

Paper Trousseau

There are lots of paper products involved in a wedding. **Kat Feuerstein** of Gilah Press & Design (Baltimore, MD; 410-746-9059; gilahpress.com) tells you how to give wedding stationery items a cohesive look.

Define the Style

What kind of wedding are you having? A black-tie affair, a beachy, barefoot wedding, or something in between? If it's formal: Choose crisp, clean paper, fancy fonts, and wording. If it's casual: Go with colored and textured papers, nonstandard sizes, classic fonts, and laid-back wording.

Brand It

Brainstorm your likes and turn them into icons or logos such as apples, leaves, or flowers. Monograms also work well. Something as simple as dots or lines, or a subtle, barely-there abstract pattern can be quite elegant, too.

Choose a Color Palette

When choosing your colors remember to think about the season, as well as where you will be hosting your ceremony and reception. Keep them uniform and consistent and, most importantly, make sure they reflect your style.

Shown here: The paper trousseau for the marriage of Jill Goldberger and Maury Apple.

- 1 Invitation and response set: \$1,600
- 2 Thank-you notes: \$800
- 3 Rehearsal dinner invites: \$800

*Prices for 100 of each item

