

Made by Unequity: Customised greeting and invitation cards



Congratulations!

As a specialist in the field of Compensation & Benefits messaging, Unequity is all about „good communication“. For companies in a wide range of industries, our job is to always find the right way to turn a good idea into a success.

At Unequity that includes personal communication with our direct contacts at those companies. Since our founding, we have made it a habit to send beautifully designed, personalised cards for special occasions. Whether it's a wedding, a new baby on the way, a move to a beautiful new home or a great new job, we are right there with you – and we enjoy opportunities to give our creativity free rein.

Over the years that passion has developed into an additional area of expertise at Unequity – and it is a lot of fun for us. Our creative minds design individual cards or even entire campaigns that are tailored to the respective opportunities and are produced especially for the event. They can be festive, cheerful or witty.

Do you have a special celebration or event coming up soon? Would you like to send a unique greeting card or invitation? We are happy to take on creative responsibility for you.

Greetings & congratulations

Whether it's a greeting card, a complete creative campaign, a birthday, a wedding or an anniversary, in order to celebrate we put together an individual package designed according to our customer's wishes, suggestions and ideas – or we come up with something completely new. Simple and elegant, or colourful and crazy – there are no limits to the imagination. And our creative team is happy to get started!



Design in all its diversity

When designing our individual greeting cards there are always great opportunities to get creative, from choosing motifs, colours and layouts to matching the text with the right type of paper or finish. It is also a welcome change for us, from Compensation & Benefit communications campaigns for international companies, which often require the perfect implementation of existing corporate design guidelines.



Basteln, ausprobieren, kleben – hier schlagen unsere kreativen Herzen höher!

It's all a question of technology

Card 1

What do new parents always need? Nappies, onesies and patience! With great attention to detail, the baby's first onesie can become its own greeting card, equipped with real snaps.

Card 2

Hooray, they're twins! The special „altar“ folding technique, where two card sides fold over one another to display the double happiness – and both new-borns get their fair share of the attention.



1.



2.





A wedding campaign for art lovers

This extraordinary wedding invitation is discreet and elegant in its choice of material, colour and typography, and it has a very special effect thanks to a work of art by Deniz Hasenöhrl and Ángel Barroso Crespo. Every card is accompanied by an original print of the limited edition „Life Dance“. This special gift allows the future couple to share their anticipation of the wedding celebration – along with their great love of art – with friends, acquaintances and relatives right on the invitation.

An interesting little element that is found in the etching was used as a unique icon on the different components of the invitation and party decorations – either printed, stamped or embossed.

Elements:

- wedding party invitation
- advertisement
- church newsletter
- wedding menu
- place cards
- thank you card





Pink Wedding!

Does the bride have a wish? Yes: Pink! And pink! An elegant personal logo was developed for the extensive decorations of a wedding celebration – from the invitations and menus to the stickers and coasters. The favourite colour was used lavishly. With such a bold choice, a radiant, festive white is the ideal contrast for the perfect wedding look! The design was refined with a matt, high-quality paper and a playful satin bow. To perfect the colourful ensemble, the wedding couple also wanted their guests to follow the „dress code pink“ – whether it was lipstick, a bow tie or pumps.

Elements:

- wedding/reception invitation
- RSVP card
- sticker
- church leaflet
- wedding menu
- place cards
- thank you cards
- photo book



Unequity Christmas campaigns

Since it was founded, Unequity has combined Christmas greetings with a charity idea at the end of every year. We regularly support projects that appeal to us – and we like to come up with campaigns involving friends, acquaintances and customers.

We then add a variety of response element to the cards to get the recipients into a sort of dialogue – for example with an invitation to share their best biscuit recipes. For every response we receive, we make a donation to the project selected.

The campaigns are always very well received. Thanks to the numerous responses from our customers and partners as well as donations from several participants, we have been able to pass on very commendable amounts of money on several occasions.



So what can we do for you?

Are you looking for a great invitation idea? Do you want to send someone a special congratulations card? Do you want very personal but professional communications for your wedding planning? Get in touch with us – we look forward to your request!



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