

Save the date  
**12  
07  
16**  
*John & Sophia*  
ARE GETTING MARRIED

*Jessica Collins  
& Joel Ward*

**RSVP**

KINDLY REPLY BY MARCH 20<sup>TH</sup>

Name(s) \_\_\_\_\_

Wouldn't miss it for the world

Celebrating from afar

Please select your meal choice:

    

**LOLA & BLUSH**



*Stationery Ordering Process*

THE WEDDING OF  
**SOPHIE  
DAVID**  
10.11.14

AP

TOGETHER WITH THEIR FAMILIES

*Andra Adams  
Paul Ringer*

PLEASE INVITE ALL  
IT IS ONLY  
OF CLOSE FAMILY.  
AND COME  
TOGETHER!

CELEBRATE THEIR MARRIAGE

CHURCH OF ST. CHRISTOPHER,  
T. WILLINGALE, ESSEX, CM6 0BJ

*on Sunday  
16 August 2014  
at 4pm*

BY A RECEPTION AT BLAKE HALL  
ROBBINGWORTH, ESSEX, CM6 0DG

PLEASE RSVP BY  
17.09.14

to pay by card

Panther Cafe  
0206 525 525

*Sim*

THURSDAY 16TH AUGUST 2014  
12.30 CH. CHAPPEL AT 3PM  
1.30 BOOTH, DEDHAM  
1.30 AT WIDRIGHT



# CONTENTS

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*Welcome - Pages 02 - 03*

*The Bespoke Service - Pages 04 - 06*

*The Customisable Collections - Pages 08 - 09*

*Timeline - Page 10*

*Glossary of Stationery Items - Page 11*

*Print Techniques Terminology - Page 12*

*Terms & Conditions - Page 13*

# *Paper delights for life's special moments*



**Hello. How exciting that you're engaged! Congratulations!**

Firstly thank you for your interest in Lola & Blush – it is a great privilege to be part of one of the most memorable days of your life together. Your stationery is the first glimpse into your big day for your excited guests. It sets the tone for your magical adventure together, one that you will cherish forever. Getting your personality, love story and vision transformed to your stationery is such a joy to design. We will go on this wonderful creative journey together to ensure you have the most tailored result, encompassing everything you have ever envisioned your stationery and wedding to be.



This document outlines all of the details you need to know about working with Lola & Blush. We understand that creating your dream stationery can seem to be quite a daunting task and understanding this, we have tried to make this document as clear as possible. After reading, if you have anything specific you would like to ask then do not hesitate to get in touch.

*Rebecca*  
♥

*Beautiful design through collaboration, craft and care*



# BESPOKE

## *Completely unique design*

This is the complete design experience, something truly unique for you and your partner to create together. The bespoke design service starts at £480, with print production, embellishments and shipping charged additionally. All bespoke projects are costed accordingly to your brief and requirements. A design fee cost includes the initial consultation, vision board, three initial design concepts and artwork of chosen design.

Please note that I recommend you allow at least 12-16 weeks for the bespoke design process, from consultation to the delivery of your final printed goods. We have detailed below the process in easy to follow steps:

### 1 INITIAL CONSULTATION

The aim of the consultation is to take the time to get to know you, your life and love story together. We will discuss all the information about your big day and find out all of the little details, from the venue to your style and the tone of your wedding. It is also a time for you to ask a lot of questions about the process, how I work and to see some of the beautiful bespoke collections I have already created. With all this information, I can then get a picture of what you are both after when designing your bespoke wedding stationery.

If you're local to London, this can be done face-to-face over a coffee catch up, or if you are further away we can Skype/FaceTime or simply chat over the phone.

### 2 BRIEF, COST ESTIMATE & DEPOSIT

Taking all of your information and requirements from the initial consultation, we then produce a detailed client brief that outlines the style of design, the type of creative media and finishing touches of your stationery design. It also includes the design fee and production costs based on your brief and overall budget. The expected timings are then shared and a non-refundable design fee is required to secure your booking.

### 3 VISION BOARD

This is when the really exciting part begins. A beautifully curated vision board full of wonderful inspiration for your big day is developed. This will include font suggestions, colour palette, illustration styles and overall stationery formats. This vision board can also be used to assist your other wedding suppliers to help them envisage your big day. Once the vision board is finalised and agreed with you, we get started on the design work.

*Continued overleaf...*

## 4 SUPPLY OF WORDING & INITIAL DESIGNS

At this stage, we ask you to send us your preferred wording for your stationery suite. We then get our creative juices going and develop three initial design concepts that encapsulates your vision and answers your brief. All you need to do is relax and wait with excited anticipation!

## 5 INITIAL DESIGNS & PAPER STOCKS

We present the three initial design concepts to you, these will be emailed to you as a digital file. The three concepts will explore a variety of design elements that match your vision and brief. You and your partner can then decide which one you love the most. Don't worry, if you like individual elements across the three concepts, we can combine and create your perfect match! Paper samples are also posted to your desired address, so you can visualise the final product.

## 6 FINAL DESIGN APPROVAL & PRINT INVOICE

Following the feedback on the designs, we then go away and produce the final suite. Once the final suite has been approved by you, we artwork the designs ready for print and send through the final invoice including the production costs. Any further revisions requested at this stage will incur a separate charge at £30 an hour and will add approximately 1-2 weeks to the timeline, depending on the amount and details being revised.

## 7 PRINT & INVOICE BALANCE PAID

Once the digital proofs are received, reviewed and signed off by you, we require the balance of the invoice to be paid before the artwork is sent to print. The turnaround time can vary depending on the level of print finish, but usually allow three weeks for completion.

## 8 DELIVERY

Once I have received your printed stationery, it will then be couriered to your chosen address for you both to assemble together. If you require fully assembled stationery please ask as this can be done at an additional cost. All that is left to do is post out to all your excited guests!



*“The end result was just magnificent.”*

AMY & BRADY



*“Every detail was picked up and carefully considered and we couldn't recommend Rebecca enough.”*

ANYA & CRAIG





# CUSTOMISABLE COLLECTIONS

## Curated collections for all design styles

We have created designs to suit a variety of styles from elegantly timeless to a more on trend contemporary design. These suites can also have additional luxe additions such as foil or letterpress finishes, which would incur an additional cost and requires a minimum order amount per item of 100 units.

Please note that I recommend you to allow at least 5-6 weeks for the customisable collections, from getting in touch to the delivery of your final printed goods. We have detailed below the process in easy to follow steps:

- 1 MAKE A SELECTION & PURCHASE A SAMPLE**  
 Browse our website, find a suite that you love and resonates with you as a couple and simply purchase a sample from the online shop.
- 2 BRIEF, COST ESTIMATE & DEPOSIT**  
 If you love the physical sample and think it is perfect for your big day, then drop us an email or give us a call to say hello. We will then send out a form to complete enabling us to gather all the details from you regarding wording, colour palette and quantities required.
- 3 INVOICE, DEPOSIT & DESIGN**  
 An itemised invoice will then be emailed to you. Once agreed, a non-refundable 50% deposit is required to secure your stationery design. We will then begin to customise your chosen stationery collection with the wording and colour palette agreed.
- 4 APPROVALS & PRINT**  
 Once customisation has been completed, we will send you the designs as a digital proof to approve with one final amend included at this stage. Any complex amends will incur a separate charge at £30 per hour and will add approximately 1-2 weeks to the timeline, depending on the amount and details being revised. We require you both to sign-off the designs as once they have been sent to print, no further changes can be made.
- 5 INVOICE BALANCE PAYMENT, PRINT & DELIVERY**  
 Once you're happy with the final design, we require the balance of the invoice to be paid before the items are then sent to print. The turnaround time can vary depending on the level of print finish but usually allow three weeks for completion. Your stationery will be couriered to you for you to assemble together and then post out to all your excited guests.

# TIMELINE

Keep in mind the following timeline which gives you a guide for when you typically post your wedding stationery to your guests. To start creating a suite through either our bespoke or customisable service, you need to work backwards from that date to know when to start the process. For example, if a customisable collection takes six weeks to complete, this will need to be started a minimum of six weeks before you want your Save the Dates to be posted to your guests:

*8 - 10 months prior to wedding : Save the Dates sent*

*3 - 5 months before wedding: Destination Wedding Invitations sent*

*2 - 3 months before wedding: Invitations sent*

## *Save the Date*

The first piece of your stationery suite your guests will see! This gives your guests the date to save in their diaries so they can plan around your big day.

## *Invitation & Details Cards*

This is arguably the most important piece of the suite as it contains a plethora of information your guests need to know about your big day. The below is a list of the information often included in the invitation and details cards. However, the final information will be dictated by you and the requirements for your wedding.

- o Venue address
- o Time of ceremony
- o Celebration wrap-up time
- o Optional dress code
- o Gift list
- o Children attendance
- o Directions
- o Accommodation options

## *RSVP*

This is sent to your guests alongside the invitation with the simple goal of getting your guests to say yes or no to attending your special day by a specific date. Additional information to contain are the guest's food choices if applicable, if they have any dietary requirements or even ask for their favourite song to get them up on the dance floor!

## *Map*

This gives your guests a styled map which they can use to get to your venue. It can contain local landmarks and points of interest for your guests to explore or use as reference on their trip to celebrate with you.

## *Embellishments & Add Ons*

Additional flourishes to the stationery could be an option if you'd like to finesse your suite. Below are a few ideas and their definitions to get your ideas started:

- o Envelope Liners
- o Wax Seals
- o Return Address Rubber Stamps
- o Monogram Rubber Stamps
- o Belly Bands/Ribbon Wraps

## *On The Day*

This can be as extensive or as specific as you desire. Typically, you would have the below as a starting point however please contact us regarding the On The Day stationery as we can guide you and help you come to a decision as to what you would like to have on your day:

- o Table Plan
- o Place Cards
- o Menus

# TERMINOLOGY

Sometimes you may hear technical terms, especially regarding print techniques and paper, that might sound confusing. So we've listed a few below which may help during the creative process:

**Digital Print** This is the print technique used to produce all of the customisable stationery. It is when a laser printer, using ink toner, transfers the artwork from computer to paper.

**Hot Foil** A metallic hot foil is transferred onto paper by using a bespoke metal 'block'. The non-foiled artwork is digitally printed first then the chosen metallic foil is sent through the press for a second time, stamping your bespoke block with a combination of heat and pressure. Each foil block is unique and prices vary dependent on design and size; the starting price for a 'block' is £50. A minimum order of 100 pieces is required for this process.

**Digital Foil** Digital foiling does not require a block nor heat and is applied during the print run via UV glue and lamp. The finished article is different in appearance and cost with hot foiling being significantly more expensive than digital foiling. However there are limitations to which paper stocks can be used for this process.

**Letterpress** This is a method of printing in which ink is transferred from raised surfaces to paper by pressure resulting in an indentation into the paper, giving it a deep texture. It again uses a metal 'block' which will increase the overall cost of the suite. A minimum order of 100 pieces is required for this process.

**GSM** This is the paper weight thickness. A lower number of GSM is a thinner paper. All our paper is 300-350gsm unless requested to duplex this to create a thicker more luxurious paper.

**Duplexing** This is where two sheets of paper are stuck together resulting in a thicker, more luxurious stock.

Please note, we advise all customers to carefully read the below Terms & Conditions before placing an order. Once an order is placed you, have signified your acceptance to be bound by the latest Terms and Conditions. LOLA & BLUSH™ holds all copyright for designs and you must not copy or reproduce any of our designs in any way. LOLA & BLUSH™ will not copy or otherwise recreate another artists work, please do not ask us to.

## QUANTITIES

A minimum order of 25 of each item is required. If a specialist printing technique is required then the minimum order is 100. We recommend that you order one item per guest household and five extra to keep a few for yourselves just in case you have accidentally missed some guests, or damaged some of the items during assembly. We supply all ordered stationery, cut and in ready-to-assemble piles with clear instruction of how to assemble.

## COLOUR

Please remember that computer screens do not display a true representation of colour, therefore very slight variations may occur on the final printed product. A printed sample of the invitations can be requested for a small fee. Please note, printed samples may take up to one to two weeks for receipt. If a specialist printing technique is chosen like foil or letterpress, a digitally printed sample will be sent, with an example of the foil swatch.

## COPY & PROOFING

Great care and attention is taken to ensure all information is accurate, however it is up to you to make sure that the supplied copy is exactly as you would like it to appear on your stationery. We are not responsible for any spelling or grammatical mistakes. A final PDF proof will be sent to your chosen email address for you to triple check wording, layout and spelling. We can not be held responsible for errors that have gone unnoticed after the proofs have been approved by you and sent to print. Any errors noticed after the items have been sent to print are not our responsibility and reprints will be treated as a new order and charged for accordingly. If an error is made on our part, we will replace the items free of charge.

## PAYMENT

For bespoke orders the non-refundable design fee is cleared before any bespoke work begins. For customisable collections, the non-refundable 50% of the total bill is cleared before any work begins. For both services the final balance is required before the items are sent to print. All costs are quoted in and are to be paid in pound sterling (£), by PayPal or a BACS transfer. LOLA & BLUSH™ cannot be held responsible for any delay to delivery as a result of late payment.

## FEEDBACK

The client agrees to give clear and concise feedback after each stage. We will continue to work with you until we reach a final design, however the number of round of amends must not exceed three. Any changes after this will incur an extra charge at a rate of £30 an hour, which will be confirmed at the time the amends are briefed.

## DELIVERY

The utmost care is taken when packaging your stationery, and will always been delivered using a secure method. A delivery cost will be added to the invoice, this will vary depending on the weight and size of your order. For all deliveries, a signature will be required, so it is best to provide an address where someone will be present to sign.

## CANCELLATION

In the event of an order being cancelled by yourselves we cannot refund any money once work has commenced.



## *Thank You*

I hope you now have a better understanding of the wedding stationery process and are keen for us to create your stationery. If you have any questions then please don't hesitate to email:

**hello@lolaandblush.com**

We are contactable:

**Monday – Friday**

**10am – 5pm**

LOLAANDBLUSH.COM

*Paper delights for life's special moments.*



@lolaandblush