



## CREATING YOUR WEDDING PACKAGE WITH NO DESIGN EXPERIENCE

Use this course and workbook to create your custom designed  
Save the Dates, Invitations, RSVP Cards & more



# Samm

YOUR WEDDING DESIGN COACH

# Welcome!

Welcome, beautiful bride! 💍

If you're here, it's because you want a stunning wedding without the stress — and you're ready to DIY your invitations, save the dates, RSVP cards, signage, and all the little details that make your day feel like you.

Here's the good news:

With my 20+ years of design and branding experience, I'm going to make this part of your wedding planning simple, fun, and absolutely not overwhelming.

Most brides feel stuck because no one ever taught them the basics — things like choosing the right fonts, pairing colors, using white space, or making a layout feel clean and professional.

Once you understand these design foundations, everything changes.

Inside this course + workbook, I'll guide you step-by-step through creating your own wedding brand board and designing pieces that look polished, cohesive, and totally wedding-worthy. (Even if you've never designed anything before)

You're in the right place.

Let's make your DIY wedding look effortlessly beautiful.

Sammi

# **module 1**

## **Design Basics**

- ◆ Your Elements
- ◆ Build Your Brand Board

# **module 2**

## **Canva Basics: Step-by-Step Guide**

- ◆ Creating Your Design

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## **What You Need to Know About Printing**

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## **Postage**

- ◆ Avoid Surprise when Mailing

## **Special Bonus**

### **My k.i.s.s Concept**

# Choose Your Font

## 10 Free Canva Font Pairings

### 1. Playfair Display + Montserrat

Vibe: Modern luxury

Why it works: Playfair's elegant serifs elevate the names while Montserrat keeps the body text clean and sophisticated.

### 2. Cormorant Garamond + Lato

Vibe: Romantic & refined

Why it works: Cormorant has beautiful, delicate curves. Lato brings balance with simple readability.

### 3. Libre Baskerville + Poppins

Vibe: Soft, timeless, modern

Why it works: Libre feels classic without being old-fashioned, while Poppins adds a smooth, modern finish.

### 4. Cinzel + Open Sans

Vibe: Formal / traditional wedding

Why it works: Cinzel gives a regal engraved feel. Open Sans tones it down so the design still feels fresh.

### 5. DM Serif Display + Raleway

Vibe: Elegant glam

Why it works: DM Serif Display instantly looks high-end; Raleway adds an airy, minimal contrast.

# Choose Your Font

## 10 Free Canva Font Pairings

### 6. Tenor Sans + Great Vibes

Vibe: Minimal with just a hint of script

Why it works: Tenor Sans is modern & clean, while Great Vibes adds soft romance for names or headings.

### 7. Gilda Display + Source Sans Pro

Vibe: Editorial, soft, upscale

Why it works: Gilda is feminine and elegant. Source Sans Pro keeps the details simple and readable.

### 8. Quattrocento + Quattrocento Sans

Vibe: Cohesive + timeless

Why it works: A perfect built-in pairing — serif for elegance, sans-serif for structure. Everything stays balanced.

### 9. Abril Fatface + Lora

Vibe: Bold modern romance

Why it works: Abril Fatface creates a statement header while Lora adds a soft, classic feel to the supporting text.

### 10. Noto Serif + Noto Sans

Vibe: Clean, modern, perfectly polished

Why it works: These sister fonts were designed to pair — simple, structured, and universally beautiful for any wedding style.

# Find Your Colors

Determine Your Colors:  
Choose 2-3 Colors

## ***Here are Some Colors Ideas to Help when Starting:***

Type the number into the color box to find the color in Canva

### 1. Soft & Minimalist

- Main Color: Soft Sage (#A3B899)
- Background Color: Off-White (#F7F7F7)
- Accent Color 1: Warm Beige (#E4D7C5)
- Accent Color 2: Charcoal Gray (#4A4A4A)

### 2. Bold & Modern

- Main Color: Electric Blue (#007BFF)
- Background Color: Light Gray (#F1F1F1)
- Accent Color 1: Bright Yellow (#FFD700)
- Accent Color 2: Deep Navy (#1C2833)

### 3. Clean & Professional

- Main Color: Navy Blue (#2C3E50)
- Background Color: Light Ice Blue (#ECF0F1)
- Accent Color 1: Cool Gray (#95A5A6)
- Accent Color 2: Mustard Yellow (#F39C12)

### 4. Earthy & Natural

- Main Color: Terracotta (#E2725B)
- Background Color: Warm Sand (#F5F0E1)
- Accent Color 1: Olive Green (#6B8E23)
- Accent Color 2: Charcoal (#333333)

### 5. Playful & Vibrant

- Main Color: Coral (#FF6B6B)
- Background Color: Soft Mint (#E8F5E9)
- Accent Color 1: Sunny Yellow (#FFCC00)
- Accent Color 2: Aqua Blue (#00BFA5)

# Additional Color Resources

## Canva Color Wheel:

Pro-Tip: If you have a specific color you want to use but do not know which colors to pair with it; take advantage of this tool.

[Click here](#) and follow the simple steps

## Hex Color Guide

Pro-Tip: If you have a specific color and want to use the same shades or tints of that color to create your design this is a great tool.

[Click Here](#) and at the top of the type in your HEX number and press the button “Get Info” you will find variation of your color.



# Your Wedding Board

Use this page to write down your specific fonts and colors so you have as a reference guide when you are creating your other wedding items.

## Your Fonts

**Write Your Fonts Here:**

**Heading** \_\_\_\_\_

**Body** \_\_\_\_\_

**Accent** \_\_\_\_\_

## Your Colors

**Write Your Colors Here:**

**Background** \_\_\_\_\_

**Main (Text)** \_\_\_\_\_

**Accent** \_\_\_\_\_

# *module* 2

## ***Canva Basics***

### **Step-by-Step Guide:**

#### ***PRO-TIP: Organize Your Content***

Before jumping into Canva, make sure you have all your information typed in a Word document; this will make creating your invites easier.

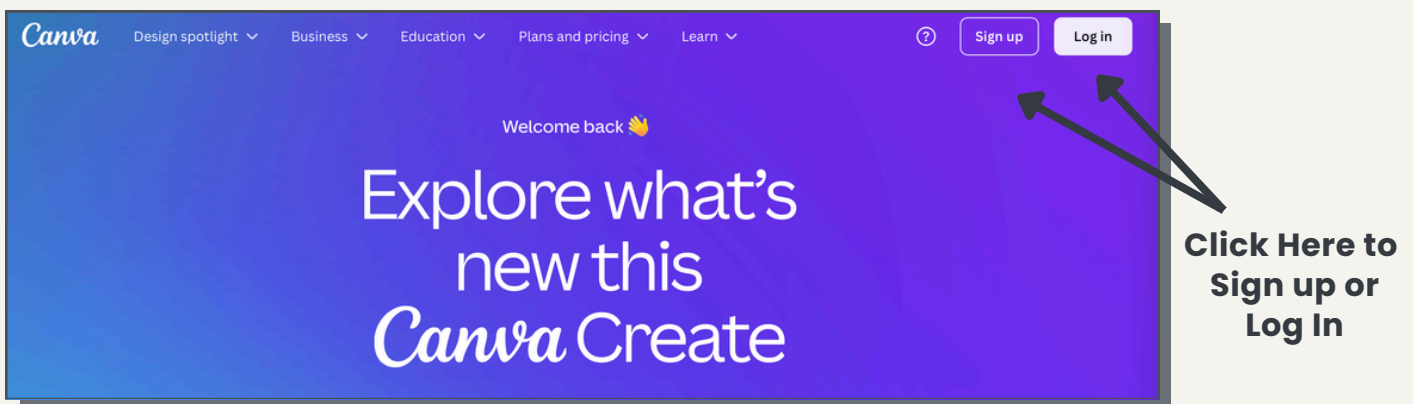
Having all your text proofed and ready make setting up your items simply because you can cut and past.

- ✓ Have your invite text determined
- ✓ Have location, specifics, rsvp text etc

## STEP 1: CREATE A CANVA ACCOUNT | SIGN IN

If you haven't already, create a free Canva account at [www.canva.com](http://www.canva.com) or sign in to your account.

Pro-tip: start with the FREE version more than likely you will have access to all the features you need to start. There are more than enough free fonts and images as a beginner designer.



## STEP 2: CREATE YOUR WEDDING INVITATION

You are going to start by searching for templates. In the search bar you can be specific. You can add descriptive words like: winter, fall, summer, rustic, beach etc

This is where you will search for all your templates whether your invitation, save the date, menu card, rsvp card etc.

The screenshot shows the Canva search interface with the heading "What will you design today?". Below the heading are three buttons: "Your designs", "Templates", and "Canva AI". A search bar contains the text "winter wedding invitations". Below the search bar are two dropdown menus labeled "Category" and "Style". An arrow points from the search bar to the text "can can type word to describe your wedding 'beach' 'elegant' 'rustic' etc". Another arrow points from the "Templates" button to the text "Type here what you are looking for."

With the Free Version you will see both free & paid templates. (Paid templates have a crown in the corner)



## STEP 3: CHOOSE A TEMPLATE

**Dark Navy Blue Snow Pattern Winter Wedding Invitation**  
Portrait

Invitation (Portrait) • 5 × 7 in

By [Canva Creative Studio](#) [Follow](#)

**Print with Canva**  
Paper type

**Premium paper**  
A thick and durable paper choice to make a lasting impression. (216-270gsm)

**Deluxe paper**  
Our superior paper choice, for both quality and strength. (300-350gsm)

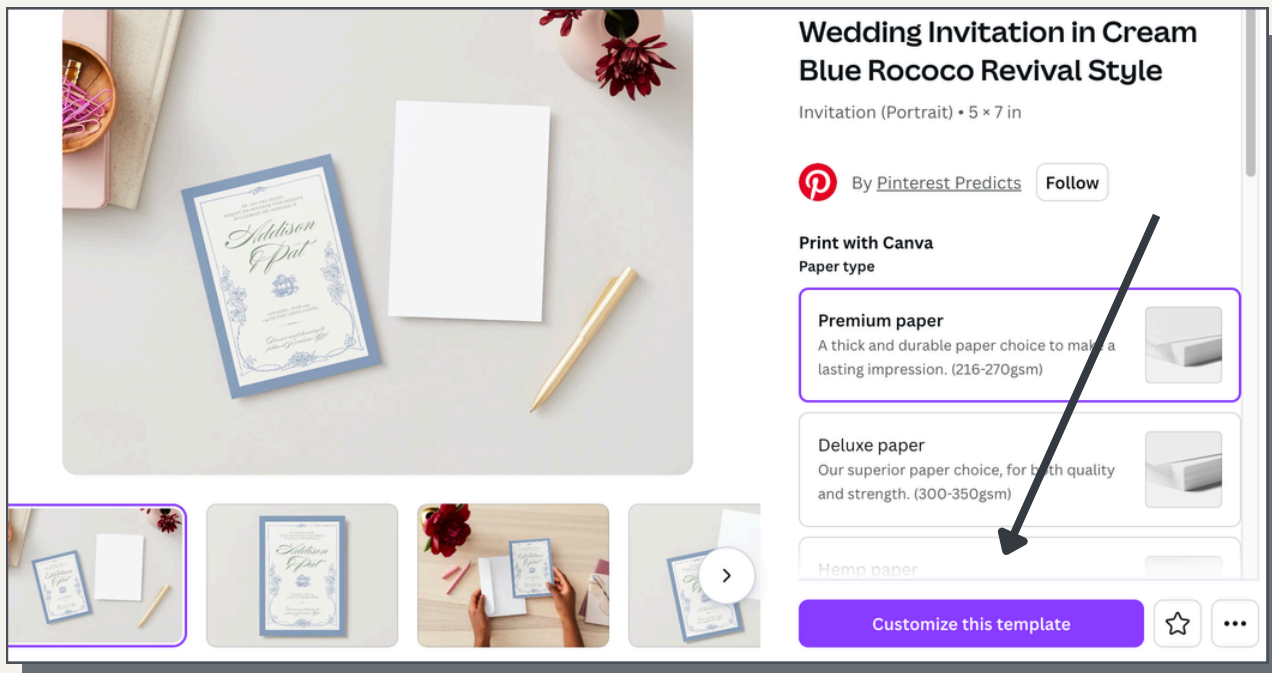
[Customize this template](#) ☆ ⋮

**More like this** ←

**This is a great to look at more options**

Scroll through additional options until you find the design you are looking for.

Now that you have chosen your template Click Customize this Template Button



**STEP 5: COPY & PASTE YOUR CONTENT FROM WORD TO CANVA**

Now, start adding your content to your item(s).

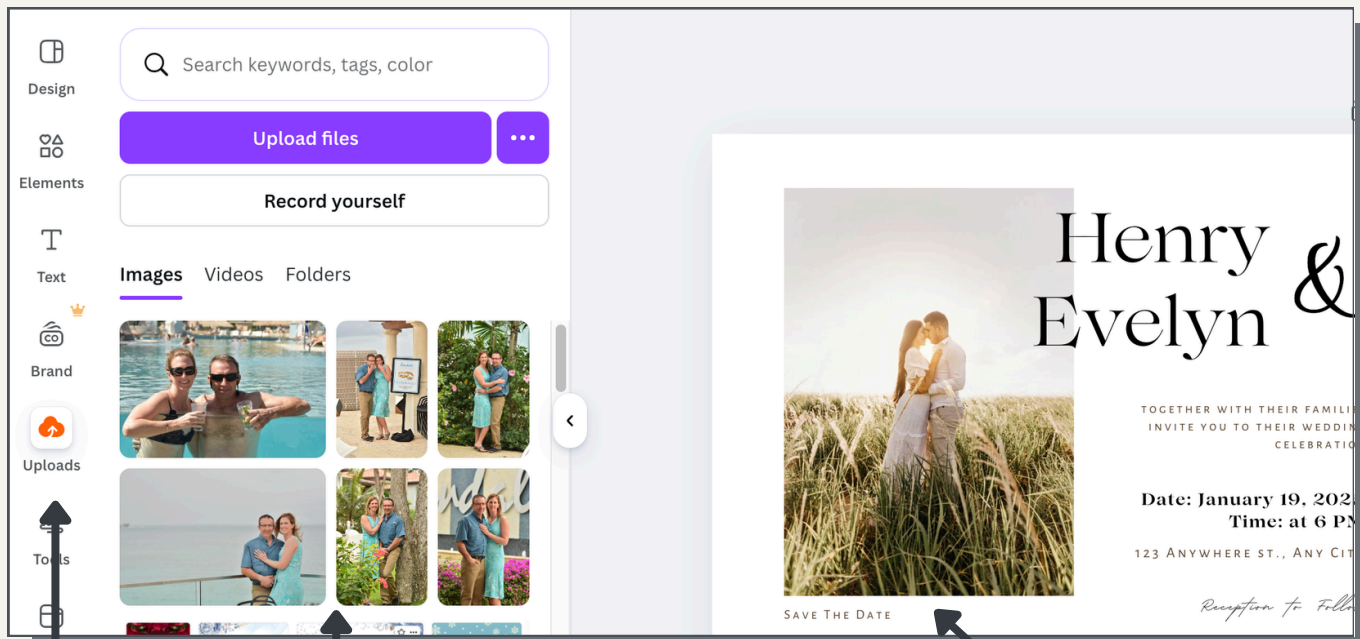
Copy & Paste from your word document.

If you are using an engagement photo on the back of your invitation or on your save the dates few different photo options ready once you start designing you might want to try different options.

## UPLOAD YOUR PHOTOS

Option 1: Click “Upload Files Button and follow the prompts.

Option 2: Click & Drag Your Photos to Uploads on Right Bar to Add to your Photo Library. Or Click Upload Button & Find File on Computer.



Uploads

Your Photos Will Show up Here.

This box is “Frame”

### TO ADD YOUR UPLOADED PHOTO TO YOUR DESIGN

You will click and hold on the image you want to add to your design and drag it over the “Frame” when you see the image “pop” into the frame release the mouse button.

To add your own Frame - Click on Elements Tab and Type in Frames in the Search Bar.

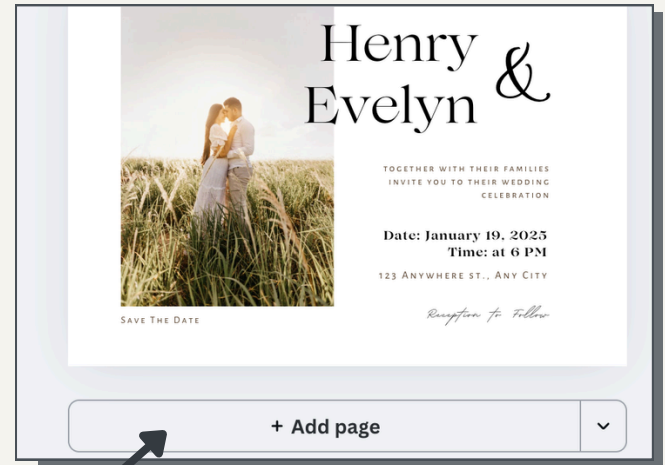
There are many shapes you can use.... *don't be afraid to be Creative!*

## SPICE UP YOUR INVITATION

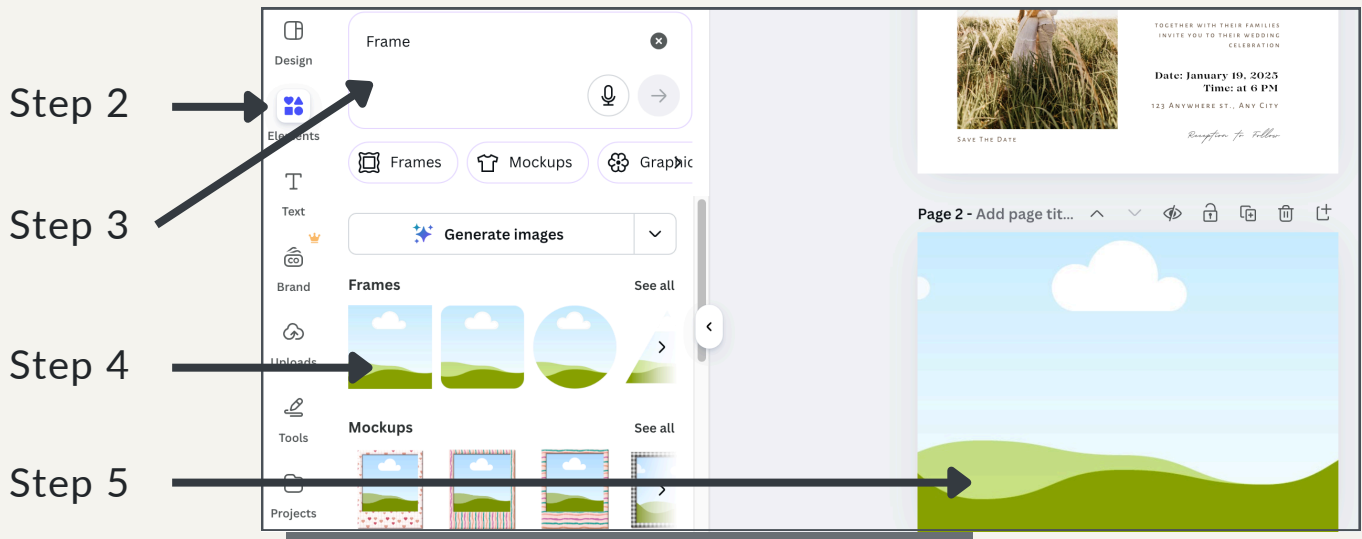
Many Invitations are 1 sided, a simple way to dress up your invite is to add a photo to the back.

Here are the steps:

- 1) Press add Page
- 2) Add a Frame by Pressing Elements
- 3) Type Frame into the Search
- 4) Choose the Square Frame
- 5) Click & Drag to the Page.  
Resize to the size of the page



Step 1



Then you are going to drag and drop your photo from your uploads to the frame.

Follow the steps below to resize and adjust your photo.

If your photo is going to go to the edge make sure to make your frame larger than the page and adjust your photo accordingly.

## ADJUSTING YOUR PHOTOS & FRAMES

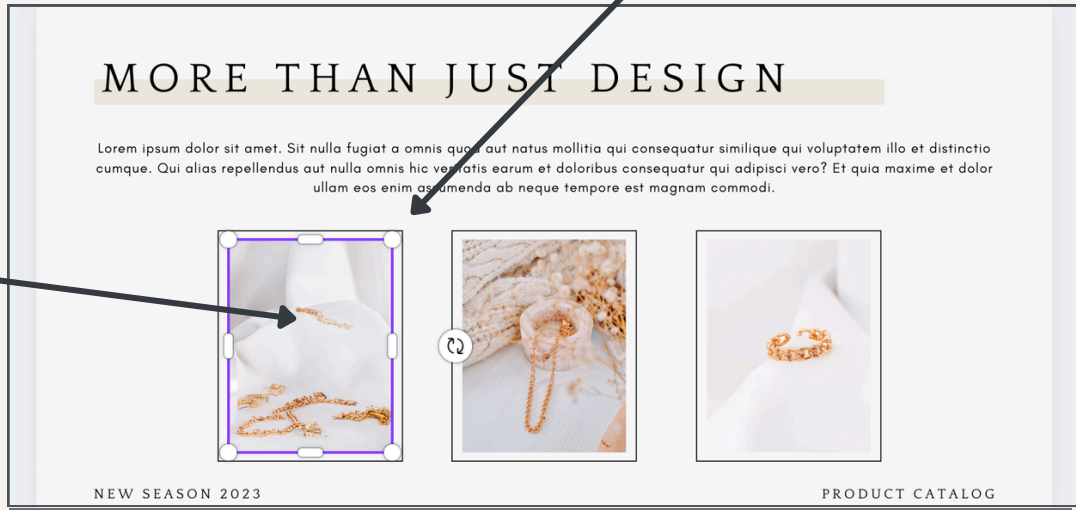
Step 1: Once you have your Photo in the Frame

Step 2: Adjust the Size of the Frame or Resize the Photos

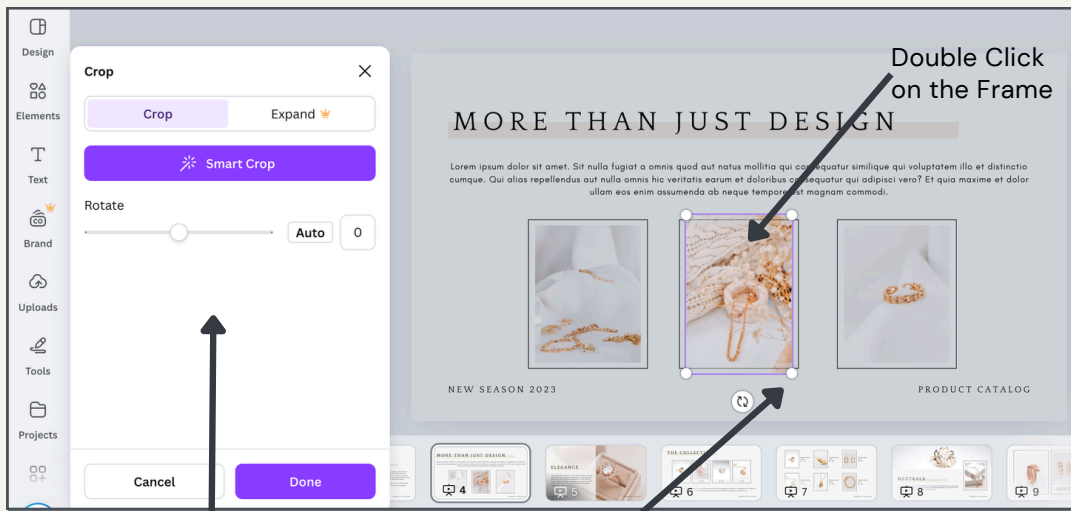
### RESIZE PHOTO

To Keep the Perspective Click on the circle in the corner and Press the Shift Key & drag to the size you want

Click on Photo to Resize



### RESIZE FRAME & PHOTO



This Box will Show on the right

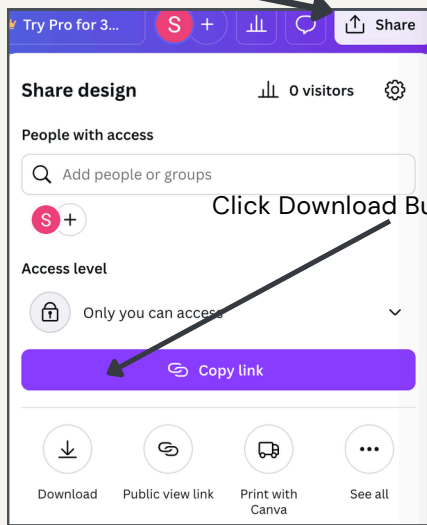
Increase the Size of the Image Press on the Corner Circle and Drag to the Size you Want.

Move cursor over image & cursor will be a cross press & hold the image to what you want to show in the frame. Press Return!

## STEP 8: EXPORT YOUR FILE

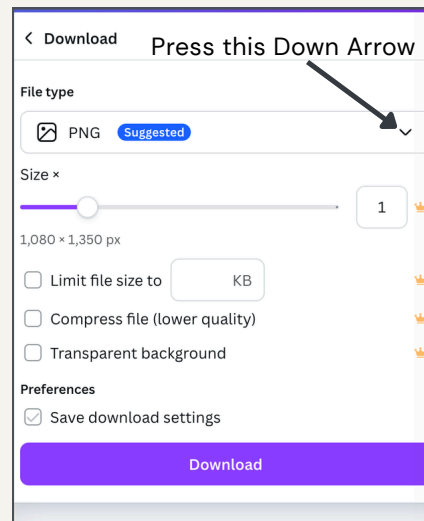
When downloading your file you want to make sure you choose the correct option. If you are emailing your Save the Dates You want to choose PNG and for all of your printed items choose PDF.

Click Share Button



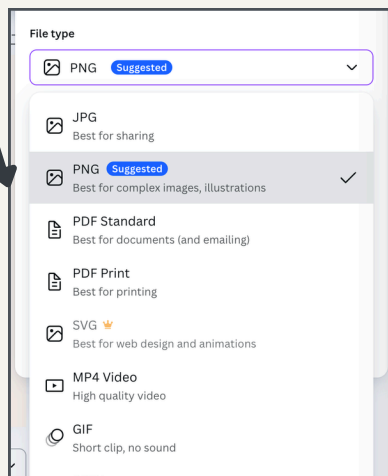
Click Download Button

This Box will Pop Up Next

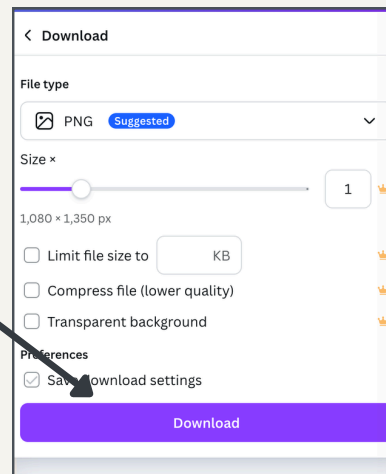


You will see this Dropdown

Choose the File Type



Press Download



## STEP 9 FIND YOUR FILE

Your File will show up in your Downloads Folder!

# *module* 3

## ***What You Need to Know About Printing***

**Designing your wedding invitations is only half the process.**

*Printing is where your invites come to life – and a few smart choices here can save you money, time, and headaches.*

**This section will walk you through:**

- Choosing the right paper
- Online printers vs. local printers
- Common printing mistakes to avoid
- Postage costs you need to plan for before you print

# Choosing the Right Paper (This Matters More Than You Think)

Paper matters more than most brides realize.

It affects how your colors look, how your invites feel, and even how much you'll pay to mail them.

## Common Paper Types

- Smooth cardstock – Clean, modern, great for photos and simple designs
- Textured cardstock – Feels elegant, but can soften fine details
- Cotton paper – Thick and luxe, but more expensive
- Recycled paper – Eco-friendly with a natural look



# Your Paper Breakdown

Your design can look amazing on screen; but paper is what makes it feel real.

The right paper affects color, clarity, weight, and even postage. This page helps you choose paper with confidence, not guesswork.

You can use different weight papers for your wedding suite, for example the actual invitation can be printed on a thicker paper with the RSVP card, Information Cards and Menus on a lighter weight.

## *Guide to Standard Paper Weights*

Paper weight is measured in pounds (lb).

Heavier paper feels more luxe, but it can raise postage costs.

### Common Wedding Stationery Weights

- 80–100 lb – Lightweight, best for inserts or programs
- 110 lb – Most popular for invitations (great balance)
- 120–130 lb – Thick and premium
- Cotton paper – Often thicker, soft feel, higher cost

💡 Designer Tip: 110 lb cardstock is the safest choice for DIY brides.



# Paper Finishes & Textures (What They Actually Mean)

*Not All Paper Feels or Prints the Same.*

## **Smooth (Untextured)**

- Clean and modern
- Best for photos and detailed designs
- Colors print crisp and clear

## **Linen**

- Subtle woven texture
- Elegant but can soften fine details
- Not ideal for small text or photos

## **Uncoated Paper**

- Soft, natural feel
- Ink absorbs into the paper
- Colors may look softer or slightly muted

## **Coated Paper**

(Coating helps ink sit on top of the paper instead of soaking in)

- C1S (Coated One Side)
  - One side coated, one side uncoated
  - Great for menus or programs
- C2S (Coated Two Sides)
  - Both sides coated
  - Best for photos and bold colors

# Photo Quality Matters (Avoid Blurry Prints)

Printing requires high-resolution photos. Beware your low resolution photos could look fine on your computer but print blurry.

*If a photo looks fuzzy when printed, it's usually the file...not the printer.*

## Do NOT Use These for Printing

- Screenshots
- Photos saved from Instagram, Facebook or a website
- Photos sent through text messages

These files are compressed and will print blurry.

## What You Can Use Those Photos For

- Your wedding website
- Email invitations
- Digital save the dates

Screen use is totally fine — printing is different.

## Best Photos for Printing

- Original files from your photographer
- High-resolution downloads
- Files that haven't been resized or compressed

*When in doubt, assume it won't print well and ask.*



# File Types to Download

(Choosing the right file type avoids most printing issues.)

## ***For Printing (Always Use This)***

PDF – High Resolution

- Best quality
- Preserves layout and fonts
- Preferred by all printers

## **For Email or Digital Use**

PNG

- Great for electronic invites
- Perfect for emails and wedding websites
- Not ideal for professional printing

## **Avoid for Printing**

- JPG from social media
- Screenshots
- Low-resolution downloads



# Online Printers vs. Local Printers

(Both options can work; the key is knowing the trade-offs.)

## Online Printers (Like Vistaprint, Zazzle, Canva Print)

### Pros

- Easy to use
- Budget-friendly
- Fast turnaround

### Things to Watch Out For

- Colors may print differently than what you see on screen
- You don't get to touch or see the paper before printing
- Limited paper choices
- No press proof before everything is printed

### Online printers are great for:

- Save the dates
- Day-of items
- Simple invitation designs



## Local Printers

### Pros

- You can see and feel the paper first
- Better color control
- Press proofs let you approve everything before printing
- More guidance from a real human

### Things to Consider

- Usually more expensive
- Longer turnaround time

### Local printers are ideal for:

- Full invitation suites
- Custom colors
- Thick or specialty paper
- Brides who want peace of mind

### What Is a Press Proof?

A press proof is a real printed sample on your actual paper.

You'll see:

- Exact colors
- True photo quality
- Paper texture
- Spacing and alignment

It may cost a little extra – but it removes all surprises.

This is the best way to know exactly what you're getting before everything is printed.

## More Things to Know About Printing

**A little planning here saves money and stress ... later.**

*What looks perfect on your laptop can print very differently on paper because screens use light. Printers use ink.*

- Photos may print darker or softer
- Bright colors can shift
- Whites may look cream or gray
- Fine details may lose sharpness

**Common Printing Mistakes to Avoid**

- Designing first and checking postage later
- Using square envelopes without budgeting for extra postage
- Printing on dark paper with light ink (hard to read)
- Skipping test prints
- Ordering too few extras

***Final Tip Before You Print!*** (no matter where you print if possible):

- Order a sample
- Test one full invite
- Check weight and size at the post office

***This is why press proofs from a local printer are so valuable.***

# Use These Sizes for Easy Printing & Mailing

Remove the guesswork. Stick to these sizes and you'll avoid most printing and postage issues.

## *Standard Sizes (Use These!)*

Invitation - 5 x 7 inches

- Most common invitation size
- Fits standard envelopes
- Safest option for standard postage

RSVP Card - 3.5 x 5 inches

- Fits RSVP envelopes perfectly
- Easy to design and print
- Keeps return postage simple

Details Card - 4.25 x 5.5 inches

- Great for accommodations, travel, or weekend events
- Fits inside a 5 x 7 invitation envelope

Menu Card - 4 x 9 inches

- Slim and elegant
- Great for table settings

OR

5 x 7 inches

- Works well for place settings or signage

Program - 5.5 x 8.5 inches

- Half-sheet size
- Easy to hold and read
- Budget-friendly to print

These sizes fit standard envelopes and standard postage when done correctly.

# Important Postage Notes (Read This!)

## ***Avoid Surprises Once Your Invites are Printed and Ready to Mail!***

Bring one finished invite to the post office before printing everything and ask for a postage estimate!

On a wedding budget here are a few simple things to keep in mind before designing your wedding suite

- **Rectangular envelopes are cheapest**
- **Square envelopes cost more to mail**
- **Thick paper, wax seals, or layered suites add weight**
- **Weight + size = higher postage**

# k.i.s.s. concept

I will never forget the words my Dad instilled in me: ***“Keep it Simple Sam”***

When it comes to designing your wedding package, keeping it simple is your secret weapon.

Clean fonts, a clear color palette, and plenty of white space will instantly make your invitations feel elegant and professional without the stress of overthinking every detail.

Simple design not only looks timeless, it also makes the whole process easier, faster, and way less overwhelming.

When you focus on the basics, every piece you create works together beautifully... and your wedding brand feels cohesive, intentional, and effortlessly stunning.





## You Did It, Beautiful Bride

As you wrap up this guide, I want you to take a moment and celebrate something big:

***You just stepped into the world of design – and you didn't let it overwhelm you.***

Most brides never get this far because they assume DIY design is too confusing, too technical, or too time-consuming.

But you showed up.

You learned the basics.

You took the first steps toward creating a wedding that looks and feels like you.

And that matters.

With the foundations you've learned, from understanding fonts and colors to using white space with confidence. You now have everything you need to start building a cohesive, beautiful wedding brand that carries through every piece you design.

***And remember this:***

You don't have to be a designer to create something stunning.

You just need the right guidance... and you have that here.

My 20+ years in design weren't meant to make you feel behind – they're here to lift you up, simplify the process, and help you feel capable every step of the way.



I'm cheering for you, always.

Here's to a wedding that looks beautiful, feels personal, and tells your story in every detail. You've got this; and I'm right here to help you bring it all to life. 💍

Don't worry; I am here for you.

Feel free to email me direct with questions at [swood@whynotwithsam.com](mailto:swood@whynotwithsam.com).

*Sammi*

