

Wedding brochure 2023

Brief:

Design a wedding brochure for a picturesque Cotswold country pub. The brochure should outline details about the venue ready for the 2023 wedding season. The tone and theme of the brochure should reflect its location. The pub is a 17th century building with gorgeous features such as original brickwork and wooden ceiling beams and emulates countryside cool. It's a stunning blend of periodic features against modern details. The brochure needs to reflect and highlight these elements. The venue itself is fairly new to the wedding industry but it's important to sound professional and cover plenty of information whilst offering a personable and independent touch (this is not a chain pub).

Design:

I have chosen a pastel colour theme to match the romantic wedding occasion. The pub's website boasts dark grey, black and orange colours; to adapt this to the correct style we will use a pale orange theme running behind dark grey/black text. This will capture the identity and style of the pub whilst maintaining the correct tone of a wedding brochure. An elegant, yet easy to read font will be chosen, this will keep the pages light and spacious; it's important to have all of the information on the page without it appearing overcrowded. Images of the building and past events will help to capture the essence of a warm and welcoming quintessential country pub whilst keeping the pages looking romantic and engaging. Each page will cover information about the building alongside price guides and extra details.