

# Weddings

## InStyle

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# Perfect Party

**Design Your Ideal Invitation**

Melania Trump

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## inking the deal

When it comes to ink-and-paper combinations, the possibilities are nearly endless. However, you should keep a few things in mind as you sort through your options.

- DO** ask about custom inks. Printers can often blend colors to match a specific element of your wedding.
- DON'T** sacrifice legibility for style. Some inks are harder to read on certain colors of paper than others—the higher the contrast between ink and paper, the more legible the type.
- DON'T** assume every printing method executes colors in exactly the same hue. A navy-blue ink on an engraved invitation won't look the same on a letterpress card.
- DO** try to see a printed sample in your colors before you commit, so there are no surprises.

# TINT HINTS

*Pastel or punched-up, color can add a personal note*

Deciding on the color of your invitation used to be easy: Tradition deemed white or ecru paper and black or charcoal ink the only acceptable choices. If your wedding is an ultraformal affair, you'll no doubt want to stick with one of those classic combinations. But if yours is a less buttoned-up celebration, or if you just want to be creative, there is a world of choices beyond black and white.

**GET INSPIRED** Your invitation's palette could take its cue from the season in which you'll marry, a flower in your bouquet, or the shade of your bridesmaids' dresses. Or you might look to color symbolism for ideas, selecting red because of its associations with love and good luck. You could represent both yourself and your groom with colors that complement each other, such as pink and navy. Or opt for what's hot: "Chocolate-colored paper is used a lot now," says Christine Traulich, founder of Red Bliss, an invitation-design company in Epping, N.H. "But we're starting to get more requests for both orange and lavender." No matter your inspiration, an eye-catching design will set a festive tone. Kim Browning, co-owner of Mia Carta, a Boston invitation company, says, "Color makes a strong first impression and sticks in guests' minds."

**KNOW YOUR OPTIONS** Relying on one combination

of paper and ink for all printed material is the most obvious way to use color, but plenty of other choices exist. Try flipping color combinations: Print white ink on pistachio paper for your invitation, for example, and pistachio ink on white paper for the reply card. Other possibilities include mounted invitations, which combine solid or patterned sheets of paper, or colored overlays or envelope liners. If you want merely an accent, consider adding a motif or border in colored ink to an invitation printed in black.

**DON'T OVERDO IT** Although invitations are less staid than ever, many professionals encourage practicing a little self-restraint. Stationer Kathleen Isaksen of Embrey Papers in L.A. advises considering the importance of timelessness. "There certainly are color trends, but when you show your invitation to your 18-year-old daughter someday, will she ask herself, 'What were they thinking?'" Plus, printing in more than one color ink can double the cost, explains event planner Tara Guérard of Soirée in Charleston, S.C. "A press can print only one color at a time," she says. (And you are charged for each additional run.)

Letterpress invitation (top) and response card (bottom) on white ridged cards with orange envelopes, and letterpress map (right) and thank-you note with envelope (left) in fuchsia ink on orange paper, Pantry Press, \$1,322 for set of 100; 800-511-4767

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