



PHOTOGRAPHS BY CHRISTOPHER BROWN

(Clockwise from top left) A hand-drawn turtle accents these save-the-date cards. The letterpressed invitation and RSVP card, along with an area information card and water-colored map, all slip inside a folder. Studio R Design, (843) 762-5793. “Sunshine” letterpressed set includes a folder with invitation, RSVP card, and matching envelopes. A Day In May, (415) 614-0005. Designed by Julia Shuman, this save-the-date set is letterpressed on Neenah Environment Paper and tied with twine. The Lettered Olive, (843) 577-5006. This custom invitation is mailed in a ribboned box closed with a wax seal. The set includes a dinner invitation and a program with an ivory tassel. Stonington Design + Paperie, www.stoningtonpaperie.com

The Price of Perfection

Letterpress print: Type is stamped into paper using a raised surface printing plate or type; priciest, in part because it works best on handmade paper. *Telltale sign: recessed lettering.*

Engraving: A very formal—read expensive—printing method that involves engraving a metal plate. *Telltale sign: raised lettering.*

Thermography print: Popular and affordable, it imitates engraving by using a heat-based process. *Telltale sign: glossy, raised lettering.*

Offset (“flat”) print: A good money-saver, especially for those who want several ink colors or textured paper. *Telltale sign: flat lettering.*