



Rooted in tradition. Designed with intention.

The Story Behind the Heritage Collection

There was a time when wedding stationery was more than an announcement.

It was an expression of craftsmanship.

Long before digital templates and online marketplaces, invitations were thoughtfully designed, carefully printed, and created to become keepsakes. Typography mattered. Proportion mattered. Every detail served a purpose.

As a professional graphic designer, I have always believed those principles still matter today.

For more than twenty-five years, my career has taken me through branding, publishing, packaging, web design, and custom wedding invitations. Throughout that journey, one belief has remained constant. Great design is never accidental. It is built on thoughtful composition, exceptional typography, and timeless design principles that continue to endure long after trends have faded.

When I returned to the wedding stationery industry, I noticed something had changed.

Many invitation templates had become increasingly trend driven. Beautiful designs certainly existed, but too often they began to feel interchangeable. The same florals, the same layouts, and the same typography appeared again and again.

Rather than asking what was popular, I asked a different question.

What made the world's great stationers timeless?

That question became the foundation of the Heritage Collection.

I began looking back to the work of legendary stationers whose names have represented excellence in fine correspondence for generations. Their work shared a common philosophy. It was never about decoration alone. It was about balance, restraint, proportion, typography, and craftsmanship working together to create something elegant and enduring.

The Heritage Collection is not a reproduction of their work. It is my interpretation of the design principles that have made fine stationery timeless.

Every collection begins as an original graphic design project. Many of the signature titles are individually created as custom typographic artwork, giving each suite its own distinctive personality. Every layout is carefully considered to create harmony, readability, and elegance before it is transformed into a fully editable Canva template.

My goal was never simply to create another collection of templates.

It was to give couples an alternative.

An alternative to expensive custom commissions.

An alternative to trend-driven designs.

An alternative that offers the feeling of bespoke stationery while remaining accessible to modern couples.

The Heritage Collection is designed for couples who appreciate exceptional design and believe their wedding stationery should feel as meaningful as the celebration itself.

At Patti & Hank, we believe beautiful design should never be defined by trends.

It should be rooted in tradition, designed with intention, and created to become part of a couple's story.

Patti Meyer
Founder & Creative Director
Patti & Hank