



Down The Aisle
WEDDING SPECIALISTS



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LOVE NOTES

DEDICATED TO MY SWEET SWEET SB
I LOVE YOU MORE THAN YOU'LL EVER KNOW



STEP FOUR | WEDDING STYLE + DESIGN

Many couples get a bit stressed out when sorting through the decor phase, and rightfully so. By this time in wedding planning we have created a fairly comprehensive Pinterest board with endless pictures of centerpieces, lighting installations and our preferred color palette. Now we need to translate all that inspiration into a real design plan that suits the venue we have selected as well as the rental options that are available to us, and that is the part that is a bit tricky.

We all have a unique eye for design and our own individual preferences, so for this section we are not going to focus on 'what looks nice' because that will mean something different for us all. Instead we are going to provide you guidance on how to tackle the design process and what elements to focus on as a priority. But first, let's explore a few fundamentals to consider before we dive into decor.

- It all needs to flow together cohesively; each individual element is a part of the whole. Remember less is more and be sure that you invest in pieces that will make an impact.
- Re-purpose wherever you can, especially flowers, and never underestimate the power of fresh greens.
- The secret to creating that perfect ambiance is in the right lighting and the right playlist.
- A color palette will go farther than one or two feature colors, be sure to incorporate texture, organics and font into your design plans. Your floor plan is also a way for you to add visual interest.
- Whatever you take in, you need to take out, and likely that will need to happen at the end of the night.

START WITH YOUR VENUE

Your wedding venue is the backdrop for your big day. Very likely you selected this space because it was in step with your theme and had design features that you absolutely loved, like a view, a majestic fireplace or maybe even vintage furniture. Hone into the elements that make the venue special and anchor your design plans around them; the design features we bring in must feel organic to the space and enhance the property's authentic style.

If you chose your venue because of the incredible view you may want to go with low profile centerpieces so as not to obstruct the windows or take away from the mountainous setting. Maybe it was the brick feature wall that stole your heart and you use it as the backdrop for your sweetheart table. Consider the natural outdoor setting and the season. Fresh greens will pair beautifully anywhere rustic and in the summer months you might opt for wild grasses whereas evergreens would of course fit better in the winter.



NEXT WE HONE IN ON THE FOCAL POINTS

Where will our guests be spending the most amount of time and where is their attention focused? We want to invest in the spaces that have the greatest impact and that will likely be at the end of the aisle during your ceremony and on the dinner tables at the reception celebration. Not only do these features get the most guest exposure, they act as a backdrop, framing many of your wedding photographs and we need to ensure they are a priority. Here are a few ideas on where to focus your design efforts.

- Ceremony arch or flower boxes at end of the aisle will frame you beautifully as you say I Do
- Aisle markers or arrangement at the ceremony entrance; chair ties or floral accent are gorgeous + add color
- Welcome sign is both inviting and decorative, plus guests will know they are in the right place
- Head table against feature wall or a viewpoint with greenery and lights; careful not to block your faces
- Charger plates, centerpieces + table numbers; stationary with interesting font are beautiful design accents
- Feature arrangement on the stage or at the podium to frame guests during toasts + wedding speeches





PLAY UP THE FUNCTIONAL ELEMENTS

These are the items that serve an actual purpose at our wedding, like the seating chart, our welcome sign, the gift table, dinner menus and let's not forget the dessert table and wedding sweets. Adding a little floral here and there or an interesting font can transform these practicalities into design elements so be sure to jazz them up. Ask your florist if you can have all the clippings from your bouquets and centerpieces, they make for great fillers. Upgrading your chairs is another way to elevate the look and feel of your wedding day, with the added bonus that your guests will appreciate the comfort factor.

LASTLY WE ADD IN THE ACCENTS

Now that we have all the essentials covered you can add in the accent pieces if you have room in both your venue and your budget. These could be items like vintage chairs for your sweetheart table, antique glassware or a custom photo backdrop to name a few. We address this last because though these elements add an incredible aesthetic detail, they will not be missed if they are not included, whereas a flop in the essentials could make the space feel awkward or disjointed. A tip here is to create a comprehensive styleboard that includes all your design features; now you can really see how they all play together and ensure nothing is missing before you invest in accent pieces.

DOWN THE AISLE LIBRARY RESOURCES

- [A Glossary of Terms for Describing Different Wedding Styles](#)
- [Guide for Ferns, Grasses + Greenery that Pair Beautifully based on Seasonality](#)
- [A How to DIY your own Centerpieces + Wedding Garland](#)
- [Complete Listing of Decorative Items to Consider at Your Wedding](#)

WEDDING PLANNING

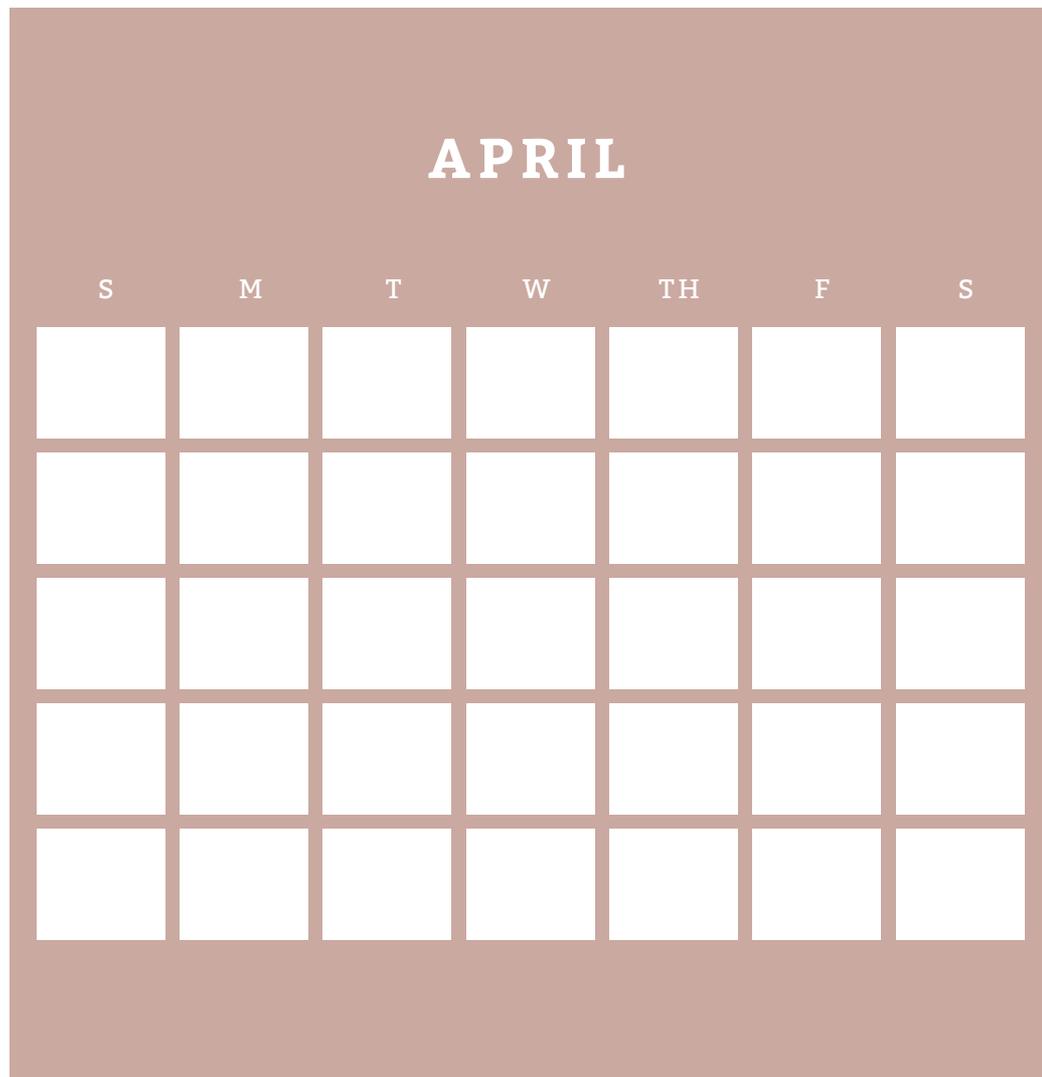
NOTES + TAKE AWAYS

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WEDDING PLANNING

NOTES + TAKE AWAYS

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I don't believe in magic, the boy said. The old man smiled, you will when you see her. - ATTICUS

WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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WEDDING PLANNING

IMPORTANT DATES + PRIORITIES

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Thank
you

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TO BE A PART OF YOUR WEDDING PLANNING



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