

## - CLIENT -

# Weddings by KARA

Weddings by KARA is one of Europe's leading wedding photography businesses and they required a complete site and brand redesign. The brand image is luxurious, classic elegance and I chose imagery and colours that emphasized those attributes.

## - GOAL -

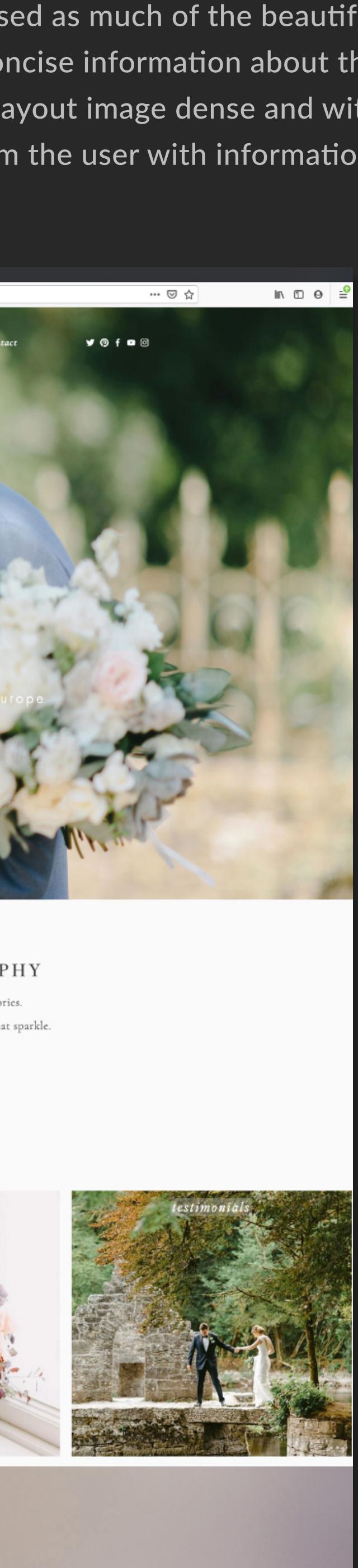
To create a visually arresting, elegant website that showcases luxury wedding photography.

## - FEATURES -

CMS (Customised Squarespace), Galleries, Integrated Blog, Multiple Information Pages, a Contact Page & an integrated Instagram feed.

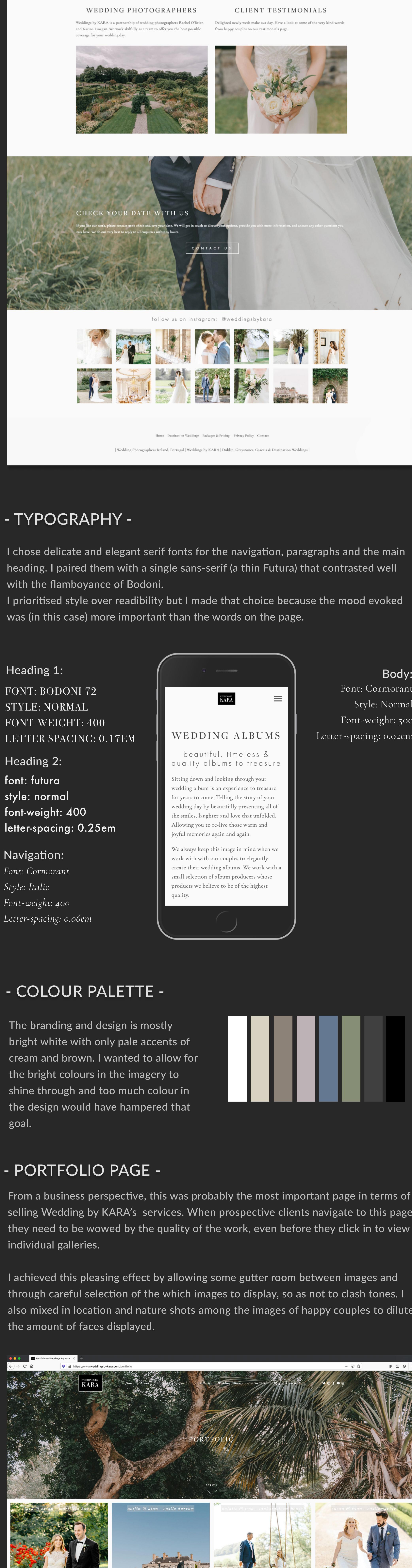
## - MY ROLE -

Creative concept, copywriting, UX, photography, photographic editing, design, video production, creative, SEO & technology.



## - THE HOMEPAGE -

I decided on a long scroll homepage that showcased as much of the beautiful photography as possible, with clear and concise information about the services offered as well as a CTA. I kept the layout image dense and with minimal text so as not to overwhelm the user with information.



## - TYPOGRAPHY -

I chose delicate and elegant serif fonts for the navigation, paragraphs and the main heading. I paired them with a single sans-serif (a thin Futura) that contrasted well with the flamboyance of Bodoni.

I prioritised style over readability but I made that choice because the mood evoked was (in this case) more important than the words on the page.

## Heading 1:

Font: BODONI 72  
Style: Normal  
Font-weight: 400  
Letter-spacing: 0.17em

## Heading 2:

Font: futura  
style: normal  
font-weight: 400  
letter-spacing: 0.25em

## Navigation:

Font: Cormorant  
Style: Italic  
Font-weight: 400  
Letter-spacing: 0.06em

## WEDDING ALBUMS

beautiful, timeless & quality albums to treasure

Sitting down and looking through your wedding album is an experience to treasure for years to come. Telling the story of your wedding day by beautifully presenting all of the smiles, laughter and love that unfolded. Allowing you to re-live those warm and joyful memories again and again.

We always keep this image in mind when we work with our couples to elegantly create their wedding albums. We work with a small selection of album producers whose products we believe to be of the highest quality.

## Body:

Font: Cormorant  
Style: Normal  
Font-weight: 500  
Letter-spacing: 0.02em

## CHECK YOUR DATE WITH US

If you like our work, please contact us to check and save your date. We will get in touch to discuss your options, provide you with more information, and answer any other questions you may have. We do our very best to reply to all enquires within 24 hours.

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follow us on instagram: @weddingsbykara

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YOU CAN VIEW A LIVE VERSION OF THIS PROJECT HERE:  
[WWW.WEDDINGSBYKARA.COM](http://WWW.WEDDINGSBYKARA.COM)

## - COLOUR PALETTE -

The branding and design is mostly bright white with only pale accents of cream and brown. I wanted to allow for the bright colours in the imagery to shine through and too much colour in the design would have hampered that goal.



## - PORTFOLIO PAGE -

From a business perspective, this was probably the most important page in terms of selling Wedding by KARA's services. When prospective clients navigate to this page, they need to be wowed by the quality of the work, even before they click in to view individual galleries.

I achieved this pleasing effect by allowing some gutter room between images and through careful selection of which images to display, so as not to clash tones. I also mixed in location and nature shots among the images of happy couples to dilute the amount of faces displayed.

