

Say It on Paper

Stationery will play a starring role in your nuptials—starting with save-the-dates and ending with menus at the main event. St. Louis designer and creative genius **Cheree Berry** offers her secrets to a four-star suite.

TEXT BY ERICA SLOAN | PHOTOGRAPH BY PETER ARDITO

1 | CHOOSE A PRINTING TECHNIQUE

Think about the feel of your reception, advises Berry. A black-tie affair might warrant engraving in script, while a less formal late-afternoon fête may fit better with letterpressing in a bold block font. Because techniques vary in cost based on time, equipment used, and skill required (see Fine Prints, right), factor in your budget, too. Paper should make up 3 to 5 percent of the total.

2 | DESIGN THE DETAILS

Typography, or how words look on paper, will steer the style of your stationery. But you can also personalize your suite with a symbol of your courtship (an etching of a hummingbird for a garden proposal, for example), or set the mood by hinting at your venue (gold-foil accents might signal a glitzy ballroom; a flower motif could represent a field). Carrying these elements through your day-of items creates cohesion, as does sticking to a palette. Pro tip: “Rather than attempting to match a single shade, like a bridesmaids’-dress swatch, try directing color to your vendors in a broad way (e.g., ‘I like deep blues’),” Berry says. “Then let them run with it for the best result.”

3 | WORK OUT WORDING

Invitation language is AP-etiquette territory, from how to address an envelope to the opening line (if your ceremony is in a place of worship, the proper phrase is “requests the honor of your presence”; otherwise, it’s “the pleasure of your company”) to terms for timing (five o’clock is afternoon, not evening). But rest easy: Your stationer will help you express yourself eloquently while following every rule to the letter. “It’s our job to be architects of information,” Berry says, “and to construct a clear hierarchy: Key big-day info comes first, followed by surrounding weekend festivities.”

4 | PUT EXTRAS ONLINE

A wedding website helps you relay information in real time, and is handy for sharing logistics that firm up after you mail your invites, like links to hotel blocks, or the location of an after-party. Zola and Minted both have free and easy-to-fill-out templates.

ELEMENTS OF STYLE

These playfully gilded pieces designed by Cheree Berry set a warm, festive tone for a winter wedding—and ring in a New Year’s Eve theme.

Make some noise with paper horns that double as save-the-dates.

FINE PRINTS

ENGRAVING

This classic, formal, and expensive style of raised type is made when paper is pressed onto a copper etching filled with ink.

LETTERPRESS

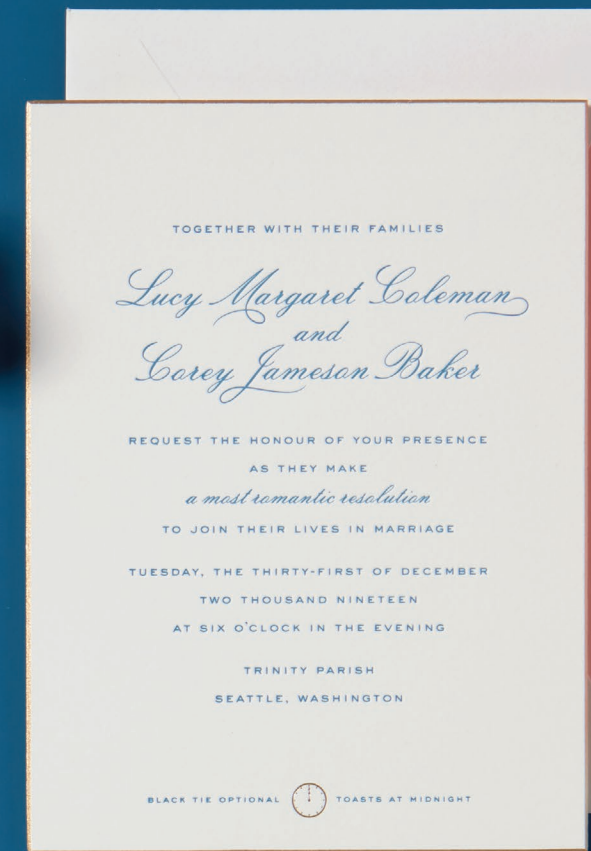
Also handcrafted and on the pricier end, this technique involves pressing ink-coated metal letters into paper to create indentations.

THERMOGRAPHY

For a look similar to engraving at half the price, this method applies ink to paper, which is then dusted with a resinous powder and heated. The result is 3-D type, but with more sheen than its costlier counterpart has.

FLAT PRINTING

This term refers to quick, inexpensive digital and offset processes for bulk printing that produce flush-to-the-paper type.



Napkins declaring a “romantic resolution” and a clock motif dial up the countdown to a new year—and a new beginning.

Confetti delivers a flurry of color, along with information on lodging, attire, and transportation.