



Alexa Pulitzer

NEW ORLEANS

ACCOMMODATION CARD: Used for out of town guests needing to make reservations for lodging.

AT HOME CARDS: These cards are sent out to announce when the couple will be home from their honeymoon and of their new address.

BLIND EMBOSING: It is used to create a raised design by pressing the image into paper. It is called "blind" because the design or type is formed without ink or foil.

BORDER: A design framing the outside of the invitation.

CALLIGRAPHY: A formal, hand written writing style used to address formal invitations.

CALLING CARDS: Personalized cards sent with a gift or left when making a social call.

CARD: An invitation or stationery stock that does not fold.

CARD WITH WRAP: An invitation stock that is surrounded with a wrap of vellum, translucent paper, rice paper, etc.

CENTERED: A copy position where the text is printed in the center of the card with equal space in the left and right margins.

CIPHER: A two letter combination utilizing the first and last name of an individual, or the first or last names of a couple.

COPY: All wording that composes the text of any printed item.

CORRESPONDENCE CARDS: Also referred to as flat cards, these heavy-weight flat cards are used either for social stationery or invitations.

DEBOSSED BORDER: Border appears to have been embossed but impression is inset instead of raised.

DECKLED EDGE: Paper that appears to have been torn / worn on the edges. The Italian paper we offer has hand torn deckled edges.

DIE: An engraved or etched piece of metal which makes an impression on the paper stock. A die is used in letterpress printing, foil stamping, embossing, and engraving.

DIGITAL PRINTING: This flat printing method is achieved by laying down a screen of colored dots (known as CMYK, for the four colors from which all colors are composed: Cyan, Magenta, Yellow and Black). Digital Printing is a less expensive option for multiple-color printing and for images that are shaded or screened.

DIMENSIONS: The size and measurements of the card. Each item is measured width by height.

DIRECTION/MAP CARDS: This is sent out with the invitation and reception card to show where the ceremony and reception will be held. Direction cards contain specific information while map cards show a map using main roads and landmarks.

ECRU: This is a warm, creamy pale ivory color offered both as a paper stock and as an engraved ink color.

ENGAGEMENT ANNOUNCEMENTS: Sent out to family and friends to announce an engagement and when it occurred.

ENGRAVING: Type or images are etched into a copper plate; the plate is inked and wiped clean, leaving ink in the impressions. Each piece of paper is hand-fed into a press where the paper is forced against the plate, resulting in a raised, inked impression. The faint indentation on the back of the paper is a sign of fine engraving. The plate or plates are provided with the order and can be reused.

ENVELOPE LINING: An envelope lining is a decorative paper or tissue that lines the inside of the envelope.

FLAT CARDS: Also referred to as correspondence cards, these heavy-weight flat cards are used either for social stationery or invitations.

FLAT PRINTING: Technically known as Offset / Lithography, flat printing is recognized by clean edges and a smooth print. Flat printing is recommended for images that are shaded or screened.

FOLDOVER: Also known as a note card or informal. This is a folded format most often used for thank-you notes.

FONT: The type style that is assigned to the text.

HALFTONE: A flat printed reproduction of a photograph or other artwork having highlights, shadows, and intermediate tones. We can only achieve this with flat printing.

INFORMAL: Also known as "thank-you note." A small foldover with a person's name, monogram or "Thank You" printed on the front. These are used as an expression of gratitude for a gift received, a dinner or any other occasion.

INK COLOR: Color chosen for printed copy, monogram, motifs, etc.

LETTERPRESS: A centuries-old technique in which raised words and images are inked and pressed directly into paper, leaving a crisp debossed impression that is enhanced by the tactile qualities of the paper on which it is printed.

LOGO: Similar to a motif, a logo is a design created for a company brand identity, a wedding or individual.

METALLIC: A metal reflective sheen; lustrous sparkling metal-based colors. We prefer to use metallic inks (silver, gold and copper) when engraving.

MONOGRAM: Monograms typically include first, middle, and last initials typeset in an attractive design on stationery. Traditionally, they are the initials of just one person, although more contemporary usage employs the initials of a couple,

MOTIFS: This is a printed symbol or design used to embellish invitations or stationery. We can incorporate any motif from the wholesale stationery collection in your custom order.

MOVING CARDS: A card sent to notify people that you have relocated and have a new address or phone number.

MULTIPLE-COLOR PRINTING: When a card or foldover has two or more colors of the same printing process on any one side that are more than 1/16" from each other.

MULTIPLE-PASS PRINTING: When a card or foldover has two different printing methods on any one side.

MULTIPLE-SIDE PRINTING: When a card is printed on the front and back, or a foldover is printed on the front and one inside panel.

NOTE CARDS: A small foldover note with a person's name or monogram printed on the front. It is most commonly used as thank-you note, but is equally appropriate for any type of social correspondence.

PANEL: This is when a center section of invitation or stationery stock is depressed or raised and "framed" by a raised area of paper. It also refers to a tri-fold invitation, which has a left, middle, and right panel.

PANEL CARD: One sheet of heavy weight stationery; also known as a flat card. These are used as stationery or invitations.

PEARLIZED: A frosted, shimmering finish typically found in ink, paper or envelope linings. The process incorporates a luminous pearly finish to the invitation.

PHOTO PRINT DIRECT: A digital process, whereby a personal photo is supplied by the customer and printed directly onto a Holiday Card or other stationery item.

PLACE CARD: This card is used to assign seating at a party.

PROGRAM: An agenda or schedule provided in a booklet to inform guests of the sequence of events.

PROOF: Proofs are helpful for checking the actual type size, placement, spelling and wording of your order. We will create a proof with every order in order to obtain your approval before going to press.

RECEPTION CARDS: Provides information about the time and location of the wedding reception and is most often sent along with the invitation.

REPLY CARDS: Also called response cards, sent along with the invitation so the guest can formally reply with the names and number of people that will or will not attend. A return address is printed on the envelope and postage is usually included. A date is given for the guest, informing them of the latest date the card should be returned by.

RETURN ADDRESS: A return address with street, city, state and zip code printed on the back flap of the envelope.

RSVP: RSVP comes from the French expression "repondez s'il vous plait," meaning "please respond." When an RSVP is on an invitation, the guest invited must tell the host whether or not they will be attending the event.

SAVE-THE-DATE CARDS: These are usually sent four months to one year before a wedding or other special occasion to notify guests of the event date. This is especially helpful for out-of-town guests making travel arrangements.

THANK-YOU NOTE: Also known as an informal, this is a small foldover with a person's name or "Thank You" printed on the front. These are used as an expression of gratitude for a gift received, a dinner or any other occasion.

THERMOGRAPHY: Thermography was created to imitate the look of engraved printing at a more economical price. Sometimes called raised printing, thermography is achieved when a powdered resin is applied to wet ink and heated to create a raised surface.

TYPESTYLE: A font or lettering style.

TYPOGRAPHY: Typestyles set by designers and typesetters. When choosing a typestyle, the tone of the event or the company it is representing should be considered.

VELLUM: A soft, translucent paper with a smooth finish, often laid over an invitation.

WEDDING ANNOUNCEMENT: These are typically sent to inform people of a marriage when they were not a guest of the wedding.

"Z" FOLD: A sheet of paper folded twice to give the invitation an accordion or three-panel look.