



Bespoke stationery

CREATION GUIDE



www.simply4you.co.uk



Hello there!



Thank you for downloading my bespoke stationery creation guide, I hope it helps you on the way to your dream wedding day.

I created this guide to help you explore the incredible possibilities open to you when going bespoke, and how you can create a beautiful statement that reflects you as a couple and your love story so far.

Why not start your next chapter in style with something totally new, and completely you?

If you'd like to explore more, book in your free consultation with me to start your journey.

Bronnie

Founder, Simply4you by Bronnie



The Steps

TO YOUR PERFECT WEDDING STATIONERY

01 THE BASE

Choose a cardstock that you love and that will blend well with your chosen wedding style, whether that be a colour, texture or shimmer, this will help in creating the perfect design.

02 DESIGN

Whether you're after pastel hues or bright tones, consider if you want to use florals, minimal looks, emblems, sketches, or something different.

03 MAKE IT SHINE

Think about whether you want a simple print finish, or maybe you want to add sparkle, shiny backing, foil, glitter, or gold leaf finishing.

04 FINISHING TOUCHES

Is there anything you want to add? If it's an invitation maybe lined or printed envelopes, bands, wax seals, ribbons, charms, dried florals or something more you.



STUCK FOR IDEAS?

CONTACT DETAILS

+44 (0)7990 076 712
hello@simply4you.co.uk

OFFICE HOURS

M - T 8:00am - 4:00pm GMT
F 8:00am - 3:00pm GMT

WEBSITE

www.simply4you.co.uk

SOCIAL MEDIA

@simply4youbybronnies

STEP 1

Card stock

When choosing your base there are some things to consider. The first is style, for example if you're going for a rustic vibe, you'll want to avoid shimmers, pearls and metallics and maybe go for something more textured to give it a natural look.

Then consider the feel to touch. Whether it's textured or not, all card has a certain feel, so make sure you're happy with how it holds and whether it's thick enough for your desired look, also consider whether the texture is single or double sided.

Lastly, tone. Think about various tones of white, off white, ivory and so on. Certain textures will be different in hue, so even if it's white, compared with another texture it could look slightly brighter or darker. Textures will also change the look of a design and how the print sits on the surface.

The next few pages will go into detail on each card and how best to use it.



Top tip

"Think about what your style is for the day and match the card to the look you're aiming for.

Also consider which ones are going to pull out your colours beautifully and which may fade them slightly or wash them out."

CHOOSE YOUR BASE

UNCOATED

The most commonly used, a smooth, subtly grained card that works with all invite types.

Weights: 150-350gsm
Mid white tone - other shades available

Ideal for all styles, foiling, folding, single prints, double sided print, layering.



HAMMER

Off white tone with divot like pattern from soft raised bumps (single sided).

Weights: 150-300gsm
Off white tone

Ideal for rustic, vintage, natural or romantic styles, good for use with folding and layering, not compatible with foiling.



CHOOSE YOUR BASE

DECKLED EDGE

This card is made from sustainable cotton and has a torn like effect on the edges.

Weights: 100-300gsm
Natural cream tone

Ideal for romantic, vintage, classic or gothic weddings, great for folding, single prints and layering, not compatible with foiling.



KRAFT

Made from recycled card, a mid brown toned hue with speckles from its natural grain.

Weights: 200-300gsm
Mid brown tone

Ideal for rustic, vintage, eco and natural styles, good for use with folding and layering, not compatible with bold colours.



CHOOSE YOUR BASE

PEARLESCENT

A card with a shimmer to add class and luxury.

Weights: 100-300gsm
Various colour options

Ideal for romantic, classy, royal, or fairytale weddings, great for folding, single prints and layering, not compatible with foiling or bold colours.



LINEN

A soft cotton like texture with small lines throughout.

Weights: 120-280gsm
Various colour options

Ideal for classy or vintage styles, good for use with folding and layering, not compatible with foiling.



CHOOSE YOUR BASE

FIZZ EMBOSSED

A unique look with a shallow embossed raised pattern (similar to hammer).

Weight: 280gsm
Off white tone

Ideal for rustic, vintage, eco, or natural weddings, great for folding, single prints and layering, not compatible with foiling.



COLOURED

With a large range of pastel and bright colours, this is a versatile option.

Weights: 120-280gsm
Various colour options

Ideal for all styles, great for pockets, folding and layering.



CHOOSE YOUR BASE

METALLIC

Adds shine to layers or backing to lift a design and add colour.

Weight: 280gsm

Various colour options

Ideal for classy, fairytale or luxury weddings, great for backing, layering and bands, cannot be printed or foiled.



GLITTER

Adds sparkle layers or areas to designs, works great with pastel colour card.

Weights: 120-280gsm

Various colour options

Ideal for classy, fairytale, luxury or classic weddings, great for backing, layering and bands, cannot be printed or foiled.



CHOOSE YOUR BASE

ROUGH UNCOATED

Similar to uncoated but with a deeper grain.

Weight: 300gsm
White tone

Ideal for all styles, folding, single prints, double sided print, layering, not compatible with foiling.



FLECK

A more natural option featuring slight flecks of grain throughout the card.

Weight: 260gsm
Ivory or white

Ideal for classy, eco or natural weddings, great for folding, layering, backing, not compatible with foiling.



CHOOSE YOUR BASE

VELLUM

A translucent wax type paper with a modern look.

Weights: 100-300gsm
Various colour options

Ideal for wraps, bands, envelopes or overlays onto backing card.



WHITE GRAIN

A little more out there with a speckled-like effect of natural grain.

Weight: 260gsm
Off white tone

Ideal for rustic, boho, eco or natural weddings, great for folding, layering, backing, not ideal for foiling.



CHOOSE YOUR BASE

LEATHER GRAIN

More of a subtle texture but has a creased look throughout.

Weight: 250gsm
Bright white

Ideal for folding, single prints and layering, not compatible with foiling.



SAMPLE PACK

Get yourself a sample pack containing 5 cardstock and 3 ribbon samples of your choice for £6.50 including postage.

[Contact Bronnie](#) to order yours today



STEP 2

Design phase

Once you have your base, we can get to work on choosing the right design to complete the look. Whilst this can be done in reverse order, I don't advise it for the reason that it can make things a little complicated, and the original design may not work on all cardstocks as well as you think.

When it comes to design I like to keep things fairly simple and it's advisable to always get your details together first, then design around the copy. This is because if there are any large florals etc, they can obstruct the path of the text and could end up being moved or changed when your details are added. Always make sure the item is serving its purpose first: to inform, direct or engage, then make it look beautiful.

If you're struggling on wording or how you'd like your stationery to look, I'll guide you through all of that in your consultation and create a brief to work from. Don't worry, I'll handle all the stress!



Top tip

"Remember to make sure the item is serving its purpose. Keep text legible and clear, making sure all main details are included. Also make sure that the design fits with your theme and style, so that on your wedding day it looks the part next to your gorgeous decor."

GET CREATIVE



MINIMAL

If you're after a minimal wedding, whether it be a rustic or classy occasion, keep it simple. Less is more with this look and space is definitely key, focus on larger calligraphy fonts and initial emblems to add visuals.



FLORAL

Either opt for dainty florals or large petals that fill the space, and add calligraphy fonts for some romance. Keep colours to a minimum and don't be scared to go big and bold.



PERSONAL

If you're looking for ways to add personality into your stationery, consider using photos, parts of your story or adding your hobbies and interests into the design.



FUN

If you really want to make a splash and add that wow factor, go for something unique, fun and totally you, maybe even something interactive to give your guests a brand new experience.

STEP 3

Time to shine

Depending on your style and theme you may decide to skip this step, which is absolutely okay! **You may skip to step four.**

However, if you are looking for ways to add some glamour, read on...

Adding sparkle whilst keeping things elegant can be tricky, but consider adding glitters, foil, gold leaf, maybe even metallic or glitter backing to elevate the design and add a luxurious wow factor.

If you're not yet sure on what to add to your dream design, check out the next page for some ideas on extra finishes to make your stationery stand out from the crowd.



Top tip

"Less is more, so don't over sparkle a design and cover it head to toe in glitter. Give it space and add little areas of sparkle for a dainty yet elegant approach.

Secondly, try not to foil all text as addresses and important details can be difficult to read, stick to headers and names."

SHINE BRIGHT



BACKING

Whether glitter, metallic, or pearlescent, this will add a layer to your stationery giving it a fuller, more luxurious feel and will help add some sparkle for a touch of glam. Various colour options.



GOLD LEAF

Gold leaf is a more traditional way of adding some golden shine. It can be added in large or small areas but works best on edges to create a shiny border. Unlike glitter this won't shed once applied but is only available in gold.



FOIL

Foil is a more delicate choice and will add shine to any look. Remember to consider lighting for your on the day stationery, as foil needs a well lit area to shine. Various colour options. Minimum order requirement applies.



GLITTER

If you really want to sparkle, glitter is the one for you. Most often used with backing card or borders, but it works really well dotted around a design to add little touches of shimmer or on envelope liners. Various colour options.

STEP 4

Finishing touch

And you've made it to the final step, yay!

Whether you need invitations, table plans or menus, all of these steps will help you create your desired look on your wedding day. But how do you make sure the look is complete?

Choosing how to finish your piece is important as it can make or break the design, it's all about balance and knowing when it's enough. Now of course if you're a minimal lover, you won't want to add much (if anything) other than maybe a coloured envelope. But if you're going for the wow factor there are little touches we can add to take the look from just enough to 'It's so beautiful, I'm in love!'.

If you're loving the design but it's just missing something, check out the next page for add ons and extras that will amaze your guests and make your creation truly you.



Top tip

"Remember that sometimes it says enough, you may not need the final addition.

Theme your charms and embellishments to your day, i.e. a rose for a beauty and the beast wedding.

And lastly, let it be you."

IT'S THE LITTLE THINGS



ADD FUN

Add cute extras like hangers, bow ties or mini florals.

Ideal for fun and unique weddings.



STRING

Various colour options of twine, add tags or dried flowers.

Ideal for rustic, eco or natural weddings.



WAX SEALS

Various colour & stamp options, personalised stamps also available.

Ideal for vintage, classy or modern weddings.



ENVELOPES

Upgrade to coloured or vellum envelopes for extra class.

Ideal for classy, luxury or modern weddings.



LINERS

Add a pattern or colour to the inside of your envelopes.

Ideal for classy, luxury or floral weddings.



PRINTS

Printed envelopes are a great idea if you don't want to write out names and addresses, can be added to light or pastel colours.

RIBBONS



SATIN

Bold or pastel colours, soft smooth texture, holds in place.

Ideal for any wedding style.



CHIFFON

Thinner softer material, frayed edges available.

Ideal for vintage or romantic weddings.



RIBBED

Lined effect thick ribbon, bold or pastel colours.

Ideal for unique, alternative weddings.



ORGANZA

Thin sheer fabric, colours are more faded.

Ideal for classy, luxury or vintage weddings.



SILK

Heavier than satin, smooth in texture, frayed edges available.

Ideal for classy, luxury or modern weddings.



VELVET

Velvet fabric, thick and suede like feel, holds shape.

Ideal for classy, luxury or modern weddings.

IT'S THE LITTLE THINGS



TAGS

Various colour & material options.

Ideal for any wedding style.



TASSELS

Various colour options, soft silk tassels.

Ideal for classy, romantic or boho weddings.



BANDS

Personalise to your liking, various material options.

Ideal for any wedding style.



CHARMS

Add small charms for a delicate touch.

Ideal for classy, luxury or modern weddings.



JEWELS

Add larger jewel embellishments or brooches.

Ideal for classy, luxury or traditional weddings.



FLOWERS

Consider adding artificial or dried flowers.

Ideal for any wedding style.

ADDITIONAL SERVICES



QR CODES

Just send me your URL and I can create a QR code for you to add to your stationery

No fee

PERSONAL DETAILS

If you want to add guest names, addresses, menu choices etc, just send me a list and I can personalise stationery with these

Fee added to order total

PERFORATION

If you're having concertina invitations or require a tear off strip, perforation can be added

Fee added to order total

WHY WORK WITH ME

Well, you're not just getting high quality unique stationery, produced using sustainable materials.

Working with me you'll get a personalised tailored service to suit you and your needs, with support from now all the way to your wedding day. I will give you advice and guidance on planning your day, access to some of the best suppliers, and blogs with tips to help you stay organised.

Not only that, who wouldn't want stationery that no one else will ever have? Make it special, make it unique, make it you.



“

Pure perfection! I am so pleased with my invites

♥ *Bronnie was amazing from start to finish.*

She is great with communication, listened to what I would like and wanted changing. I loved the idea of my RSVP being a boarding pass but my RSVP is via a wedding website so she changed the design of the boarding pass with my wedding website details and even added a QR code! They were packaged beautifully and just look so amazing in person! I can't wait to for my guests to receive them 😊 Thank you Bronnie for making my vision come true! Xx

- Megan + Giorgio



WHAT MY COUPLES SAY



LAUREN & ALISTAIR

"Best decision we could have made! Everything matched our theme perfectly. Nothing was ever too much trouble, and Bronnie provided great value for money for high quality items!"

NICOLE & DIO

"Our invites were perfect, so simple but classy and such a fun way to place all the information. Bronnie was so helpful. The process was so easy and they arrived quickly."



HAYLEY & ADAM

"Absolutely beautiful wedding stationery which I can't wait to show my guests and suppliers. Bronnie goes above and beyond for her clients and it is apparent she loves what she does and cares about her customers."

FAQ'S

WHAT IF I HAVE NO IDEA WHERE TO START?

Don't worry! All you need to do is book a consultation and I will do the rest.

ARE THERE DEPOSITS OR MINIMUM QUANTITIES?

There are no deposits required, full payment is only due upon approval of your final artwork. Minimum quantity only applies to foiling, for all other stationery there are no minimum or maximum quantities.

WHERE DO YOU DELIVER?

I deliver world wide, prices for shipping will vary dependent on country, size and weight of the parcel.

CAN YOU MATCH ALL OF MY STATIONERY?

Absolutely! Your whole suite of items will match your theme and style, from your invitations to your signage and place settings, even your favours.

HOW LONG DOES THE PROCESS TAKE?

From the day you contact me the timescale is typically 2-3 weeks (perhaps a little longer during wedding season), this is the whole process from brief creation and design, to you receiving your stationery at your door.

SHARE YOUR STORY

I hope you're now super excited to create some brand new stationery! Make sure you take advantage of your free consultation, where we'll have a chat about your wedding plans, and how I can help bring your vision to life. There's no obligation, just a friendly chat to see if I'm the stationer for you.

Now it's up to you, want the chance to share your love story in a unique way?

[SCHEDULE A CALL](#)

[LEARN MORE](#)

I can't wait to meet you and help you achieve your dream wedding day. The best part of my job is having the honour of working with you and blessing your marriage for years to come. Here's to your next chapter!

Bronnie



hello@simply4you.co.uk
www.simply4you.co.uk

