



A BOOKED BY DESIGN RESOURCE

The Wedding Brand Palette Book

Colour systems, typography pairings and practical direction for wedding businesses that want a recognisable brand.

Ten distinctive palettes. Six typography systems. Clear rules for using every element with confidence.

COLOUR / TYPE / APPLICATION



A palette is a system, not a row of pretty colours.

The strongest brands give every colour and typeface a clear job. That structure creates consistency while leaving enough flexibility for websites, social content, stationery and campaigns.

What this book gives you

10 named palettes Each concept includes five exact colours, roles, proportions, pairings, voice direction and a recommended typography system.	Practical colour rules Learn how to choose backgrounds, text, signature shades, supporting colours and accents without flattening the personality of the brand.
Typography examples See how serif, sans serif and character typefaces change the feeling of the same wedding business message.	Application recipes Use repeatable formulas for websites, social graphics, proposals, brochures, signage and launch campaigns.

IMPORTANT

These palettes are creative starting points, not ready made identities. A distinctive brand is created by adapting colour, typography, imagery, voice and strategy to a specific audience and offer.

How to choose

Begin with the feeling your ideal clients want, not your favourite colour. Shortlist two palettes, test them against real photographs and content, then choose the system that best supports the position you want to own.

Give every colour a job.

A useful palette is easier to apply because each shade has a defined role. This prevents every post, page and proposal from looking like a different business.

Background The canvas. Usually the lightest shade, chosen for calm, readability and generous visual space. Use it across the largest areas.	Text The darkest dependable shade. It must remain highly readable on primary backgrounds and should replace automatic black where appropriate.
Signature The colour most strongly associated with the brand. Use it in headings, large fields, packaging, covers and recognisable moments.	Support A bridge between the signature colour and neutrals. It adds depth to sections, patterns, information blocks and image pairings.
Accent The smallest but most noticeable colour. Reserve it for buttons, links, labels, highlights and moments requiring attention.	Space A secondary neutral or pale tone. It helps separate content, softens contrast and allows other colours to feel intentional.

The 60 / 30 / 10 starting point

Use roughly 60 percent background and neutral space, 30 percent signature and supporting colour, and 10 percent accent. For refined wedding brands, an even quieter 70 / 20 / 10 split often feels more premium. The ratio is a guide, not a mathematical rule.

QUICK TEST

Convert one representative design to greyscale. If the hierarchy disappears, the palette is relying on colour alone. Size, spacing, weight, contrast and typography should still make the information clear.

Choose a feeling couples can recognise.

Colour meaning is shaped by culture, category, context and combination. Instead of asking what a colour means in isolation, ask what the entire system communicates together.

Build from four strategic decisions

Desired feeling Choose three precise words, for example editorial, intimate and assured. Avoid broad words that nearly every wedding brand could claim.	Category signal Decide which familiar wedding cues help clients understand you quickly, and which convention you can challenge to become memorable.
Commercial position Premium brands often use space, restraint and controlled contrast. High energy offers can support more saturation and movement.	Real world material Test colours beside photography, venues, flowers, skin tones, paper stocks, packaging and the environments where the brand appears.

A useful tension

Distinctive brands usually combine one expected quality with one surprising quality. A luxury brand might be warm rather than formal. A playful brand might be precise rather than chaotic. This tension creates a personality that is easier to remember.

POSITIONING PROMPT

We want the brand to feel [quality one] and [quality two], but never [quality to avoid]. Our colours should help ideal clients expect [experience] before they read the details.

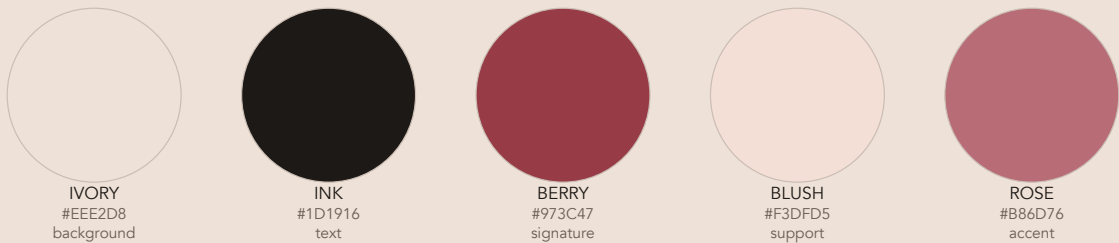
Beautiful must also be readable.

Colour should support the message rather than hide it. Test combinations before assigning them to body text, buttons, forms or essential information.

Contrast targets

Body text Aim for a contrast ratio of at least 4.5 to 1 for normal sized text. Dark text on a light neutral is usually the safest foundation.	Large text Text at least 24 pixels, or about 19 pixels when bold, can use a minimum ratio of 3 to 1. Higher contrast is still easier to read.
Interface elements Buttons, form borders, icons and focus states need enough separation from adjacent colours. Never rely on colour alone to communicate state.	Printed pieces Screens and paper behave differently. Request proofs, check small type, and review uncoated stocks where colours can appear softer and darker.

Booked by Design example



Ink on ivory has an approximate contrast ratio of 13.7 to 1. Berry on ivory is approximately 5.4 to 1. The first is suitable for body copy, while the second is best reserved for larger labels and emphasis.

RULE OF THUMB

Use the darkest brand colour for long reading. Treat signature colours as expressive tools, then test every text pairing rather than assuming a colour is dark enough.

Ten directions for ten different kinds of energy.

Every concept is designed for the wedding industry, but each signals a different experience. Use this overview to shortlist the directions closest to your positioning.

Quiet Romance Soft, warm, considered Celebrants, planners, florists and fine art photographers	Midnight Vow Cinematic, confident, luxurious Luxury planners, venues, couturiers and editorial photographers
Garden After Rain Natural, fresh, quietly joyful Garden venues, florists, stylists and sustainable wedding brands	Champagne Hour Luminous, warm, celebratory Stationers, stylists, venues and modern classic wedding suppliers
Modern Muse Minimal, architectural, fashion led Photographers, bridal designers, galleries and city venues	Wildflower Social Expressive, playful, high energy Content creators, photo booths, entertainers and colourful planners
Coastal Ceremony Airy, grounded, sun washed Beach venues, destination planners, celebrants and relaxed photographers	Tuscan Promise Earthy, abundant, timeless Destination suppliers, caterers, venues and documentary photographers
Editorial Noir Monochrome, timeless, exacting Luxury photographers, formalwear, stationery and editorial studios	Velvet Disco Bold, glamorous, after dark Entertainment, unconventional venues, fashion forward planners and events

SHORTLIST METHOD

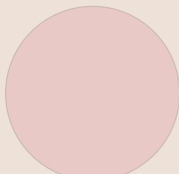
Circle the three palettes that match your desired feeling. Cross out any that feel too close to direct competitors. Test the remaining two with your strongest portfolio images and most important call to action.

Quiet Romance

A calm, romantic system that feels elevated without becoming formal. Dusty rose adds emotion while espresso grounds every layout.



PORCELAIN
#F8F2EC
background



PETAL
#E8C9C6
support



DUSTY ROSE
#B46B73
signature



ESPRESSO
#2B211E
text



PEARL
#FFFD9F
space

Best suited to Celebrants, planners, florists and fine art photographers	Brand voice Refined, intimate, reassuring
Suggested ratio 70 / 15 / 10 / 5	Typography Didot with Avenir

In practice

Use Porcelain for broad background space and Espresso for long text. Build recognition with Dusty Rose. Introduce Petal only where attention or emotional lift is needed.

Typography expression

Your story, beautifully told.

DIDOT WITH AVENIR / REFINED, INTIMATE, REASSURING

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Midnight Vow

A dramatic palette built around inky navy and antique gold. Cream keeps it human, while wine adds a romantic note.



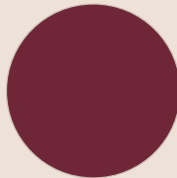
MOONLIGHT
#F3EEE5
background



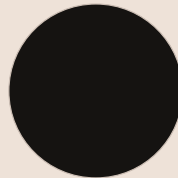
MIDNIGHT
#17202E
signature



ANTIQUE GOLD
#B6975A
accent



OXBLOOD
#6F2637
support



SOFT BLACK
#151311
text

Best suited to Luxury planners, venues, couturiers and editorial photographers	Brand voice Editorial, composed, assured
Suggested ratio 55 / 25 / 10 / 7 / 3	Typography Baskerville with Optima

In practice

Use Moonlight for broad background space and Soft Black for long text. Build recognition with Midnight. Introduce Antique Gold only where attention or emotional lift is needed.

Typography expression

Made for a grand entrance.

BASKERVILLE WITH OPTIMA / EDITORIAL, COMPOSED, ASSURED

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Garden After Rain

Layered greens create an organic foundation. Mist blue opens the palette and apricot introduces a warm, optimistic focal point.



MIST
#E8F0ED
background



FERN
#355C49
signature



MOSS
#7B8766
support



APRICOT
#ECA47E
accent



EARTH
#2C2822
text

Best suited to Garden venues, florists, stylists and sustainable wedding brands	Brand voice Grounded, tactile, welcoming
Suggested ratio 65 / 15 / 10 / 7 / 3	Typography Palatino with Gill Sans

In practice

Use Mist for broad background space and Earth for long text. Build recognition with Fern. Introduce Apricot only where attention or emotional lift is needed.

Typography expression

Wildly beautiful, naturally yours.

PALATINO WITH GILL SANS / GROUNDED, TACTILE, WELCOMING

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Champagne Hour

Champagne and parchment create glow rather than starkness.
Cognac provides warmth, with a small amount of coral for energy.



PARCHMENT
#F7F0E3
background



CHAMPAGNE
#D8BC8E
signature



COGNAC
#9A5A38
support



CORAL KISS
#D97867
accent



WALNUT
#342820
text

Best suited to Stationers, stylists, venues and modern classic wedding suppliers	Brand voice Polished, optimistic, generous
Suggested ratio 65 / 15 / 10 / 7 / 3	Typography Didot with Futura

In practice

Use Parchment for broad background space and Walnut for long text. Build recognition with Champagne. Introduce Coral Kiss only where attention or emotional lift is needed.

Typography expression

Raise a glass to good design.

DIDOT WITH FUTURA / POLISHED, OPTIMISTIC, GENEROUS

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Modern Muse

A crisp neutral base allows aubergine to act as the hero. Concrete and lilac soften the contrast without weakening the modern edge.



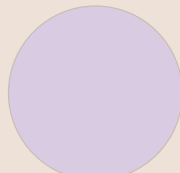
GALLERY WHITE
#F4F3EF
background



AUBERGINE
#4A243B
signature



CONCRETE
#A9A39C
support



PALE LILAC
#D9CBE2
accent



CARBON
#222222
text

Best suited to Photographers, bridal designers, galleries and city venues	Brand voice Curated, intelligent, distinctive
Suggested ratio 70 / 15 / 8 / 5 / 2	Typography Didot with Avenir

In practice

Use Gallery White for broad background space and Carbon for long text. Build recognition with Aubergine. Introduce Pale Lilac only where attention or emotional lift is needed.

Typography expression

An edit of modern love.

DIDOT WITH AVENIR / CURATED, INTELLIGENT, DISTINCTIVE

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Wildflower Social

Saturated raspberry and marigold create the personality. Sky and soft cream keep the system buoyant instead of overwhelming.

 SOFT CREAM #FFF5E8 background	 RASPBERRY #C23A68 signature	 MARIGOLD #F3B229 accent	 SKY #8BC8D9 support	 PLUM INK #3C2134 text
Best suited to Content creators, photo booths, entertainers and colourful planners	Brand voice Cheerful, candid, unforgettable			
Suggested ratio 55 / 18 / 12 / 10 / 5	Typography American Typewriter with Avenir			

In practice

Use Soft Cream for broad background space and Plum Ink for long text. Build recognition with Raspberry. Introduce Marigold only where attention or emotional lift is needed.

Typography expression

More colour, more joy, more you.

AMERICAN TYPEWRITER WITH AVENIR / CHEERFUL, CANDID, UNFORGETTABLE

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Coastal Ceremony

Ocean blue is balanced by sand and shell. Deep tide replaces black for a softer, more atmospheric text colour.



SHELL
#F5EFE7
background



OCEAN
#477B87
signature



SEA GLASS
#A8C7C2
support



SUNSET
#D69278
accent



DEEP TIDE
#203A40
text

Best suited to

Beach venues, destination planners, celebrants and relaxed photographers

Brand voice

Calm, open, effortless

Suggested ratio

65 / 15 / 10 / 7 / 3

Typography

Baskerville with Avenir

In practice

Use Shell for broad background space and Deep Tide for long text. Build recognition with Ocean. Introduce Sunset only where attention or emotional lift is needed.

Typography expression

A celebration with room to breathe.

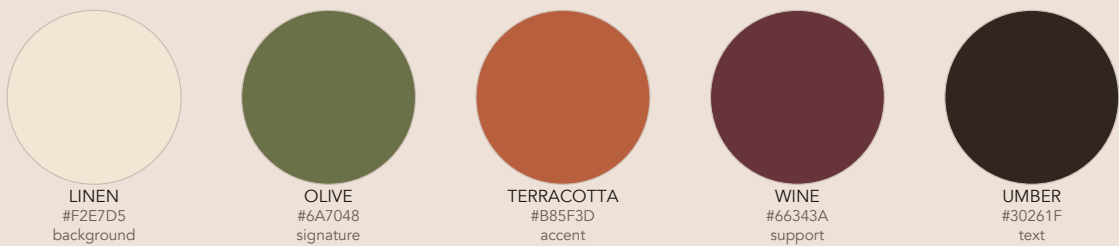
BASKERVILLE WITH AVENIR / CALM, OPEN, EFFORTLESS

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Tuscan Promise

Olive and terracotta bring sun warmed character. Linen provides breathing room and wine gives the palette depth for evening applications.



Best suited to Destination suppliers, caterers, venues and documentary photographers	Brand voice Sincere, sensory, established
Suggested ratio 60 / 15 / 12 / 8 / 5	Typography Palatino with Optima

In practice

Use Linen for broad background space and UMBER for long text. Build recognition with Olive. Introduce Terracotta only where attention or emotional lift is needed.

Typography expression

Gather, linger, celebrate.

PALATINO WITH OPTIMA / SINCERE, SENSORY, ESTABLISHED

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Editorial Noir

An almost monochrome system depends on proportion, typography and texture. A restrained red accent prevents it from feeling impersonal.



PAPER
#F5F2EC
background



INK
#191817
signature



WARM GREY
#9E9890
support



OYSTER
#D8D0C6
space



ROUGE
#9C3941
accent

Best suited to Luxury photographers, formalwear, stationery and editorial studios	Brand voice Precise, cultured, enduring
Suggested ratio 72 / 18 / 5 / 3 / 2	Typography Didot with Gill Sans

In practice

Use Paper for broad background space and Rouge for long text. Build recognition with Ink. Introduce Rouge only where attention or emotional lift is needed.

Typography expression

A study in modern devotion.

DIDOT WITH GILL SANS / PRECISE, CULTURED, ENDURING

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Velvet Disco

Plum and electric violet set a confident mood. Acid lime is deliberately scarce, used only for moments that need immediate attention.



POWDER
#F1E8F1
background



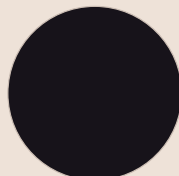
VELVET PLUM
#5B234E
signature



ELECTRIC VIOLET
#7655B6
support



ACID LIME
#D9EE63
accent



NIGHT
#17131A
text

Best suited to Entertainment, unconventional venues, fashion forward planners and events	Brand voice Magnetic, expressive, unexpected
Suggested ratio 55 / 20 / 12 / 8 / 5	Typography Futura with Baskerville

In practice

Use Powder for broad background space and Night for long text. Build recognition with Velvet Plum. Introduce Acid Lime only where attention or emotional lift is needed.

Typography expression

Love, turned all the way up.

FUTURA WITH BASKERVILLE / MAGNETIC, EXPRESSIVE, UNEXPECTED

TRY IT ON

Homepage hero, proposal cover, Instagram carousel, email banner, enquiry button, testimonial graphic, stationery suite and venue signage.

Type creates the voice you hear in your head.

Colour establishes atmosphere, but typography controls pace, authority and personality. A strong system needs contrast between roles and consistency across every client touchpoint.

Display face Used for main headlines and expressive moments. It can carry personality, but should not be forced into long paragraphs.	Body face Chosen for clarity across web and print. It needs a useful family of weights, dependable punctuation and comfortable reading at small sizes.
Utility style Labels, navigation, pricing, captions and buttons need a consistent size, weight, case and spacing rule.	Accent face Optional. A script or character font should be rare, intentional and never required for important information.

Pair by contrast, unite by character

A serif and sans serif pair is reliable because their structures are visibly different. The pairing still needs a shared quality, perhaps elegant proportions, friendly curves or a strong editorial rhythm. Avoid two fonts that are almost, but not quite, alike.

START WITH TWO

Most wedding businesses need only one display family and one body family. Create variety with size, weight, case, spacing and colour before adding another typeface.

Six distinct voices.

The same message changes character depending on the letterforms, rhythm and contrast around it. These pairings are starting points for a complete identity system.

The Editorial

A modern celebration, considered down to the last detail.

Elegant, fashion led, spacious

The Storyteller

A day filled with meaning, told in your own words.

Warm, literary, trustworthy

The Naturalist

Gather among the gardens and stay a little longer.

Organic, established, open

The Modernist

Form, feeling and a beautifully clear point of view.

Architectural, clean, assured

The Character

Good people, good stories and one very good party.

Playful, candid, approachable

The Classic

An enduring expression of style and devotion.

Timeless, formal, polished

Build a rhythm people can follow.

Hierarchy tells readers what to notice first, what belongs together and where to act. A simple scale is more useful than a collection of unrelated font sizes.

DISPLAY / 44 TO 64 PX

A wedding experience that feels like you.

SECTION HEADING / 28 TO 40 PX

Thoughtfully designed from the first conversation.

BODY COPY / 16 TO 20 PX ON THE WEB

We create a calm, considered process that gives every detail room to feel intentional. Clear information, warm communication and a strong point of view help couples move forward with confidence.

UTILITY LABEL / 12 TO 14 PX

EXPLORE THE COLLECTIONS / MELBOURNE AND BEYOND

Size Use a clear jump between levels. Tiny differences create visual indecision.	Weight Reserve stronger weights for short emphasis, not entire paragraphs.
Spacing Headings need deliberate space above and a closer relationship to the content below.	Line length Aim for comfortable paragraphs rather than text stretching across the entire screen.

Turn the system into repeatable recipes.

Consistency becomes easier when common designs follow a small number of approved formulas. These recipes keep the brand recognisable without making every piece identical.

Website hero Background 70 percent. One signature headline. One dark text colour. Accent only for the primary action. Use one strong image rather than several competing images.	Instagram carousel Neutral cover, signature headline, support colour for content pages, accent for key numbers and final action. Keep margins and type positions consistent.
Proposal or brochure Neutral pages for reading, signature colour for dividers, dark text throughout, accent for pricing highlights and next steps.	Email Use colour sparingly because inbox environments vary. Prioritise dark text, a light background, branded headings and one unmistakable button.
Signage Increase contrast and simplify. Use one message, one display style and generous space. Test from the distance at which guests will actually read it.	Campaign Choose one approved colour pairing as the campaign signature. Add variety through photography, crop, scale and message rather than inventing new colours.

THE RECOGNITION TEST

Hide the logo. Does the piece still look like your business because of the colour ratio, typography, spacing, image style and voice? If not, the system needs stronger repeatable cues.

Colour does not live alone.

Photography, texture, illustration and motion can strengthen a palette or fight against it. Define how imagery should behave before selecting content for each individual post.

Light Choose a consistent lighting character: soft daylight, warm sun, direct flash, cinematic shadow or crisp studio light.	Colour grade Decide whether imagery is warm, cool, muted, true to life or saturated. Test the palette beside representative photographs.
Composition Specify whether images feel spacious and architectural, close and emotional, documentary, editorial or highly styled.	Subject balance Create a repeatable mix of people, details, environments, process, finished work and founder visibility.
Texture Paper grain, fabric, stone, florals and hand made marks can soften a digital brand. Use a controlled library rather than random effects.	Motion Transitions should reflect the brand pace. A refined system might use slow reveals, while a playful system can support faster, more elastic movement.

IMAGE AUDIT

Place your strongest twelve images together. Do they share enough light, colour, crop and emotional energy to belong to one brand? Remove any image that is impressive alone but weakens the collection.

Build your own palette brief.

Use these prompts before choosing colours. The answers create a strategic filter, making it easier to distinguish a beautiful option from the right option.

Our three brand qualities

1. _____ 2. _____ 3. _____

We should feel this, but never this

We should feel _____, but never _____.

The experience clients want

Our clients want to feel _____.

Colour roles

BACKGROUND _____ TEXT _____ SIGNATURE _____

SUPPORT _____ ACCENT _____ SPACE _____

Typography direction

DISPLAY _____ BODY _____ UTILITY _____

Our usage ratio

BACKGROUND _____% SIGNATURE _____% SUPPORT _____% ACCENT _____%

REAL WORLD TEST

Apply the shortlist to one homepage hero, one social carousel, one proposal cover and one testimonial. Review the set together, not as isolated designs.

Decision questions

Does it suit our commercial position? / Does it stand apart from competitors? / Does it work with our photography? / Is body text readable? / Can a team member apply it consistently? / Will it still feel relevant in three years?



READY TO CREATE A BRAND PEOPLE REMEMBER?

A beautiful palette is the beginning. A clear system is what makes it valuable.

Booked by Design helps wedding businesses translate their positioning into considered websites, distinctive visual direction and booking experiences that feel as good as they look.

YOUR NEXT STEP

Choose the palette direction closest to your ideal positioning. Test it with your real work. Then refine the colours, typography and application rules until they feel unmistakably yours.

BOOKED BY DESIGN

*Booked
By
Design.*

Made with intention in Melbourne.