



Down The Aisle

WEDDING SPECIALISTS



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THE COMMUNICATION SUITE

Time to start working on the invites, website and stationary items. Naturally, we want our designs to align with our wedding style and color palette. This is where having pantone numbers is super helpful as you can upload the exact coloring into your design software. Don't have them yet, this is a great time to get on that.

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Onto fonts where we recommend something clean + something interesting. Clean is easy to read and used for the informative bits. Our interesting font is where you get to have some fun. Think artistic and eye catching to give your design a touch of flare.

THE CLEAN FONT

THE INTERESTING FONT

One last font to consider is some sort of calligraphy, if you don't already have something like that above. You know, the one that looks like beautiful handwriting.

THE CALLIGRAPHY FONT



THE COMMUNICATION SUITE

Now let's look at save the dates, invitations and your wedding website.

Pro Tip: A spreadsheet is a beautiful thing here. Be sure to create your master tracking document with the following information fields before you send anything out.

- Guest Number / RSVP Card Reference Number
- Guest Full Name + Contact Information
- RSVP Response
- Meal Selection (if planning a plated meal service)
- Dietary Restrictions / General Notes
- Guest Identifier (work crew, family friends, immediate family etc)
- Gift Registry (ie what they gifted you so that you can thank them for it)

This next step focuses on the order and time frame that you will prioritize your communication efforts as well as the format that you will use.

SAVE THE DATES

- WHEN WILL YOU SEND OUT:
- ELECTRONIC OR MAIL FORMAT:

WEDDING WEBSITE

- WHEN WILL YOU HAVE IT PUBLISHED:
- WHAT PLATFORM WILL YOU USE TO CREATE IT:

INVITATIONS

- WHEN WILL YOU SEND OUT:
- HOW WILL YOUR GUESTS RSVP:



THE COMMUNICATION SUITE

Spreadsheets and invites sorted. Let's hit fast forward to event day and think through the different stationary and print items we may want to incorporate. There is no right or wrong here, it depends on you and your event, but in our humble opinion there are a few items we prioritize over others and we marked them with an asterisk*.

To help guide you in your selections we have listed the most common items in the list below. You know the drill. Tick off the ones you want to include and then list them in priority sequence below.

- Reserved Signs for Family Chairs at Ceremony*
- Guest Seating Chart and Table Numbers*
- Event Program / Order of Events*
- Welcome or Directional Sign
- Escort / Place Cards for Guest Seating
- Signage for Food Stations / Dessert Table
- Food and Drink Menus

What signage / print materials will you incorporate?

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CHECKLISTS + HOMEWORK

CHAPTER FIVE CHECKPOINTS

Let's take a quick pause to ensure we have checked off all the To Do items in this chapter. Quick note, we don't have to have our event signage and stationary printed at this stage but we do have to finalize the design, format and printing source.

- Review Wedding Style and Color Palette
- Find Corresponding Pantone Numbers for Wedding Colors
- Decide on Font Styles (Clean + Interesting + Calligraphy)
- Create our Master Wedding Tracking Sheet with Guest Info
- Design, Publish and Send out Save the Dates, Wedding Website + Invitations
- Confirm + Design Wedding Stationary for Event Day

HOMEWORK + NEXT STEPS

We are moving into our favorite phase in wedding planning – personalizing your event. You want your wedding to be a reflection of who you are as a couple and this means adding in those certain details that make the event unique and one of a kind.

- Reflect on who you are as a couple – what makes you unique and special?
- Any highlight moments / photos in your love story that you want to share?
- Brainstorm ideas for your card box, gift table, cake toppers and guest favors
- Begin thinking about song selections for wedding ceremony + family dances
- And of course your vows – will you write your own or go with the classics?



NOTES + TAKE AWAYS

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WEDDING SPECIALISTS

Thank you

WE ARE GRATEFUL AND HONORED
TO BE A PART OF YOUR WEDDING PLANNING



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