

# Inviting Designs



**Creating your dream design is so important, it sets the tone of your wedding day from the outset. Sally Lloyd offers some tips and shows you what's trending for 2016!**

One of the most exciting and creative areas of design is Wedding Stationery. Whether you love traditional, modern, vintage, or something quirky, the design possibilities are endless and many professional stationers provide a bespoke design service.

The invitation sets the tone for your wedding and gives your guests their first hint of the fabulous day that you are planning. With such a plethora of design possibilities available, it's best to start with a theme and colour scheme in mind that's in keeping with the style of your wedding. It's also a great idea to keep a scrapbook of information and pictures that you like from wedding magazines and a Pinterest board, which will help you to plan your design.

Wedding Stationery has become more gorgeous than ever before and a professional wedding stationery designer can turn a design into a work of art. Here are some of the top wedding stationery trends for 2016:

**STYLES:** Vintage is a classic and romantic style encompassing many beautiful elements such as lace, pearls, letterpress, and vintage typography (the use of old style fonts, shapes, and ornate graphics). Letterpress is a relief printing technique creating a beautiful imprint effect with a classic, high quality feel that works well with traditional and modern designs. Letterpress is currently one of the most popular trends but is not a budget option as it requires creating a custom plate of the text and patterns that is hand set and pressed into the paper with each colour requiring a separate print run.

**ELEMENTS:** Metallic Accents like gold, silver, and copper, are joined this year by rose gold for that wow factor. Botanical Patterns of wild flowers and foliage add a delicate design element. Photo images can be used in the design which also looks beautiful using a faded effect behind the wording.

**WORDS:** Calligraphy and Ornate Fonts give the wording a beautiful artistic look. Angling or arching text or enlarging names or first letters can create a stunning look, yet still befitting a formal invitation. Monograms add a custom touch to your design that can be achieved in print, and also by using a wax seal to add a classic look to envelopes or to join a ribbon on invitations.

**COLOURS:** Neutral Background Shades such as tan, putty, ivory and grey are the new alternative to white, yet still giving a sense of formality through wording and other design elements. Jewel Tone Shades such as deep, rich purple, green, red, orange, and blue are trending this year, especially for autumn and winter weddings.



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## SC Lloyd Designs

Wedding and Event Stationery & Accessories

Wedding Invitations set the tone for your Wedding, and give your guests their first impression of the wonderful day you are planning. Our stylish collection will complement your Wedding Day celebrations right from the beginning when you are inviting your guests, through to the ceremony and reception.

We provide exclusive Designer Wedding Stationery with matching favours and table & reception accessories. Choose from our many beautiful designs or let us create a unique bespoke design especially for you. We also have a lovely collection of Tiaras, Jewellery and Bridal & Wedding Accessories.

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