



The **FIND YOUR** *wedding style* **WORKSHEET**

DO WE WANT THE WEDDING TO BE MORE TIME-HONORED AND TRADITIONAL, OR MORE FRESH AND FORWARD-THINKING?:

HOW WOULD WE DESCRIBE OUR INTERIOR DESIGN STYLE AND/OR FASHION SENSE?:

WHAT ARE OUR HOBBIES AND/OR PASSIONS? DO WE WANT TO INCORPORATE THEM INTO OUR WEDDING SOMEHOW?

ARE THERE ANY UNIQUE ASPECTS OF OUR PERSONALITIES, CULTURE, AND/OR RELATIONSHIP THAT WE COULD CREATIVELY WEAVE THROUGHOUT THE DESIGN?:

WHAT PHOTOGRAPHY STYLE APPEALS TO US MOST? DO WE WANT OUR WEDDING PHOTOS TO BE LIGHT AND AIRY, VIBRANT AND COLORFUL, DARK AND MOODY?:

WHAT SEASON WILL WE GET MARRIED IN? DO WE WANT TO INCORPORATE A SEASONAL COLOR PALETTE OR DÉCOR?:

WHAT DO WE WANT OUR GUESTS TO SAY ABOUT OUR WEDDING ONCE IT'S OVER? WHAT DO WE WANT THEM TO REMEMBER MOST?:

notes



Keywords

COME UP WITH A SHORTLIST OF KEYWORDS TO INFORM YOUR WEDDING DESIGN AND PLANNING DECISIONS MOVING FORWARD:

Here are some examples to get your creative juices flowing. Circle the ones that appeal to you:

Adventurous	Cozy	Fun	Lighthearted	Outdoorsy	Travel-inspired
Artistic	Eclectic	Glamorous	Lush	Romantic	Trendy
Boho	Edgy	Handmade	Minimalist	Rustic	Unique
Casual	Elegant	Inclusive	Modern	Simple	Vintage
Classic	Energetic	Intimate	Offbeat	Stylish	Welcoming
Colorful	Fancy	Joyful	Organic	Traditional	Whimsical

NOW GO BACK THROUGH YOUR ANSWERS ON THE PREVIOUS PAGES.
CIRCLE ANY WORDS THAT YOU SEE REPEATEDLY, AS WELL AS THE WORDS THAT BEST DESCRIBE HOW YOU WANT YOUR WEDDING TO LOOK AND FEEL:

Write those words here:

PARE DOWN THE WORDS ABOVE TO 5-10 DISTINCT AND INTENTIONAL WEDDING KEYWORDS. WRITE THEM DOWN HERE:

Our Wedding Keywords

imagery

SIT BACK AND REALLY THINK ABOUT YOUR WEDDING KEYWORDS. WHAT IMAGES OR FEELINGS DO YOU GET FROM THINKING ABOUT THEM? WHAT COMES TO MIND? JOT DOWN A FEW IDEAS HERE:

Now that you've gained some clarity by identifying your wedding keywords, head on over to Pinterest and save the images that align with your list.

PINTEREST TIPS:

- ☐ If you've already been pinning like crazy, filter out any pins that *don't* fit your chosen words. *(Doing this will help you curate a focused collection of images.)*
- ☐ Don't limit yourself to pinning strictly wedding photos! Pin ALL kinds of images. *(Include patterns, textures, typography, interior design, flora + fauna, or imagery that makes you feel a certain way...it's all fair game!)*
- ☐ Do you already have a color palette you really love? Make sure to pin things with those colors so they get incorporated into your mood board.

A FEW QUESTIONS TO ASK YOURSELVES AS YOU COLLECT IMAGES:

What images showcase the FEELING we want our wedding guests to experience?

What colors do we vibe with?

What are some design styles or elements that we gravitate toward?

What are some fonts that feel like our wedding style?

mood board

A mood board is a collection of images, typography, patterns, etc. pieced together in a cohesive collage. Making one for your wedding will be a huge help—not only for you, but for your vendors as well.

TO DO FOR YOU:

- ☐ Head over to Canva and choose from one of their free mood board templates! *(You can also use design software like Adobe, of course.)*
- ☐ Drag and drop around 10 photos to add to your wedding mood board. *(Choose images that not only coordinate with each other, but that you also love and feel represent your ideal wedding.)*
- ☐ Remember that your mood board does NOT have to be perfectly matchy-matchy. *(Though you do want the overall look to be cohesive.)*
- ☐ Once you've curated your initial wedding mood board, take a step back and look at the full picture. *Ask yourselves...*

Do the images in the mood board jibe with each other? Are the colors pretty consistent? Does it evoke the overall feeling we're going for? Do we love it?! *Then you're good to go!*

colors + fonts

Pick the colors in your mood board that resonate with you most, and that coordinate well with each other. Use a “color picker” to find the HEX codes or CMYK codes for consistency across digital and print.

COLOR CODES:

#	#
#	#

Decide upon 2–3 fonts that you really love. We recommend a strong heading font, an easy-to-read body font, and a fun or fancy accent font. List your choices here:

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brand your wedding

With your color palette, inspiration board, fonts, and keywords to guide you, you can bring your wedding "brand" to life. The opportunities to customize your event are endless, but here are a few places to start:

BRING YOUR WEDDING STYLE TO LIFE BY "BRANDING" YOUR WEDDING:

- | | |
|--|---|
| <input type="checkbox"/> Wedding Website | <input type="checkbox"/> Photo Booth Printouts |
| <input type="checkbox"/> Save The Dates + Invitations | <input type="checkbox"/> Favor Bags / Stickers / Tags |
| <input type="checkbox"/> Other Paper Goods including Ceremony Programs or Menu Cards | <input type="checkbox"/> Wedding Cake / Desserts |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Even the color or name of your Signature Cocktail! |
| <input type="checkbox"/> Table Numbers | |
| <input type="checkbox"/> Table Linens | |
| <input type="checkbox"/> Place Settings / Place Cards / Escort Cards | |

Pro Tip: A wedding planner can absolutely help bring your wedding mood board to life. If you really want a certain aesthetic for your event but don't feel you have the design chops, seek out a planner or event designer with swoon-worthy style.

Last Tip? Stay Consistent!

The whole point of this worksheet is to keep your design cohesive and your mind focused. Once you decide upon your elements, don't second guess yourself or fall victim to shiny object syndrome. You did the work upfront to make intentional decisions—so trust the process and enjoy the beautifully-branded wedding results!

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