



**INVITATION**  
**GUIDE**

**BARE INK** CO.

# your party, on paper.

Every relationship has a unique love story to tell and we're honored to bring that magic to life through your wedding stationery. The only rule to follow: Do it YOUR way! Forget trends and tradition if they don't serve your vision. Whether you like to be extra and over the top or modern and minimal, we get you. If you're a couple that loves your dog and tacos, cool. We'll find creative ways to incorporate things that are special to you into the design. Bare it all and make your invites exactly what your wedding day should be - fun, personable, and the best representation of YOU!

## OUR PROCESS

### ONE / DETAILS

In order to provide an accurate quote, we'll need specific details of what you're looking for! On the next few pages of this guide, we've broken down the required information into steps to help you determine everything you need to make your vision a reality. After your quote and timeline is approved, a 50% deposit is required to book your spot and officially begin the design process. A typical invitation suite turnaround is typically ~8 weeks from the start of design to shipping date, depending on your services requested. If a faster turn is needed, rush service fees may be applied upon availability.

### TWO / DESIGN

If you have chosen a design in our semi-custom collection, you will provide us with your wedding details to include in your suite. If we are designing a custom suite for you, we'll want to hear your story! Whether it's communicated through a phone call, email, video chat, or a shared Pinterest board, you'll tell us all about your wedding vision and we'll brainstorm ways to incorporate special personal details into your invitation suite.

Design proofs will be sent over and edits may be made upon request. After any changes are implemented, a final full-suite mockup will be sent for your approval. Once you confirm everything is good to go, we'll prepare all of your design files to send off to production.

### THREE / PRINT + PRODUCTION

Production turnaround will depend on your chosen print method. Once printing is completed, we'll begin any requested add-on services such as hand lettered envelope addressing or full assembly. We'll package everything up with lots of extra love and send your way - now, it's time to celebrate!

let's get this party started

## 01 design style

### SEMI-CUSTOM DESIGN

Our signature collection of semi-custom suites are premade designs customized with your wedding details. Color palettes and general wording may be customized, but other design changes will include additional fees.

Investment starts at **\$950** for 100 sets of a digitally printed standard semi-custom invitation suite on 130lb. smooth white stock. (see below for what items are included in our standard invite suite)

### CUSTOM DESIGN

Do you love our style but have a specific vision in mind or want to incorporate more personalized details? Fully custom designs are created just for you to bring your unique love story to life.

Investment starts at **\$2,200** for 100 sets of a digitally printed standard custom suite, but will be determined by amount of detail & items needed. Send us your ideas for a custom quote!

## 02 determine pieces + quantity

### How many invitation suites will you need?

When determining how many invitations to order, remember to count **households**, not individual guests. For example, couples or families who live at the same address typically only receive 1 invitation total, not 1 for each person. We recommend rounding up your total to account for extras for any last-minute guest additions, keepsakes, or to provide to your photographer for detail shots.

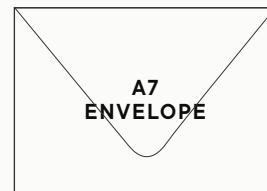
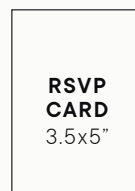
### What pieces will you need?

The pieces of an invitation suite are unique to each couple and will vary depending on the specific information you need to communicate to your guests about your event. We created a standard suite as a baseline starting point, but anything can be removed or added to fit your needs.

### STANDARD SUITE

Our standard suite includes:

- 5x7" invitation
- 3.5x5" RSVP card
- A7 envelope
- RSVP envelope



### ADD-ON INSERTS

Including but not limited to:

- Details card
- Weekend or day-of itinerary
- Custom map
- Quote or lyric card

## 04 paper choice and printing method

### PAPER

Paper options are endless - if you're looking for a specific color, texture, or weight, please let us know. Our standard stock is 130lb. Neenah Classic Crest smooth white. Samples can be mailed upon request.

#### Other options:

- Eggshell
- Double-thick
- Colored paper
- Cotton
- Deckle edge
- Vellum

#### Paper shapes:

- Custom die-cuts can be created to achieve different paper shapes other than the standard pointed-corner rectangle

### PRINTING METHOD

Popular methods:

- **Digital:** Full-color flat digital printing, our standard option
- **Letterpress:** Design is pressed into the paper, making a visible and tangible impression; best on extra-thick stock
- **Foil Stamp:** Full or partial design elements are pressed into the paper and filled with shiny foil

## 05 optional add-on details and services

### ENVELOPE ADDRESSING

#### Guest addressing options:

- Hand lettered calligraphy
- Digitally printed in a typed font

#### Return addressing options:

- Digitally printed (recommended)
- Custom rubber stamp

### EMBELLISHMENTS

Including but not limited to:

- Envelope liners
- Belly bands or ribbon
- Wax seals
- Pocket enclosures
- Gold flake
- Hand painted accents

### ASSEMBLY OPTIONS

#### Full or partial assembly:

With this service, we take care of assembling all parts of your invitation suites so they arrive ready to hit your guests mailboxes. Pricing is dependent on total assembly services needed. Full or partial assembly options are available, including:

- Applying wax seals
- Wrapping bands/ribbon
- Stuffing envelopes
- Applying postage stamps
- Sealing envelopes/post office drop-off

#### DIY assembly:

All items in your invitation suite will be packaged individually for you to assemble. Grab your crew and have a fun group assembly night!