

# The design guide



ellis tate

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# welcome to ellis tate

Hello, I'm Aimee! The creative director, head honcho and magic maker at Ellis Tate. I can create fresh, fun and modern stationery for couples looking to put the 'wow factor' into their special day. This guide is intended to help you understand all the amazing options available to you when designing your wedding stationery.

Every order offers direct one-to-one access to me and my wealth of knowledge, so that you can experience an exclusive design process, with wedding invitations crafted personally for the pair of you. I love nothing more than working with couples to capture the essence of their wedding day on pretty paper. If you're in need of some seriously awesome stationery in your life, then you are in the right place.

*Aimee x*

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print  
methods



# Print methods



## Colour Ink

Colour ink is digitally printed using a high-quality laser printer. An almost limitless range of font and illustration colours are available. Digital colour printing allows for easy personalisation of guest names on your stationery. This print method has the quickest turnaround and is the most economical option.



## White Ink

White ink is also digitally printed and is perfect for dark coloured card stock or transparent vellum. White ink also allows for personalisation of guest names on your stationery. Another budget friendly option that is bound to impress.



## Digital Foiling

Popular colours are Gold, Silver and Rose-Gold, but it is also available in Red, Blue and Holographic hues. Digital metallics are only printed onto 'Silk' card as its super smooth texture guarantees a high end finish. Digital metallic printing allows for personalisation of guest names on your stationery but is more expensive than the standard colour print.



paper +  
card





### **Matte**

The most popular card used is uncoated matte. It is available in a huge range of colours between 300-350gsm making it the 'go to' choice when matching against your wedding colour scheme. It is suitable for both colour and white ink printing.

### **Textured**

Suitable for white ink and colour printing. Textured paper is a great way to make your stationery feel a little more luxe. Choose from a variety of finishes including:

- Tactile 'Linen'
- Rustic 'Kraft Brown'
- Romantic 'Felt Marked'
- Wholesome 'Ivory Fleck'

Available in a limited range of colours between 300-350gsm.

### **Silk**

The clean and crisp surface of Silk paper gives a sharp, defined finish to printed colours and designs. This is the perfect companion for digitally foiled designs and is available in bright white at a weight of 350gsm.

Continue to next page...

*Paper + card*



### **Transparent Vellum**

A delicate transparent surface suitable for white ink and colour printing. Available in 100gsm and 210gsm weights. This surface is perfect for belly bands and full wraps that hold all your cards together in a neat little bundle.

### **Deckle Edge**

This paper is made by hand from 100% recycled cotton rag which in turn creates a beautifully uneven edge. It is available in a limited range of colours at 300gsm and has a slight textured surface to it.

*Paper + card*



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colour

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# Colour

Ellis Tate's designs can be customised to match your wedding colour scheme. Here's a selection of our most popular paper colours which can be mixed and matched together.

If you're after a colour you don't see here it doesn't mean it's not available! Please reach out and I'll do my best to source the perfect shade for you.

*Please note:*

- This colour guide is indicative only. Colours may appear different on a screen. I would be happy to provide samples upon request to confirm colour choices if necessary.
- Envelope colours are indicated with \* where an exact match is available. A close match is always possible and I'll do my best to source the right colour envelope for your paper choice(s).





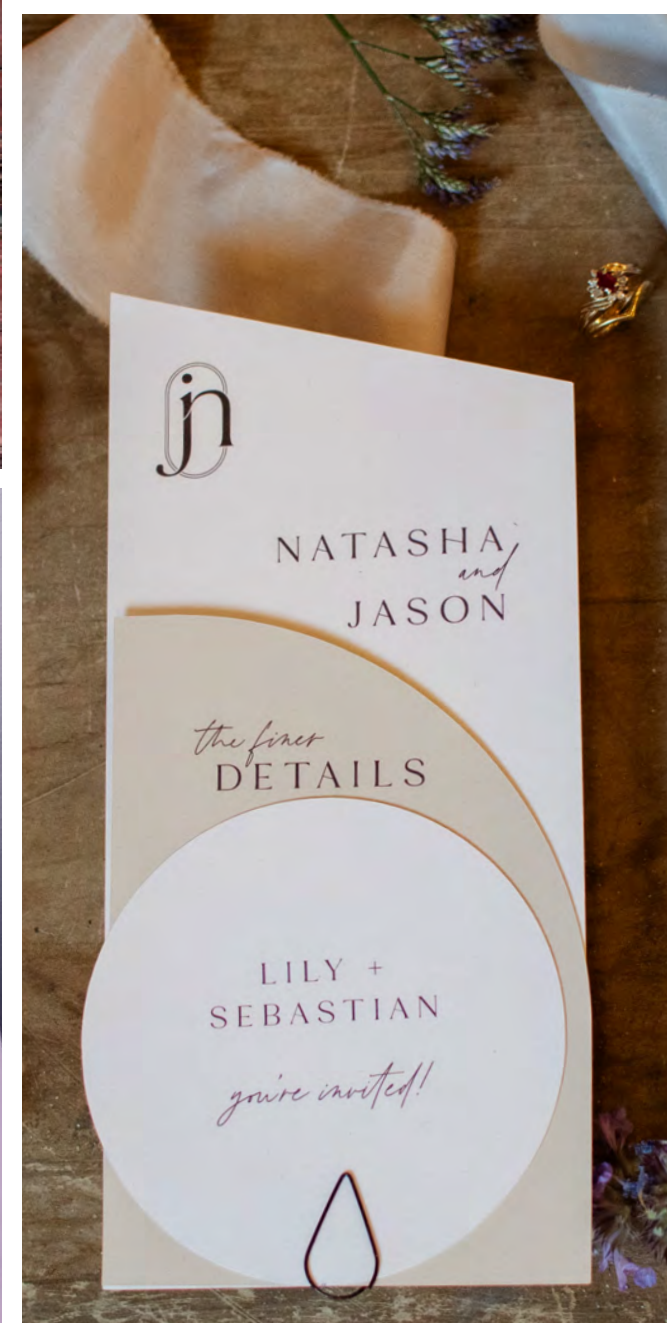
shape



# Shape

I can create wedding stationery in a wide range of unique and fun shapes. This page displays some of Ellis Tate's most loved silhouettes, but I can also create custom shapes upon request. Anything is possible!





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finishing  
touches

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# Wax seals

Wax seals are a romantic touch of luxury that will finish off your wedding stationery perfectly.

They are available in a wide range of colours to suit your wedding theme. If you're after a colour you don't see here it doesn't mean it's not available! Please reach out and I'll do my best to source the perfect shade for you.

I have a small selection of stamps that can be used for any stationery design and can also have a custom stamp made to include your initials or significant motifs.

Each seal is handmade by me and is approximately 25mm to 30mm in diameter. They can be integrated into any piece of stationery or I can provide them loose with a sticker on the back so that you can simply peel and stick to the background of your choice.





# Envelope liners

Slide a little extra charm into your envelopes with a printed envelope liner. Personalise them with monograms, add a daring dash of pattern or scribe a simple message and tuck them inside your guests invitation envelope.



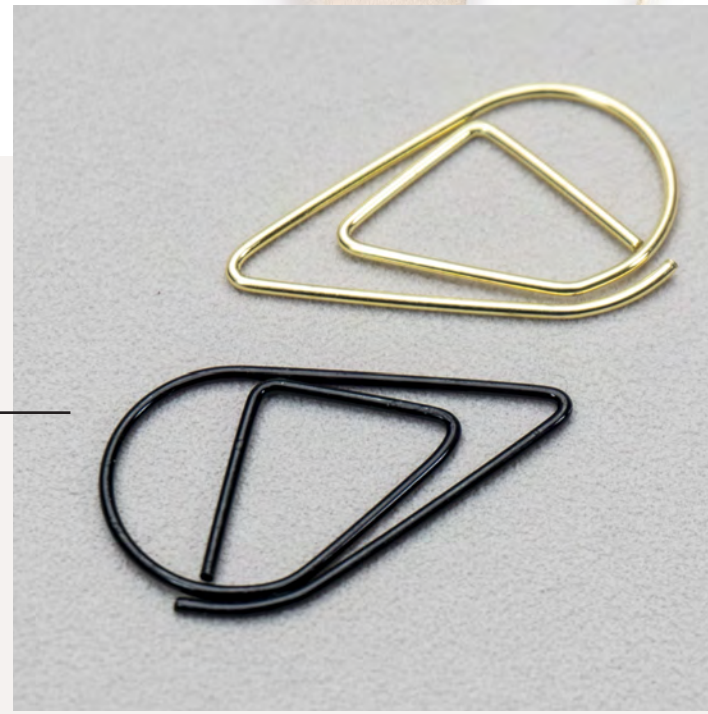


# Tassels

I love a good tassel! I think they finish off your stationery perfectly by adding just a little bit of something tactile. They are available in a wide range of colours and sizes to suit your wedding style.

# Assemble

**Twine/Ribbon**  
Tie the knot in more ways than one.



**Tear Drop Clip**  
A beautifully subtle way to hold all of your cards together.  
Available in Gold, Silver, Rose-Gold and Black.



**Belly Band**  
A strip of paper/transparent vellum that wraps around your cards and is sealed at the back with glue or a sticker.



**Full Wrap**  
A folded piece of vellum that covers the entire height and width of your invitation suite.

# Personalised guest names



Guest names can be printed directly onto each invitation - making it clear exactly who's on the guest list.

Guest names and addresses can be printed directly onto envelopes too... no more worrying about handwriting all those envelopes! Let me print them for you so that you can get on with the rest of your planning.

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pricing

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# Tailored designs

Fallen in love with an existing Ellis Tate design? Let me tailor it to suit your needs!

When you choose to work with an existing design, you are able to make adjustments to all text elements, the the paper/card and any colours used at no extra cost\*. You can then decide which (if any) finishing touches you would like to include.

All items listed are priced per item, and the price remains the same no matter how many you order.

Looking for something that's not listed? Get in touch for your free no-obligation quotation.

\* Not including Handmade Deckle Edge papers and Digital Foiling.

## 1

### Single Cards

Announce your engagement, ask your bestie to be part of the 'I do' crew or just get the essential details out to your guests. Single cards and envelopes are the budget friendly way to share the love.

Save The Dates <i>A6 with envelope</i>	£2.50
Proposal Cards <i>A6 with envelope</i>	£2.50
Invitation Only <i>5"x7" with envelope</i>	£3.00

## 2

### Invitation Suites

Need a little more than just a single card? An invitation suite is just what you need. Layer a selection of 2 or 3 cards together to create a set that compliments your wedding style perfectly.

Invitation <i>5"x7" with envelope</i>	£3.00
Additional Details <i>Card only</i>	£1.75
RSVP <i>A7 with envelope</i>	£1.75
RSVP <i>A7 without envelope</i>	£1.50
Clips <i>To hold all cards together</i>	40p

## 3

### VIP Upgrades

Looking for a little more pizzazz? Then go VIP and upgrade your invitation suite! Select from the following options...

Envelope Liner <i>5"x7"</i>	95p
Printed Guest Names <i>Cards or envelopes</i>	50p
Address Stickers <i>Large wrap around</i>	£1.50
Address Stickers <i>Small wrap around</i>	£1.20
Circle Stickers <i>32mm belly bands/envelopes</i>	45p
Wax Seals <i>Embellishment</i>	95p
Custom Wax Stamp <i>For wax seals</i>	£35
Belly Bands <i>To hold all cards together</i>	95p
Full Vellum Wrap <i>To hold all cards together</i>	£2.00
Tassels <i>Embellishment</i>	40p

# Get £150 Off!

Order your wedding invitations with Ellis Tate and receive £150 off your on the day stationery too!

## Bespoke Designs



Here at Ellis Tate, I pride myself on the bespoke design service offered - let me turn your stationery dreams into a reality! This is the perfect option for brides and grooms who have a clear vision for their wedding day, but can't seem to find stationery that fits!

To take advantage of this exciting opportunity, a design fee of £150 is payable in addition to the items required.

Unique cut shapes paired with high quality colour card and envelopes are Ellis Tate's 'thing', but a bespoke order opens up a wide variety of other special print options such as metallic foiling and handmade deckle edge papers. The possibilities really are endless and I would love to hear about your wedding plans and chat more about your ideas! I normally start this process with a 30-45 minute consultation, which can be in person or via Zoom, to get to know you a little better. Please do get in touch, either by instagram message or email for more information on creating a bespoke wedding invitation suite.

What does the bespoke design fee include?

- Custom design made just for you!
- Non standard shapes, sizes and items can be created
- A wider choice of special print options (foiling, handmade papers etc)
- Unique Illustrations made by me
- Guest name printing on invitations and/or envelopes included



# contact

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