

*stationery*works
HOME OF
CHECKERBOARD | DESIGNERS' FINE PRESS | LALLIE

Digital Envelope Addressing

INSIDE:

Introduction to Digital Addressing

The Templates

Digital Addressing Ink Palette

the method: digital envelope printing services

Take the stress out of addressing envelopes. We offer services for any stationery or invitation order that includes envelopes.

RETURN AND GUEST ADDRESSING

We can print your return address, reply envelope address, guest addresses or all 3! The addressing is printed in complementary fonts, colors, and layout to coordinate with your printed card(s).

GUEST NAME PRINTING (FOR INNER ENVELOPES)

Guest name printing is available for orders that include double envelopes. The guest name is centered vertically and horizontally and printed on the front of the inner envelope in complementary fonts, colors, and layout to coordinate with your printed card(s).

the template

Once your order is submitted, we supply a template for you to complete with guest address and/or guest name information for envelope printing.

Please review the "How-To" tab and enter the guest address in the applicable tab(s). Keep in mind that we print envelopes with the information exactly as you provide.

We recommend reviewing envelope address etiquette suggestions for invitations.

the art

Your envelope design will incorporate coordinating fonts, ink color and possibly a small design element from your printed card(s).

Design elements larger than 1.5" x 1.5" or designs that bleed may be possible. Contact us for details and any applicable fees.

the process

With your complete order, we create and email a proof set that includes an envelope layout. Changes are incorporated during the regular proofing process.

Within 3 business days of proof approval, supply your final list of guest information on our template. Your envelopes are printed to ship with your complete order.

You can request a proof of all guest envelopes prior to the envelopes going to print (fee applies for this as well as any subsequent proofs or new spreadsheet submissions).

the colors

Our digital envelope printing ink color palette is a wonderful subset of our letterpress, thermography and digital printing palettes and includes colors that are dark enough for envelope printing and coordinate well.

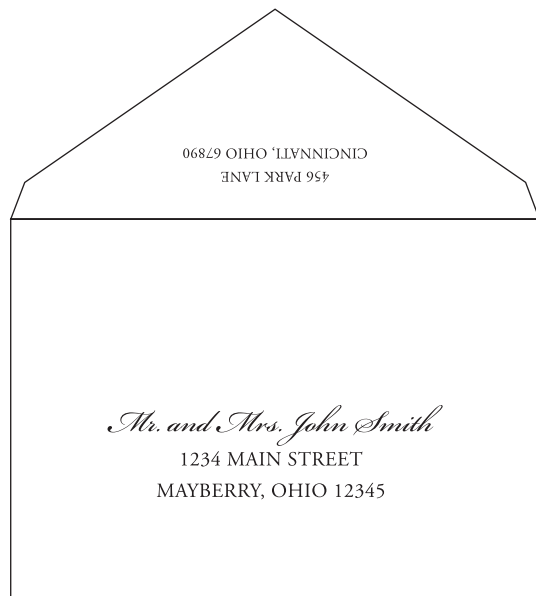
Custom Pantone ink colors can be an option (fee applies); Not all Pantones are achievable; contact us to confirm.

Because our envelopes are printed with a different process and press, the colors will be close but can look different than the corresponding inks on your card(s).

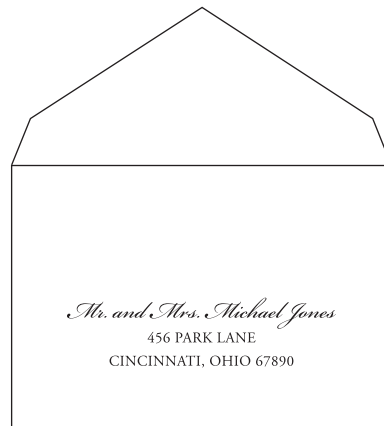
digital envelope printing

Envelope printing is done using fonts and ink colors that coordinate with your printed card(s).

RETURN, GUEST AND REPLY ADDRESSING

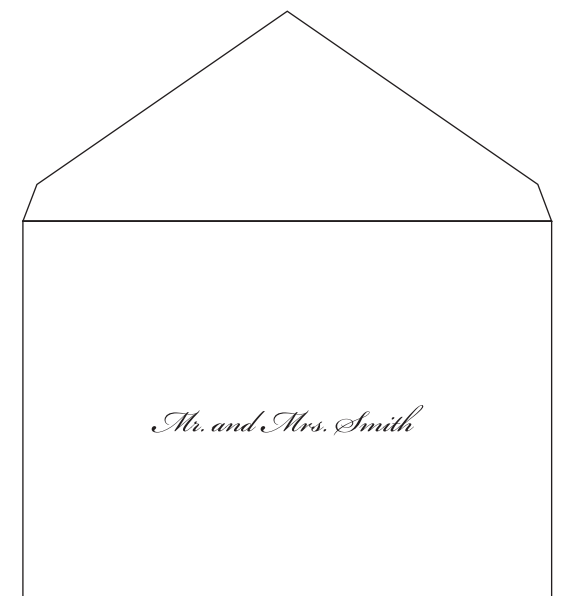


Guest addresses are supplied on our template and are printed on the front of the envelope. Your return address is printed on the envelope flap.



For response envelopes, your name and address are printed on the front of the envelope.

GUEST NAME PRINTING



Name printing is available as an option with our selection of double envelopes. Guest names are supplied and printed on the front of the inner envelope.

address etiquette

Outer envelope addressing has two main components: the names and the address.

NAME

Try to keep names on one line if space allows

Married couples are separated by “and”; domestic partners’ names print on separate lines

Use abbreviated titles (Mr., Mrs., Ms., Dr.) along with first and last names

These days, the order of the names does not matter unless one member of the couple has a higher rank (for example military) in which case the higher ranked person would be first

ADDRESS

It is proper to spell out words like “Street” or “North” as well as the city and state

EXAMPLES

Mr. and Mrs. John Smith
1234 Oak Tree Lane
Mayberry, Ohio 98765

Mr. John Smith and Ms. Jane Jones
1234 Oak Tree Lane
Mayberry, Ohio 98765

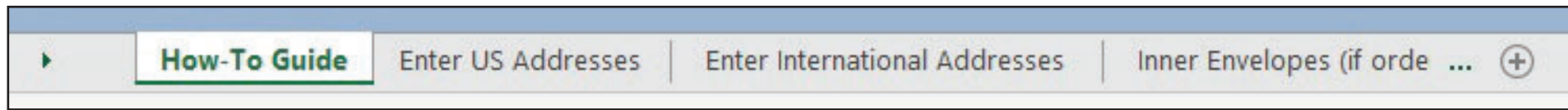
Dr. Jane and Mr. John Smith
1234 Oak Tree Lane
Mayberry, Ohio 98765

Ms. Jane Smith
1234 Oak Tree Lane
Mayberry, Ohio 98765

After receiving our template spreadsheet, open the spreadsheet in Excel or Google Sheets (Google account required). In Google Sheets, click on the folder icon labeled "Open File Picker" to open the template already saved on your computer.

THE TABS

Once you have the template open, look for the tabs at the bottom of your screen. The spreadsheet contains 5 active tabs: How-To Guide, Enter US Addresses, Enter International Addresses, Inner Envelope and Totals.



HOW-TO GUIDE

The how-to tab provides a step by step guide to fill out the template along with a sample of entries. We recommend reading through the guide and familiarizing yourself with address etiquette before entering your information.

- **The columns shown within each "Address" tab represent one line or section of the guest(s) address on the envelope.** Each column is labeled accordingly. Please do not alter any of the column locations and/or headings.
 - **All text will be printed exactly as it has been entered into the template, including capitalization.**
- Be sure to thoroughly check all of your entries*

US MAILING ADDRESSES

Use this tab to enter your guest addresses within the United States. Enter each guest's information in the cells provided. If a cell does not apply, like "Address Line 2", leave it blank. Please do not add any columns. Other than adding the leading "0" to east coast zip codes, we print each address exactly as entered. Use care with all entries including any special characters.

Line 1	Line 2	Line 3	Line 4	Line 5
<i>Fitzwilliam and Elizabeth Darcy</i>			<i>100 Pemberley Drive</i>	
<i>Ms. Jane Smith</i>	<i>Mr. John Jones</i>		<i>The Highlands</i>	<i>34 Pine Road, Ur</i>
<i>dr. and mrs. john smith</i>			<i>89 broadway avenue</i>	
Addressee's Name Line 1	Addressee's Name Line 2	Addressee's Name Line 3	Address Line 1	Address Line 2

INTERNATIONAL ADDRESSES












































Use this tab to enter your guest addresses outside of the United States. Enter each guest's information in the cells provided. If a cell does not apply, like "Address Line 2", leave it blank. Please do not add any columns. We print each address exactly as entered. Use care with all entries including special characters. Because international address formats vary country to country, we have included a Special Instruction column for any layout clarification or if there needs to be a leading 0 added.

Line 3	Address Line 1	Address Line 2	City	Province or State	Postal Code	Country
	<i>89 broadway avenue</i>		<i>west beach</i>	<i>south australia</i>	<i>50243</i>	<i>australia</i>

INNER ENVELOPE NAMES

Use this tab to enter your guest names to be printed on your inner envelopes (an option for orders that include a double envelope). Enter each guest's information in the cells provided. If a cell does not apply, like "Name Line 2", please leave it blank. We print each name exactly as entered. Use extra care with any special characters.

Line 1	Line 2	Line 3	Special Instruction
<i>John & Jane</i>	<i>Johnny, Freddy, & Katie</i>		<i>consult your retailer to see available option for your</i>
Addressee's Name Line 1	Addressee's Name Line 2	Addressee's Name Line 3	

 White <i>Dark envelopes only</i>	 Claret	 Azure	 Silver
 Pearl <i>Dark envelopes only</i>	 Laurel	 Twilight	 Gold
 Cream <i>Dark envelopes only</i>	 Clover	 Viola	 Copper
 Dusty Rose	 Olive	 Napa	 Champagne
 Rosette	 Celeste	 Orchid	 Rose Gold <i>Coordinates with Foil</i>
 Blush	 Bermuda	 Passion	 Soft Penny <i>Coordinates with Foil</i>
 Raspberry	 Peacock	 Biscuit	 Indigo <i>Coordinates with Foil</i>
 Salmon	 Emerald	 Harvest	 Violet <i>Coordinates with Foil</i>
 Flame	 Chartreuse	 Stone	 Pyrite <i>Coordinates with Foil</i>
 Spice	 Kerry Green	 Latte	 Matte Bronze <i>Coordinates with Foil</i>
 Marigold	 Holly	 Espresso	 Matte Gold <i>Coordinates with Foil</i>
 Squash	 Light Blue	 Pebble	 Bright Gold <i>Coordinates with Foil</i>
 Cherry	 Slate Blu	 Smoke	 Matte Silver <i>Coordinates with Foil</i>
 Carmine	 Pacific Blue	 Charcoal	 Bright Silver <i>Coordinates with Foil</i>
 Sangria	 True Blue	 Black	 Gun Metal <i>Coordinates with Foil</i>

** sample colors shown on this chart are not printed on the envelope press; actual envelope press ink colors will vary*