

stands out better against smoother varieties. A high-end printing process, it can take three weeks to a month. It lends itself well to graphics and is used by many custom designers. There's been a renaissance of this vintage technique among small printers.

## Thermography

This modern process was designed to mimic the look of engraving at a more affordable price. The design is flat printed (see next entry) and dusted with resin powder while wet; it's then heated up, causing the letters to rise. Though paper snobs will miss engraving's telltale indentations and might detect a telltale sheen left behind by the resin, the average guest won't know the difference. Turnaround is two weeks to a month.

## Offset or flat printing

Offset printing provides the same effect you would get from a personal printer, but it's done at a commercial printing house with higher quality and quicker machines. As I mentioned, it's becoming more popular as invitations stray from tradition, but it wouldn't be a good choice for a very simple design on high-quality paper. Turnaround time is significantly lower for this least expensive of methods. One caveat: The heaviest paper won't fit through a printer.

## The Font

UNLESS YOU'RE USING unusual paper, the font affects the look of the invitation more than anything else. The typeface conveys a mood, an era, even the formality of the event. If you're doing an Art Deco wedding, head straight for Parisian or Kingsbury. If you're having a casual beach wedding, think about a sans serif style such as Engravers Gothic rather than a traditional font like Edwardian Script. Make readability a priority—flourishes lose their effect when guests have to struggle to read the print.

## Ink Color

THOUGH STATIONERS' RULE BOOKS long maintained that black or dark gray were the only acceptable

## Some of My Favorite Fonts

FOR ENGRAVING, THERMOGRAPHY,  
AND OFFSET PRINTING

Script:

Helinda Rook Font

*This is the font I've chosen.*

Snell Roundhand Font

*This is the font I've chosen for my wedding.*

Fine Hand Font

*This is the font I've chosen for my wedding.*

Print:

Engravers Roman Font

**THIS IS THE FONT I'VE CHOSEN.**

ITC Eras Font

This is the font I've chosen for my wedding.

Florens Font

*This is the font I've chosen for my wedding.*

FOR LETTERPRESS

Script:

Stuyvesant Font

*This is the font I've chosen for my wedding.*

Shelley Script Font

*This is the font I've chosen.*

Print:

Mrs Eaves Font

This is the font I've chosen.

Cloister Font

This is the font I've chosen.