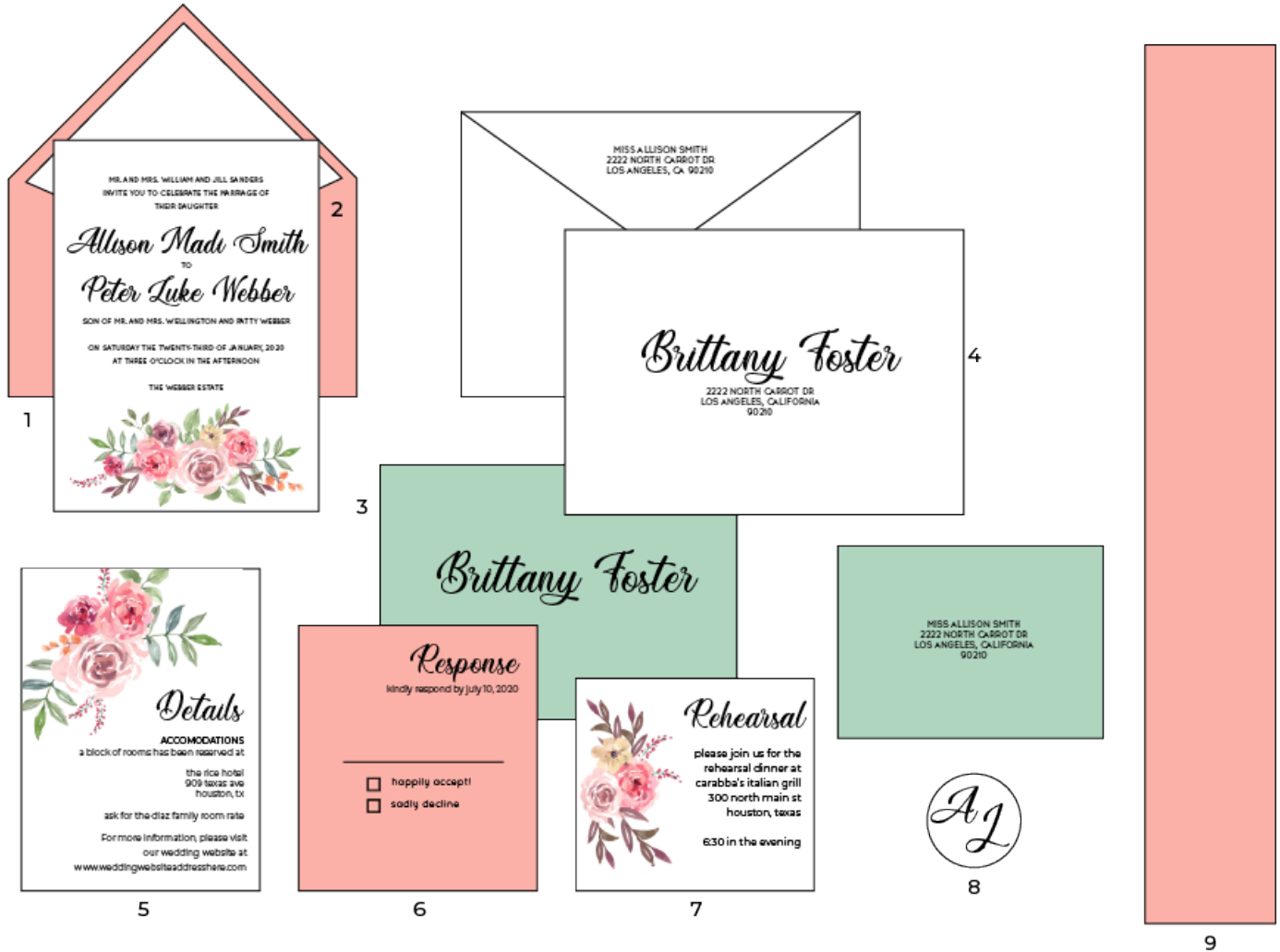


1. INVITATION - Digitally printed on 297 GSM matte white cotton cardstock: \$210
2. OUTER ENVELOPE - \$50
3. INNER ENVELOPE - \$95
4. DIGITAL ADDRESSING FOR ALL PIECES - \$50
5. DETAILS CARD - Digitally printed on 297 GSM matte white cotton cardstock: \$150
6. RESPONSE CARD - Digitally printed on 297 GSM matte white cotton cardstock: \$120
7. SMALL ENCLOSURE CARD - Digitally printed on 297 GSM matte white cotton cardstock: \$100
8. RESPONSE ENVELOPE - \$35
9. CUSTOM WAX SEAL STICK ON - \$120 (Must be ordered in increments of 100)
10. SOLID COLOR BELLY BAND - \$50

TOTAL FOR 120 SETS: \$980 / \$8.12 per set

Fully Custom Invitation Suite Price Point

BASED ON 120 SET ORDER



1. CUSTOM DESIGN FEE: \$350
2. INVITATION - Digitally printed on 297 GSM matte white cotton cardstock: \$210
3. OUTER ENVELOPE - \$50
4. INNER ENVELOPE - \$95
5. DIGITAL ADDRESSING FOR ALL PIECES - \$50
6. DETAILS CARD - Digitally printed on 297 GSM matte white cotton cardstock: \$150
7. RESPONSE CARD - Digitally printed on 297 GSM matte white cotton cardstock: \$120
8. SMALL ENCLOSURE CARD - Digitally printed on 297 GSM matte white cotton cardstock: \$100
9. CUSTOM WAX SEAL STICK ON - \$120 (Must be ordered in increments of 100)
10. SOLID COLOR BELLY BAND - \$50

TOTAL FOR 120 SETS: \$1415 / \$11.80 PER SET

The Process

HOW WE WORK TO CREATE YOUR VISION

Once we have determined the best suite pieces for your event, as well as which add-ons you are interested in, we can start the design process! Sending over examples you like, connecting us to a pinterest board, or a photo of a texture or florals you are drawn to—any starting inspiration materials you can provide are always helpful and will help us draft the beginnings of something beautiful just for you. If you opt for Semi-custom invitations, this information is still helpful for determining colors and maybe an alternate font choice.

PHASE ONE: CUSTOM VS. SEMI-CUSTOM

The first custom design drafts you receive from MDASIGNS will include 5-7 version of the invite card only—majority of these designs will be based on your thoughts and inspiration materials, but we may throw in a couple of alternate options just because occasionally seeing your information in a different format may draw you to it more than initially expected.

Phase one for semi-custom invites consists of editing the information on the existing design as well as any color changes to send over for approval.

PHASE TWO: CUSTOM VS SEMI-CUSTOM

From the initial 5-7 designs sent over, we will “pick and pull” elements that you are drawn to, as well as the items you are not liking. Essentially we narrow down the artwork style, font preferences, and layout. After this feedback we will send another 3-5 design options that we will again review and establish a clear direction for the final design.

Semi-Custom designs in phase two are simply edited to adjust any incorrect information or color preferences as well as discuss any add ons such as wax seals, paper choices etc.

PHASE THREE: CUSTOM VS. SEMI-CUSTOM

Phase three for custom design is typically where the invitation card itself is finalized. From here, we begin to build out the rest of the set including the additional enclosure cards, envelope colors etc. The next drafts sent over will comprise the vision for the full suite, which will then be edited as a whole rather than as individual pieces—which helps create a more cohesive design.

For semi-custom, this is typically the finishing phase where we sign the proof contract and move to production!

The Process

HOW WE WORK TO CREATE YOUR VISION

The end phases are for proofing, adding in any last minute touches as well as creating coordinating day of goods that flow seamlessly from the invite to the day of your event, although production of these pieces will happen closer to the wedding date as we wait for final numbers of RSVPs to roll in.

PHASE FIVE: CUSTOM DESIGNS

The finishing touches and decisions for production are made in this round for fully custom designs, any proofs or samples are ordered and reviewed, we collect your address list for digital printing and calligraphy, and the proof contract is sent.

PHASE SIX: CUSTOM DESIGNS

This is the production phase for custom invitation sets, we handle all the printing and assembly of each set, addressing the envelopes and mailing out if that is a selected option. MDASIGNS will also mail you an invitation set so you can experience the same excitement as your guests. There will be 10%-15% over run production so all extras will also be sent to you.

PHASE SEVEN: CUSTOM DESIGNS

Once invitations are out, this phase is dedicated to creating coordinating pieces for your day-of needs such as menus, programs, escort cards etc.

Thank You

Thank you so much for taking the time to read this! hopefully this has helped you to make informed decisions on your wedding stationery. If you ever have questions - feel free to contact me!