

DARLING + PEARL

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CUSTOM DESIGN

Our custom design process has been a resounding favorite milestone for D+P couples over the years. This process leaves us flexible to create wildly unique stationery for your event without being held to the typical constraints of the industry. We begin with a collection of 5-6 inspiration images that really evoke the energy of the event. This can be the venue, dress(es) + suits, FLORALS (!), other decor inspiration, and even non-event related imagery that might reference an emotion or pull together the color palette. (also, we HEART complex color palettes!) Because of our organic inspiration approach, we ask to refrain from sharing any direct stationery inspiration. But, if you must- Original Darling + Pearl work is always welcome to be used as reference. Both Custom and Semi-Custom packages include everything you need (aside from postage, which we're also happy to add on) to get mailing. Add-ons to our custom design service include "pre + post" (save the dates + thank you notes) and Event Stationery + Signage to cover most wedding day paper needs.

THE CUSTOM DESIGN PACKAGE

items in the starting package include:

INVITATION CARD, REPLY + INFORMATION CARD

VENUE SKETCH or MAP

PRINTED CALLIGRAPHY: GUEST ADDRESSING

RETURNS: REPLY + RETURN ADDRESSING

SENDING ENVELOPES + REPLY ENVELOPES

LARGE ENVELOPE LINERS

CUSTOM PACKAGE BONUS- CHOICE OF ADDITIONAL ELEMENT:

LETTERPRESS COASTER OR ADDITIONAL SMALL ENCLOSURE

ACCESS TO ALL MIXED MEDIA + FINE PRINTING:

MULTIPLE COLOR LETTERPRESS PRINTING, WHITE INK

WATERCOLOR, *FOIL



THE COLLECTION

*Our 2018-2019 collection is presented as a base starting package
with a la carte style add-ons and finishing touches*

STEP ONE // THE BASE PACKAGE

items in the starting package include:

INVITATION CARD, REPLY + ONE ADDITIONAL ENCLOSURE

SENDING ENVELOPES + REPLY ENVELOPES
REPLY + RETURN ADDRESSING

*coordinating stationery is also available
(save the dates, thank you notes + event items)*

STEP TWO // BUILD YOUR SUITE

choose the add-ons to make it yours!

ENVELOPE LINERS | GUEST ADDRESSING
ADDITIONAL LETTERPRESS PRINTED COLORS
EXTENDED ENVELOPE + STOCK COLORS
WHITE INK PRINTING
WATERCOLOR
FOIL

STEP THREE // PICK YOUR CHERRIES

as in, the cherries on top

HANDMADE PAPER
CUSTOM MAP OR VENUE SKETCH
POSTAGE CURATION + ASSEMBLY
WAX SEALS
VELLUM WRAPS + INSERTS



BELLS + WHISTLES

These options are available to add to both our custom and collection service levels.

CUSTOM MAPS + VENUE SKETCHES

wedding venues and//or the special places along the way

ADDITIONAL PRINTED ITEMS

additional enclosure cards, monogram tags and coasters(!)

WHITE INK ENVELOPE ADDRESSING

VINTAGE POSTAGE CURATION

includes sourcing + ordering (actual postage cost is additional)

WAX SEALS

with various assembly options

ASSEMBLY OPTIONS

USPS MAILING SERVICES

signed USPS mailing waiver required

DOUBLE THICK STOCK

TORN EDGES

HANDMADE PAPER

SILK RIBBON



STATIONERY SERVICES

*At Darling + Pearl, we specialize in custom and collection invitations + event details.
We offer cohesive event stationery design including everything
from save the dates all the way to ceremony programs + escort cards.
Although we usually focus on weddings, we do also offer letterpress printed goodness
for any occasion you might see fit.*

SAVE THE DATES | WEDDING + EVENT INVITATIONS | ANNOUNCEMENTS
BIRTH | MOVING | HOLIDAY CARDS | THANK YOU NOTES | ENVELOPE ADDRESSING
PERSONAL + BUSINESS STATIONERY
EVENT DAY ITEMS
MENUS | PROGRAMS | SEATING CARDS | SIGNAGE

PRINTING METHODS

LETTERPRESS PRINTING *is a centuries old printing method in which ink and metal type (now-a-days photo-polymer plates) meet the printing surface with literally a ton of pressure. The result is a beautiful impression or "deboss" that can be seen and felt. In the past the printer's aim was to "kiss" the paper leaving no detectable trace of the actual printing method. Now a deep impression is the only way to know that it was produced in such a painstaking manner. Most of our printing presses reign from the late 1800's and early 1900's.*

(Apx.3 TONS of antique cast iron currently calls D+P Studio home!)

Each sheet of paper is hand fed through the press one at a time and each color is hand mixed and requires its own setup and run.

Letterpress Printing is ideal for dark printing on light stock (or on occasion metallic silver on dark stock) and clean layouts with minimal solid areas. These are by no means set laws, but just one particular equation that makes this printing method excel in our eyes. Letterpress is an art not a science. and that's what we love about it. It DOES mean there will be slight variations in color, ink coverage and impression between individual pieces. Our antique printing presses won't produce absolutely identical results as each run evolves, but they will create beautiful character filled stationery that you can treasure for ages.

WHITE INK PRINTING *(new for 2018) Our newly acquired white ink printer excels in printing calligraphy style envelopes on dark paper, or white ink on dark enclosure cards. A mixture of both has become a staple of D+P's design aesthetic.*

FLAT PRINTING *we do *some* flat printing here in the D+P studio. We like to use this printing method to it's strengths, but don't prefer to lean heavily on flat printed elements within our designs. (v. clearly our heart is wildly loyal to letterpress printing =P) This is used for variable data: envelopes and escort cards, full color, watercolor + photograph style envelope liners and enclosures, and typically anything with a tremendous amount of copy-like ceremony programs.*

ORDERING PROCESS

CLIENT QUESTIONNAIRE:

The first step in our ordering process is the completion of our client questionnaire. this questionnaire provides color, design + inspiration ideas, as well as important contact items. it also provides the necessary information to setup the proposal and service agreement. always more than happy to schedule a time to talk- either over the phone, or in person should you be local to the central NJ//bucks county area.

DEPOSIT + PROOFING:

Once the package has been chosen, a 50% deposit is placed to secure space on our design calendar. The design process starts with the setup of a client communication board on Trello.com. This is where proofs will be viewed and communication will be held. (a free account is required to access all proofs and participate in communication) On the client board, D+P will setup a rough timeline regarding the process and due dates for steps along the way. This is also where the wording questionnaire and address template file will be located. The first design proof is started after the deposit and all of the pertinent information is received. (In most instances, limited placeholder text can be used until event details are finalized.) Unless otherwise noted our pricing includes up to 3 rounds of concept proofs, and 3 rounds of edits thereafter.

FINAL APPROVAL:

After the design + any additional elements are approved an explicit initialed approval through Trello will be required as well as completion of the final balance. It is very important prior to the final approval to check for ALL errors, including- spelling, location and grammatical errors.

DELIVERY:

Once the production of your invitation order is completed, it's packaged for safe shipping. Shipping is via US Postal Service or FedEx, or may be picked up depending on location. Please note that shipping costs apply and vary based on each individual order. Shipments are made using expedited and fully insured services and will require an adult signature upon delivery.

ASSEMBLY + MAILING

*Upon receiving your invitations, you'll notice two assembled samples. One for your personal presentation, and one to refer back to when it's time to sit down and put everything together. Unless otherwise noted, envelope liners arrive installed. Your individual pieces will need to be stacked, postage placed, and envelopes sealed. We do offer assembly, postage assembly and mailing a add on services
- please inquire for more information.*

A COUPLE OF HOT TIPS:

CLEAN HANDS FOR ASSEMBLY- *also avoid nail polish that may transfer*

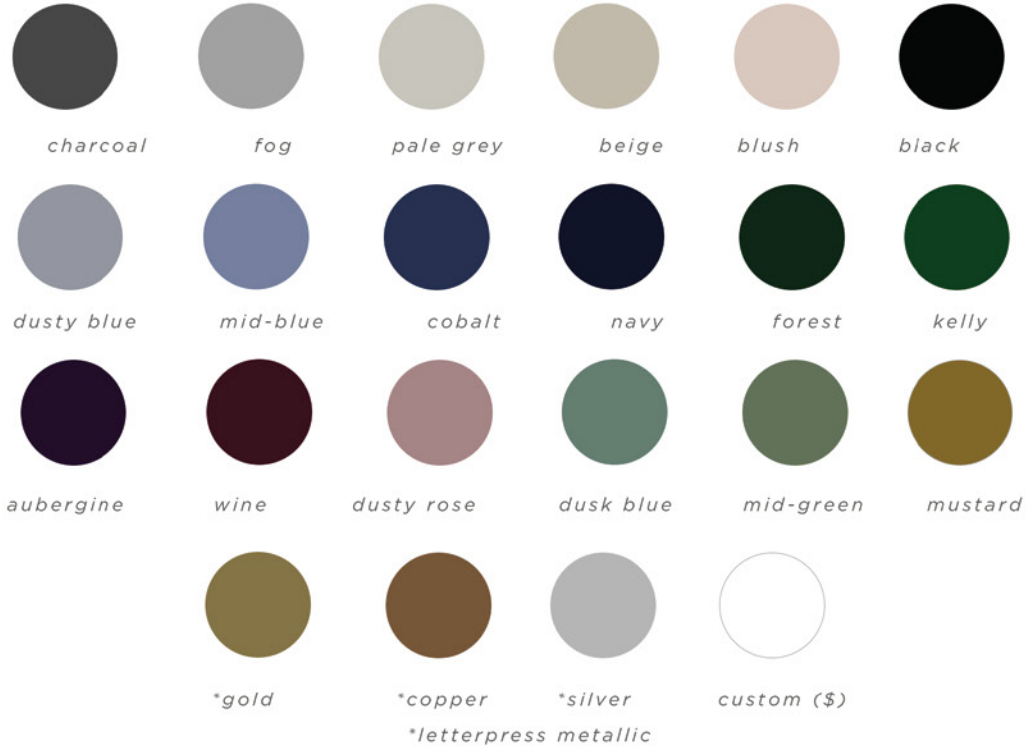
DON'T OVER SEAL THE ENVELOPES- *an inch on either side of the point usually does the trick.*

CHECK THE WEATHER FORECAST- *in the case of rain or in-climate weather, it's always best to wait a day or two to help your invitations arrive in the best shape possible.*

CHECK IN WITH YOUR PHOTOGRAPHER- *put your invitations on your shot list, and put someone in charge of remembering to pack them for your wedding day. we're also more than happy to help you mail one- with additional protective envelope and all- so it can arrive to your photographer in the best shape possible.*

DARLING + PEARL HOUSE INK COLORS

colors may vary from screen representation



WHITE INK EXAMPLES

for enclosure cards, recipient, return + reply addressing



ENVELOPES + PAPER

D+P House Colors

colors may vary from screen representation



charcoal



fog



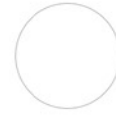
pale grey



beige



blush



soft white

EXTENDED COLOR COLLECTION



fresh air



mid-blue



cobalt



navy



forest



kelly



aubergine



wine



dusty rose



dusk blue



mid-green



mustard



black



slate



marina



DARLING + PEARL HOUSE ENVELOPE LINERS

colors may vary from screen representation



row 1: vintage floral one | vintage floral two | vintage floral three | vintage floral four

row 2: dots | geo* | botanical* | sketch roses**

*row 3: magnolia | bw peonies | pinstripe | watercolor 1** | moody boquet*

*row 4: midnight garden | garden roses | watercolor 2** | leaves | watercolor 3***

**custom color adjustments || **hue adjustments available*