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A3: Vision Board Analysis

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Vision Board Analysis

Vision Board 09:

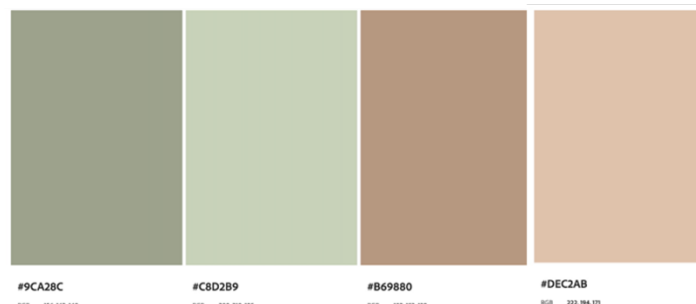


Dear Rachel and Felix,

We want to thank you for considering our service for your special day. We are excited to work with you to design this special day. Based on the wedding board you provided, we propose going for a **natural** and **forest** theme (*image 1*).

The wedding will be based on an earthy color scheme (*image 2*):

Color Name	Palette
Olive	#9CA28C
Pistachio	#C8D2B9
Coffee Brown	#B69880
Spiced chai	#DEC2AB



Top priorities:

The wedding vision centers around an outdoor scene (*image 3*), possibly in a forest or garden venue, surrounded by trees. We envision wood tables and chairs, ethically sourced white and ivory flowers as centerpieces, and green plants as décor. Rentals will provide tables, chairs, lights, candles, and a tablecloth for the cake table. Venue specifics will depend on the final guest count. Speaking of food, one of the main focuses is catering with a vegetarian and farm-to-table menu (*image 5*). We also consider bakeries that have vegan options, play with a minimalistic design, and taste delicious, considering a two- to three-layer cake.

We are considering sustainable vendors, especially for the invitations (*image 5*), as we know there are essential aspects for you to save as a memento. Additionally, based on the bride and groom (*image 4*), we are considering a relaxed and natural look for the bride with minimum makeup; hair would also be considered a natural style for both bride and groom. We would have to clarify the type of dress we are considering; it is a relaxed bridal style and, for the groom, a simple tuxedo to match his natural hairstyle.

Next priorities:

From the vision board, we would have to clarify what you want to do for photos and video, as the images are by a professional vendor. We must determine what package you want: photo, video, or both.

Nice to have:

We need clarification on wedding planners. As your advisor, we encourage you to consider what type of planner you want to help on this special day. Do you want someone to take charge from the beginning to the end of the planning, a partial wedding planner to help with the most important aspects or just a coordinator for the day of the wedding?

We also have to determine the type of music we want for the event, live performance, DJ, or it is irrelevant to you and the jewelry consideration for the event in case Rachel wishes to have any additional jewelry besides the wedding and engagement rings.

Regarding balloons (image 2), we assume they align with the wedding palette, but we seek clarification as they are not typical for nature-themed weddings. We can clarify everything as we move forward.

*We look forward to discussing your plans and taking the following steps to bring
your vision to life!*

References

- Nowack, H. (2023, July 21). *25 amazing wedding themes that stand the test of time.*
theknot.com. <https://www.theknot.com/content/wedding-theme-ideas#forest-wedding-theme>