

Invitations & Stationary Terms

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- **Accordion fold**--The paper is folded two or more times in a parallel direction. Each fold reverses the direction, similar to the bellows of an accordion. Also called a "Z" fold. Often used for items printed on one side only. Harder to stuff in an envelope than a letter fold.
- **Acid-free paper**--paper having no acidity and no residual acid-producing chemicals. Acid-free papers may also be slightly on the alkaline side to provide greater longevity.
- **Against the grain**--Folding, scoring, binding, or printing paper at right angles to the fibers of the paper.
- **Applique**--decoration or ornament applied to a larger surface.
- **Artificial parchment**--A paper that tries to resemble genuine vegetable parchment.
- **Beveled**--Used to indicate that an edge is slanted (not at a right angle).
- **Blind Embossing**--Same as "embossing" defined below, only blind embossing uses no color of any kind other than the color of the paper itself.
- **Brightness**--The reflectance or brilliance of a paper.
- **Bristol**--A durable stock used for mailers, business cards, announcements and other printing that must withstand heavy use.
- **Bulk**--The thickness of a single sheet of paper, expressed in points. A point equals 1/1000 inch.
- **Calligraphy**--Literally this simply means "beautiful writing" but today is used to mean wording created by hand, not with typesetting machinery.
- **Double Envelopes**--The traditional set of two envelopes used with formal invitations and announcements. The Outer Envelope is addressed to the guest and has the senders return address printed on the back. The inner envelope, with the invitation and accessories, is placed inside the outer envelope so that it arrives in pristine condition. The inner envelope carries only the guests' names. Since the Inner Envelope is thought of as the primary envelope because it holds the invitation directly, this is the one that will be lined if you choose a liner. The Inner Envelope is not gummed, therefore is not sealed shut.
- **Embossing**--Raising in relief from a surface. In printing, to press paper into the cavities in a metal die leaving three-dimensional words or designs on the paper. Embossing can be combined with Foil-Stamping or printing methods using ink.
- **Faux**--A fashionable term from French to indicate something made to look like it is something else. Literally this means "false."
- **Foil Stamping**--Colored foil heat-stamped into the paper. Foils usually have a metallic finish in either matte or high gloss.
- **Folded**--Used to indicate paper that is folded either at the top or along the left side. On a traditional, side-fold invitation, the wording is printed on the outside cover with the inside right and left panels entirely blank. If decoration is on the cover, the wording is printed on the inside right panel of a side-fold paper and the bottom panel of a top-fold.
- **Font**--The font refers to the style of lettering, also called "typestyle", or "lettering style."
- **French Flap Envelopes**--Slender, vertical invitations, these uniquely beautiful envelopes feature a stunning, long, pointed flap on the narrow end of the tall envelope.
- **Layers**--Generally used to indicate layers of paper tied or glued together. If the top layer is translucent parchment and the lower layer is decorative, you see a muted version of the lower layer through the parchment.
- **Liners**--Decorative papers used to line the inside of an Inner Envelope or a Single Envelope. Some brands honor the age-old craft of lining envelopes by hand and line the full length of the envelope.
- **Line Spacing**--Also called "leading", this refers to the space between the text lines. During the customization process, you can increase or decrease the space between the lines by clicking on the line spacing link on the customization pages.
- **Lithography**--Technical term for what many people call flat printing. Lithography creates watercolor effects and pale background designs. The ink is literally flat with a matte finish.

- **Monograms**--A decoration using the initials of a name. When the middle letter of a person's monogram is larger than the side two, the sequence of initials is first name on the left, surname in the middle, then middle name on the right. When all letters are the same size, the sequence of initials from left to right is first name, middle name, then surname. If you are combining the bride's name with the groom's, you must use the format with the middle letter larger. In this case, the sequence of initials is the bride's first name on the left, mutual surname in the middle, and the groom's first name on the right.
- **Panel**--A raised section of the paper created by pressing the middle section where the words will be printed down leaving the raised area looking like a frame or matt. Alternately, the term is used to indicate pages facing each other such as on a tri-fold invitation which, when opened fully, has a left panel, middle panel, and right panel.
- **Parchment**--A translucent paper made to look like the original parchment. This lovely paper adds a softening effect to any invitation and can be used either singly or as a layer.
- **Single Envelopes**--A single envelope with a gummed flap into which the invitation is slipped directly and then sealed shut. Single Envelopes may be printed on the back flap for social correspondence and lined for added elegance.
- **Single-Layer**--used to indicate a single card without a fold.
- **Snow**--A handsome, textured, white and sturdy paper covered with tiny, bluish-gray flecks. The paper was designed to simulate hand-made paper.
- **Square Envelopes**--Any envelope sized to fit a square invitation.
- **Thermography**--A contemporary printing method using heat and a fine resin to create a rich, raised effect with the ink. A clear powder is dusted onto the flat ink of lithography just after it is printed, then heated to give the raised effect.
- **Trapunto**--A decorative design in high relief.
- **Trompe l'Oeil**--A French term meaning "trick/deceive the eye" used to describe a visual effect that looks like something it is not.
- **Vellum**--An opaque, smooth-finish, sumptuous paper.
- **Wallet Flap Envelopes**--A standard rectangular envelope with the opening along the long side and a squared flap.