

## Says

What have we heard them say? What carrye in a gime them saying?

design

consider the ttheme of your event

pick the right size **Thinks** 

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



vibrant images and colors are inviting

An ivitation should answer he important question (what ,where,when)

use attractive color combination



personalised invitation

Short summary of the persona

standard invitation size is 5"\*7" or 10"\*14"

most invitation cards are printed on 100#-110#cover weight

mention the event time, date and place

Does

What behavior have we observed? What can we imagine them doing?

birthday,wedding,baby shower, graduation

an invitation card conveys the overall tone of the event they are invited to

It is a little thicker than a standard book paper

**Feels** 

ars, frustrations, and anxieties? might influence their behavior?

See an example