

WEDDING STATIONERY GLOSSARY

YOUR GUIDE TO STATIONERY
TERMS + JARGON



RUBY TUESDAY ART

GLOSSARY

YOUR GUIDE TO COMMONLY
USED WEDDING STATIONERY
TERMS + JARGON

RUBY TUESDAY ART - © 2020



Welcome!

CONGRATULATIONS ON YOUR
ENGAGEMENT!

WEDDING PLANNING IS SO
MUCH FUN, BUT I UNDERSTAND
THAT SOMETIMES THE
TERMINOLOGY USED BY
VENDORS CAN BE
OVERWHELMING. THAT'S WHY
I'VE PUT TOGETHER THIS
RESOURCE TO HELP YOU
UNDERSTAND THE
TERMINOLOGY AND JARGON
OFTEN USED BY WEDDING
STATIONERS.

TO BOOK A FREE CONSULTATION
PLEASE CLICK THE BUTTON
BELOW, AND FEEL FREE TO
REFER TO THE TERMS IN THIS
GUIDE.

INQUIRE NOW



A S S E M B L Y	The process of putting your invitation suite together, e.g. placing cards into their envelopes, adhering wax seals, wrapping and tying silk ribbons and so on
D E C K L E D E D G E	Refers to the torn-edge look found on some papers, particularly hand-made paper
D E S I G N R O U N D	Refers to your stationery designer working on your invitation design, and providing the design to you for feedback
D I G I T A L (F L A T) P R I N T I N G	The least expensive print method and is best for watercolour as the colours are vibrant and bright
E N V E L O P E L I N E R	This is a decorative paper liner inside your envelope visible when the envelope is opened this element is often designed as an additional way to tie in your beautiful artwork and wedding details. Envelope liners add a luxurious touch of detail.
F O I L P R I N T I N G	Metal plate impression using metallic foil - best for creating shine and luxurious finish, and can be added with flat printing or letterpress
G S M	Often referred to as 'GSM' - referring to the 'grams per square meter' or in other parts of the world you may hear people refer to paper weight in pounds. Basically, the thicker the paper/card the heavier the paper weight. For reference, hotocopy paper is around 70GSM, greetings cards are between 200-350GSM. Thicker options are available for invitation cards etc

I N V I T A T I O N
C A R D

This is the main card inviting guests to your wedding - an essential!

L E T T E R P R E S S

Metal plate impression creating deep texture, best for suites with one or two colours and can be added with flat/digital printing

M A P C A R D

An additional card featuring a wedding map - this offers guests a visual of where your wedding is being held, how to get there, if there is any travel between locations. This can also be used to show any other relevant locations if your wedding is a whole weekened or week with various activities

P A P E R
W E I G H T

This refers to the weight and thickness of paper - refer to 'GSM' above

P R O P O S A L

The document where designer brings their ideas and vision to you, and is generally paired with a phone or email consultation to answer any questions or queries you may have

R E T U R N
A D D R E S S

The address a client (you!) wants their RSVP cards to be posted to (or invitations returned to if they are undeliverable for any reason)

S A V E T H E
D A T E

A precursor to the wedding invitation suite, usually posted 6-8 months ahead of the wedding to give guests the opportunity to arrange any travel or accommodation if needed

V E N U E
I L L U S T R A T I O N

An illustration in either black and white ink, or full watercolour, of your wedding venue! This is a stunning addition to your suite and brings your stationery to life

W A X S E A L

A seal of wax with the impression of a design of your choice. Often paired with a silk ribbon to tie the suite together, or used on the outermost envelope as a stunning, luxurious embellishment

W E D D I N G
C R E S T

A custom crest designed for you as a couple, to represent your story, interests, values and family - this can include as much or as little detail as you wish, and can be provided in full watercolour. Imagine a traditional family crest, but modernised, bright and fun - I can even include your pets, favourite cocktail or a special location - the options are endless

W H I T E I N K
P R I N T I N G

A printing method that involves printing all white ink onto colored paper stocks - this works best on darker colours, rather than light pastels etc

About me

MY JOB IS TO HELP YOU DO MORE THAN JUST INVITE YOUR MATES TO THE PARTY OF YOUR LIVES - YOU'LL BE BLOWING THEM AWAY WITH TIMELESS STATIONERY TO TREASURE FOREVER.



HEY THERE! I'M TESS, AKA RUBY TUESDAY ART

I'M A SOCIAL WORKER TURNED WATERCOLOUR ARTIST WITH THEN YEARS OF WATERCOLOUR EXPERIENCE - I RUN WATERCOLOUR WORKSHOPS TO HELP INSPIRE FOLKS TO RELAX AND PRACTICE SELF-CARE WITH ART.

PLUS, I DESIGN LUXURY WATERCOLOUR WEDDING INVITATIONS!

YOUR WEDDING STATIONERY IS ABOUT MORE THAN JUST PAPER, AND AMAZING DESIGN - IT'S ABOUT STORYTELLING AND CREATING FAMILY HEIRLOOMS.

YOUR INVITATIONS WILL REMAIN WITH GUESTS AS TREASURED KEEPSAKES, TO HOLD ONTO AND REMEMBER YOUR SPECIAL DAY FOR YEARS AND YEARS TO COME.

[INQUIRE NOW](#)