



WEDDING PAPER DIVAS

THE BRAND

BRAND ESSENCE

The New Way to Wedding

CORE PROPOSITION

*Wedding Paper Divas helps
you brand your big day, from
beginning to end, to reflect
your unique love story.*

BRAND ATTRIBUTES

Approachable

Stylish

Guiding

Inspiring

Fresh

SYSTEM ELEMENTS

BRAND PERSONALITY

Advocating

Professional

Fun

Fabulous

PRIMARY IDENTITY



WEDDING PAPER DIVAS

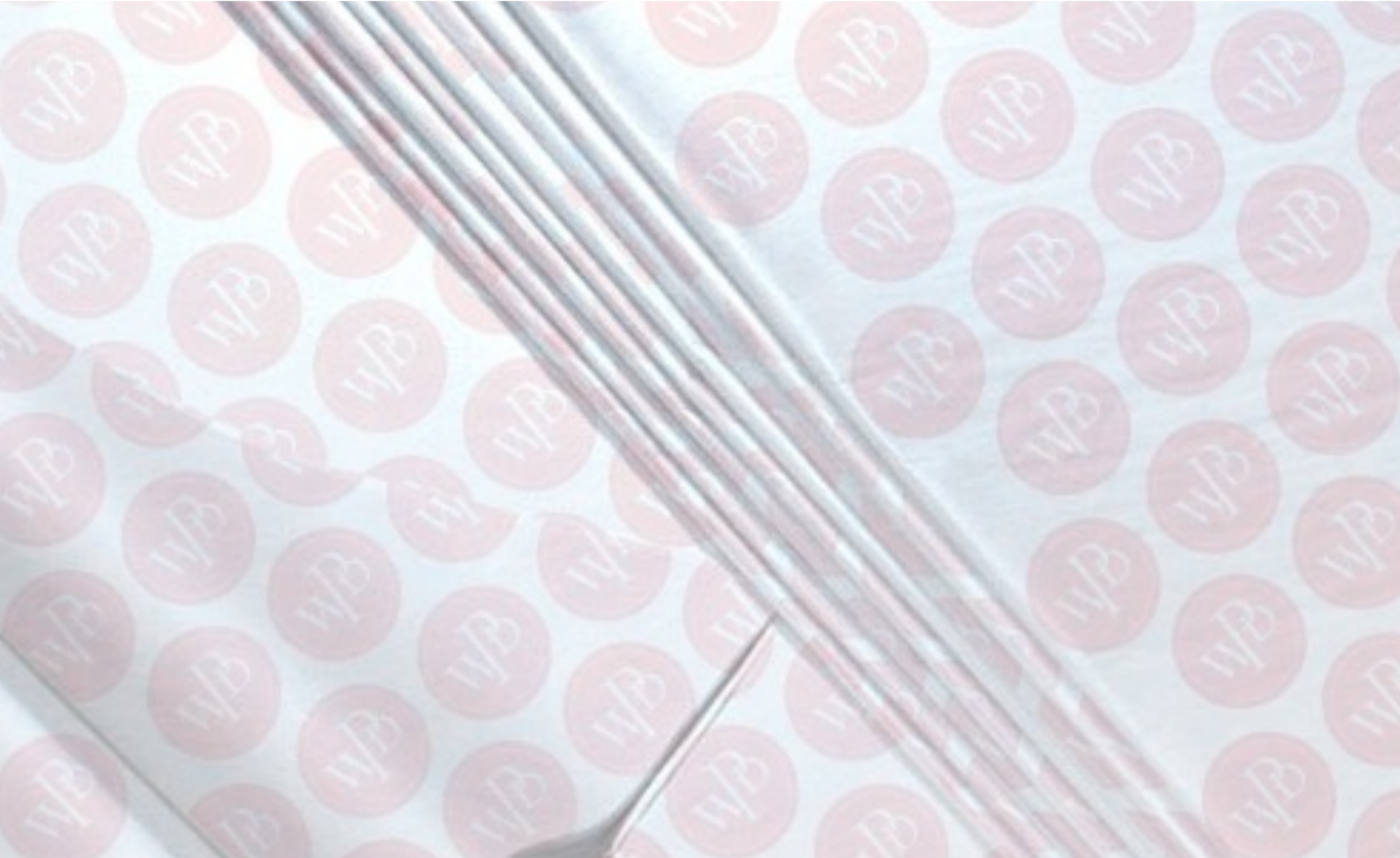


WEDDING PAPER DIVAS

PRIMARY IDENTITY



PRIMARY IDENTITY



COLOR PALETTE



TYPOGRAPHY

Bauer Bodoni

Helvetica Neue



Bauer Bodoni Italic

Bauer Bodoni Bold

Bauer Bodoni Bold Italic



WEDDING PAPER DIVAS

TYPOGRAPHY

FRESHLY
cut designs

glitter



WEDDING PAPER DIVAS

BRAND VOICE

Advocating

Professional

Fun

Fabulous

BRAND VOICE

We believe...

in a fresh point of view and offer the best of the best, but we're also great listeners. Our brand voice is rooted in the desire to guide and inspire our bride and groom so they can tell their unique love story through us.

BRAND VOICE

The Story of Us

Thoughtful, perceptive, emotionally relevant

The World of Diva Service

Guiding, advocating, elevated, expert

Trends & Inspiration

Fabulous, fun, stylish, in-the-know

Product

Knowledgeable, authoritative, professional, end-to-end solution

Promo

Straightforward, direct

BRAND VOICE

(The Story of Us)

She's a little bit city...

He's a little bit country.

.....

Find a design that celebrates you.

BRAND VOICE

(The Story of Us)

She loves vintage finds.

He knew she was one-of-a-kind.

.....

Find a wedding suite as rare as your love story.

BRAND VOICE

(The Story of Us)

He gave her Paris...

She promised him adventure.

.....

Find a design that speaks to the places you'll go.

BRAND VOICE

(The World of Diva Service)

Your vision; our expertise.

BRAND VOICE

(Product Inspiration)

Spring Fling

We've got a crush on florals

.....

a portrait of Fall

The New Lookbook Has Arrived

.....

Say it with SHIMMER

PHOTOGRAPHY

Aspirational & Stylized

Luxe & Polished

Effortless & Unique

Celebratory

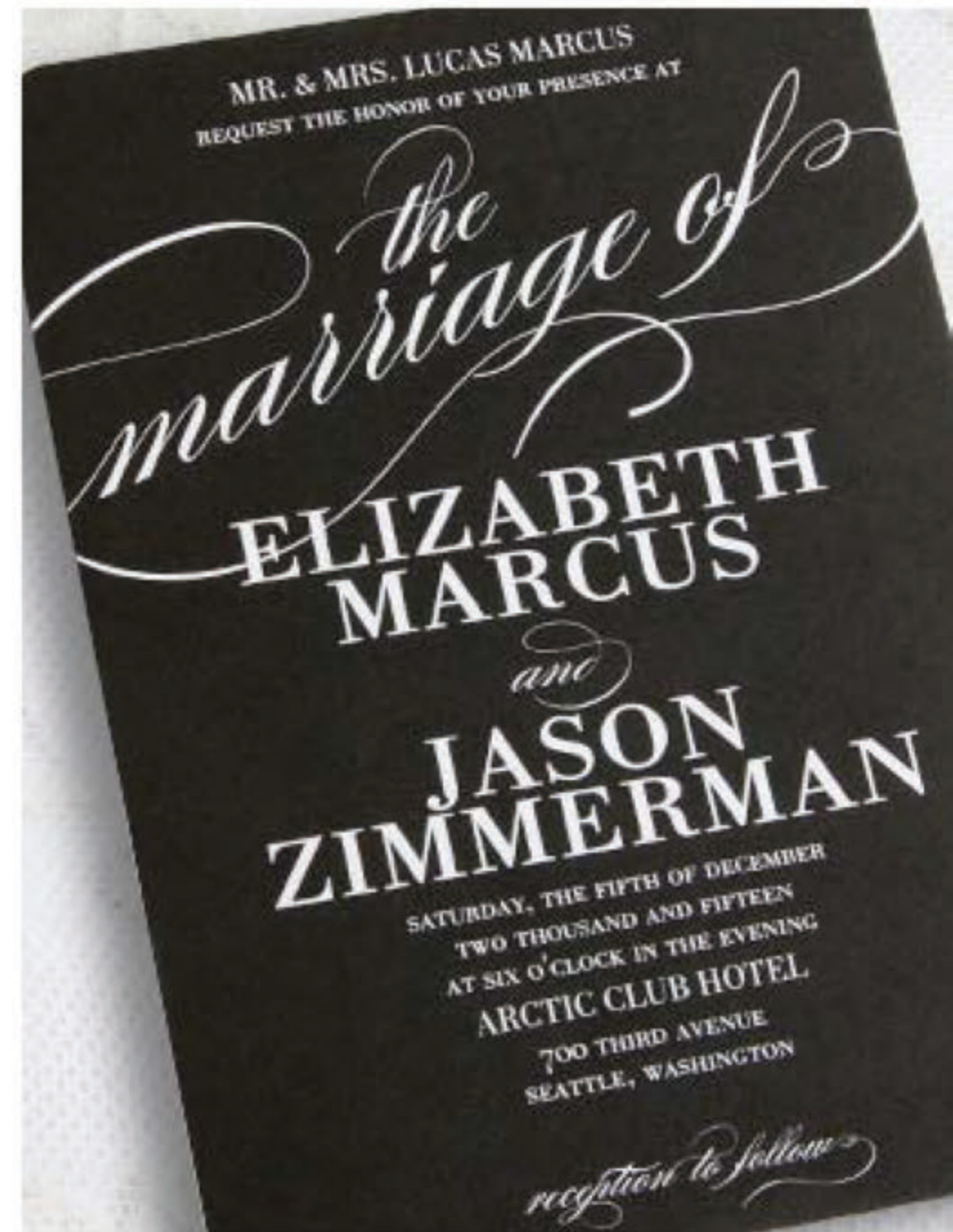
TELL A STORY

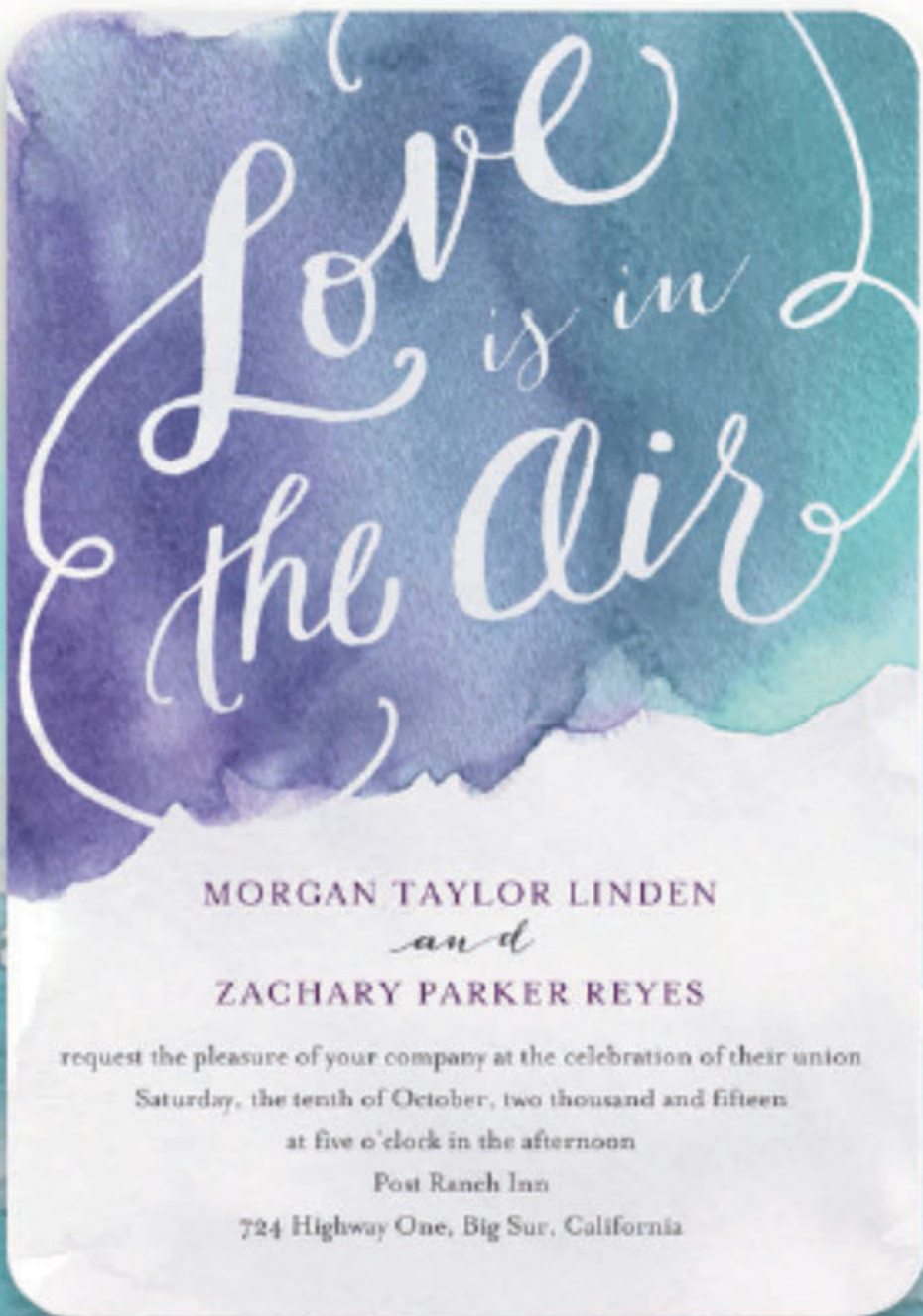












with love and joy

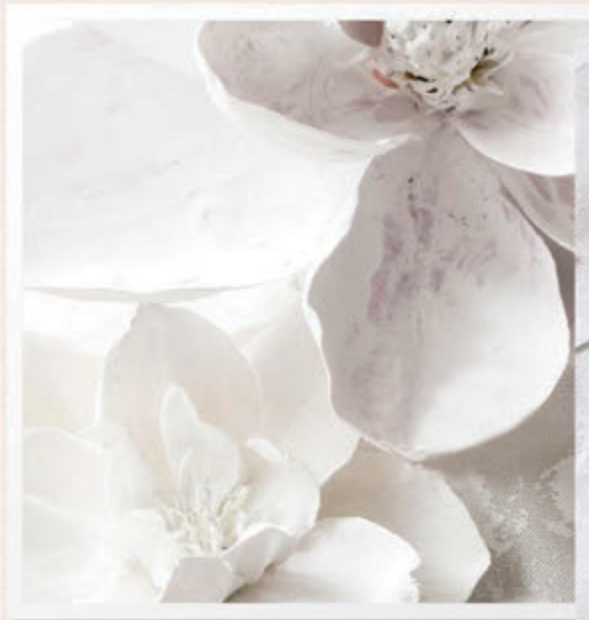


ANGELA ROGERS

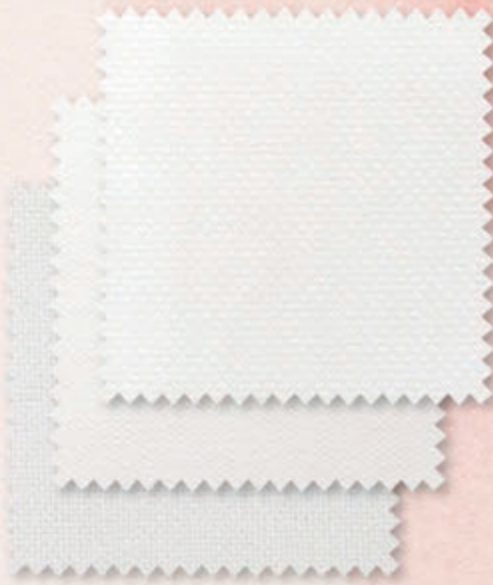
& HENRY KINGSTON

REQUEST THE PLEASURE OF YOUR COMPANY
AT THE CELEBRATION OF THEIR UNION

on the sixteenth of April, two thousand and fourteen
at four o'clock in the afternoon
at the Ranch Inn



It's about capturing a feeling & creating a moment, so we draw from our own one-of-a-kind experiences, and, of course, good love stories.



*lucky
in
love*

EMMA NAKAGAWA
& SEBASTIAN PHILLIPS

are getting married

Saturday, December 17, 2016
6:00 in the evening

InterContinental Chicago
505 North Michigan Avenue
Chicago, Illinois

Dinner and dancing to follow





CHLOE
&
ELIJAH

CHLOE
&
ELIJAH

CHLOE
&
ELIJAH

SATURDAY, SEPTEMBER 10, 2016 AT 5:00 PM
THE FARM
215 JUSTICE RIDGE ROAD • CANDLER, NORTH CAROLINA

Reception to follow

2016 AT 5:00 PM
ER, NORTH CAROLINA

llow

2016 AT 5:00 PM
ER, NORTH CAROLINA

llow

MAKE A COLOR

SPLASH



*INVITES
WE LOVE*



Thank You

TARYN AND LOGAN
SEPTEMBER 19, 2015



Mr. & Mrs. William Langston
REQUEST THE HONOR OF YOUR PRESENCE
AT THE MARRIAGE OF THEIR DAUGHTER

Taryn Layla
TO
Logan Ferguson

SATURDAY, SEPTEMBER 19, 2015
FOUR O'CLOCK IN THE AFTERNOON
CHATEAU ST. JEAN
8555 SONOMA HIGHWAY
KENWOOD, CALIFORNIA

Host and Reception to follow



TARYN LANGSTON
and
LOGAN FERGUSON
ARE GETTING MARRIED

09.19.15

KENWOOD, CALIFORNIA
Formal invitation to follow



Directions

CHATEAU ST. JEAN
8555 SONOMA HIGHWAY
KENWOOD, CALIFORNIA

FROM THE NORTH
TAKE HIGHWAY 12
HIGHWAY 12 GOES
EAST, FOLLOW
ROSA VIA FARM
KENWOOD, CALIFORNIA

SUMMER DESIGNS *with a TWIST*







Your Slice of
HEAVEN
Summer Citrus Inspiration



Lovely Day

TOGETHER WITH THEIR PARENTS
MEGAN ANN + BEN
REQUEST THE PLEASURE OF YOUR COMPANY
AT THE CELEBRATION OF THIER UNION
SATURDAY, JUNE 15TH
AT 5:00 IN THE AFTERNOON
THE ARCTIC CLUB HOTEL
700 THIRD AVENUE
SEATTLE, WASHINGTON
MERRIMENT TO FOLLOW

Lovely Day

TOGETHER WITH THEIR PARENTS
ANN + BEN JOSEPH
REQUEST THE PLEASURE OF YOUR COMPANY
AT THE CELEBRATION OF THIER UNION
SATURDAY, JUNE 15TH 2016
AT 5:00 IN THE AFTERNOON
THE ARCTIC CLUB HOTEL
700 THIRD AVENUE
SEATTLE, WASHINGTON
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Lovely Day

TOGETHER WITH THEIR PARENTS
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SATURDAY, JUNE 15TH 2016
AT 5:00 IN THE AFTERNOON
THE ARCTIC CLUB HOTEL
700 THIRD AVENUE
SEATTLE, WASHINGTON
MERRIMENT TO FOLLOW

*Precious
Metals*

FOIL IS IN



With
THANKS
MORGAN
&
ZACHARY

WITH
JOYFUL
HEARTS

MORGAN LINDEN

AND

ZACHARY REYES

REQUEST YOUR PRESENCE AS THEY

EXCHANGE
VOWS

MAY 25, 2013

5:00 PM AT POST RANCH INN
724 HIGHWAY ONE
BIG SUR, CALIFORNIA

KINDLY
REPLY BY
04 | 05 | 13

- ACCEPTS WITH PLEASURE
- DECLINES WITH REGRET

MEAL SELECTION

- ___ FILET MIGNON
- ___ LOBSTER
- ___ MUSHROOM LASAGNA

DATE
WEDDING OF
MORGAN
AND ZACHARY
25 | 13
BIG SUR, CALIFORNIA
ALL INVITATIONS TO FOLLOW

WITH THANKS
MORGAN
& ZACHARY

WE WELCOME YOU TO
MEAL SERVICE
FIRST COURSE
SECOND COURSE
THIRD COURSE
FOURTH COURSE
FIFTH COURSE

TABLE NO. 5
Melissa Brooks

MORGAN
& ZACHARY
FIRST COURSE
SECOND COURSE
THIRD COURSE
FOURTH COURSE
FIFTH COURSE

WITH JOYFUL HEARTS
MORGAN LINDEN
& ZACHARY REYES
REQUEST YOUR PRESENCE AS THEY
EXCHANGE VOWS
MAY 25, 2013
8:00 PM AT POST RANCH INN
724 HIGHWAY ONE
BIG SUR, CALIFORNIA

JOY from
START
to FINISH

MEMBER



HIGH CONCEPT

- clean backgrounds
- bright lighting
- more conceptual
- unique setups
- product remains hero



MINIMAL

- clean backgrounds
- bright lighting
- no propping
- play with angles or arrangement
- product remains hero



CLEAN WITH PROPS

- clean backgrounds
- bright lighting
- props relate back to product
- play with angles or arrangement
- product remains hero



IN-SITU

- real backgrounds
- propped to look more day of
- more environmental
- architectural or natural setups
- cropped to make product hero

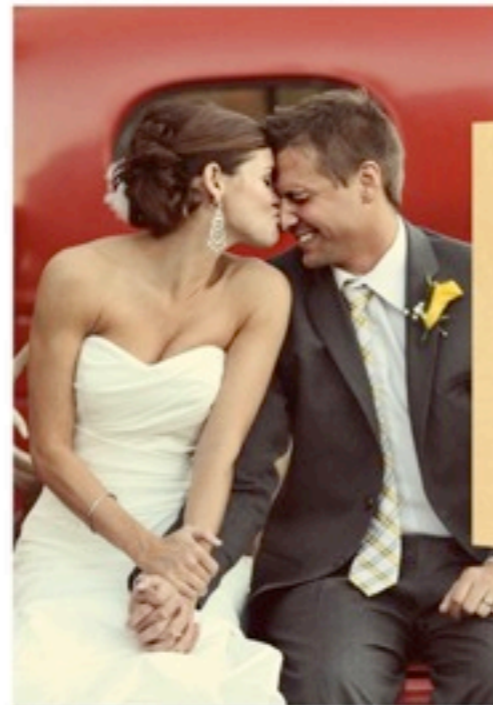
PUTTING IT ALL TOGETHER



WEDDING PAPER DIVAS

WEDDING INVITATIONS SAVE THE DATE SHOWER & PARTY CEREMONY & RECEPTION FAVORS & GIFTS

UP TO 20% OFF WEDDING INVITES 15% OFF \$99+ OR 20% OFF \$199+ | CODE: WED20AUG | ENDS 8/27 FREE SHIPPING FOR EVERY ORDER | CODE: FS13 | LIMITED TIME ONLY



She's a little bit city...
He's a little bit country.

Find a Design That Speaks to You

SHOP WEDDING INVITES

DIVA Service

We're dedicated and devoted to making your experience fabulous.

SPARKLE IN STYLE

blue Nile.

Pinterest Sweepstakes



NEW
spring flings



WEDDING INVITATIONS & BRIDAL SHOWER INVITATIONS BY WEDDING PAPER DIVAS

Hosting an elegant wedding is easier than ever with the gorgeous array of wedding invitations, rehearsal dinner invitations, save the date cards, pocket folds and more from Wedding Paper Divas. From the fresh hues used on our stylish save the date cards to the new themes on our bridal shower invitations, engagement party invitations and save the date magnets, you can find all of the hottest new styles to give your ceremony a sophisticated flair. Plus, with hundreds of fresh new wedding invitations, announcements and accessories added each week, all of our collections are bursting with the rustic charm, modern elegance and delicate details you love. We even feature popular popular wedding favors to match your unique style! Shop now to fall in love with our latest bridal shower invitations, wedding invitations and thank you cards, or to find unique save the date cards to suit your upcoming celebration.



SIGN UP FOR OUR EMAIL NEWSLETTER TO RECEIVE A FREE WEDDING GUIDE AND MORE!

EMAIL ADDRESS

SIGN UP

INSPIRATION

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Order Status
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Samples
International Orders
Turnaround Time
Saved Projects

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Paper Quality
Envelopes & Sizes
Favorite Card Searches
Wedding Photographers
Design Service
Wedding Planning Ideas

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In the Press
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Love is Suite

Find a Design Budding with Romance

[FIND YOUR SUITE](#)

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SPARKLE IN STYLE

blue Nile.
Pinterest Sweepstakes

NEW spring flings

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SIGN UP FOR OUR EMAIL NEWSLETTER TO RECEIVE A FREE WEDDING GUIDE AND MORE! [SIGN UP](#)

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Sparkle & Shine

Top trend this season?
Say it with shimmer!

[SHOP THIS TREND](#)

DIVA Service

We're dedicated and devoted to making your experience fabulous.

SPARKLE IN STYLE

blue Nile.
Pinterest Sweepstakes

NEW spring flings

WEDDING INVITATIONS & BRIDAL SHOWER INVITATIONS BY WEDDING PAPER DIVAS

Hosting an elegant wedding is easier than ever with the gorgeous array of **wedding invitations**, **rehearsal dinner invitations**, **save the date cards**, **pocket folds** and more from Wedding Paper Divas. From the fresh hues used on our stylish **save the date cards** to the new themes on our **bridal shower invitations**, **engagement party invitations** and **save the date magnets**, you can find all of the hottest new styles to give your ceremony a sophisticated flair. Plus, with hundreds of fresh new wedding invitations, announcements and accessories added each week, all of our collections are bursting with the rustic charm, modern elegance and delicate details you love. We even feature popular popular wedding favors to match your unique style! Shop now to fall in love with our latest **bridal shower invitations**, **wedding invitations** and **thank you cards**, or to find unique **save the date cards** to suit your upcoming celebration.

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SECRET'S OUT

25% OFF

STARTS NOW!

Together with
Mr. & Mrs. William Langston and
Mr. & Mrs. Richard Ferguson

Faelyn Langston
&
Logan Ferguson

request the pleasure of your company
at the celebration of their union
Saturday, the nineteenth of September
two thousand and fifteen
four o'clock in the afternoon
The Foundry
42 Ninth Street
Long Island City, New York

Reception to follow

DIVA Service

We're dedicated and devoted to making your experience fabulous.

SPARKLE IN STYLE

blue.nile.
Pinterest Sweepstakes

NEW

spring flings

WEDDING INVITATIONS & BRIDAL SHOWER INVITATIONS BY WEDDING PAPER DIVAS

Hosting an elegant wedding is easier than ever with the gorgeous array of wedding invitations, rehearsal dinner invitations, save the date cards, pocket folds and more from Wedding Paper Divas. From the fresh hues used on our stylish save the date cards to the new themes on our bridal shower invitations, engagement party invitations and save the date magnets, you can find all of the hottest new styles to give your ceremony a sophisticated flair. Plus, with hundreds of fresh new wedding invitations, announcements and accessories added each week, all of our collections are bursting with the rustic charm, modern elegance and delicate details you love. We even feature popular popular wedding favors to match your unique style! Shop now to fall in love with our latest bridal shower invitations, wedding invitations and thank you cards, or to find unique save the date cards to suit your upcoming celebration.

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SIGN UP

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She's a little bit city...
He's a little bit country.



Find the design that expresses the places you'll go...



WEDDING PAPER DIVAS

www.weddingpaperdivas.com

CONCEPT NOTES

Not based on actual brief.

Double-page spread currently
being researched for viability.



WEDDING PAPER DIVAS

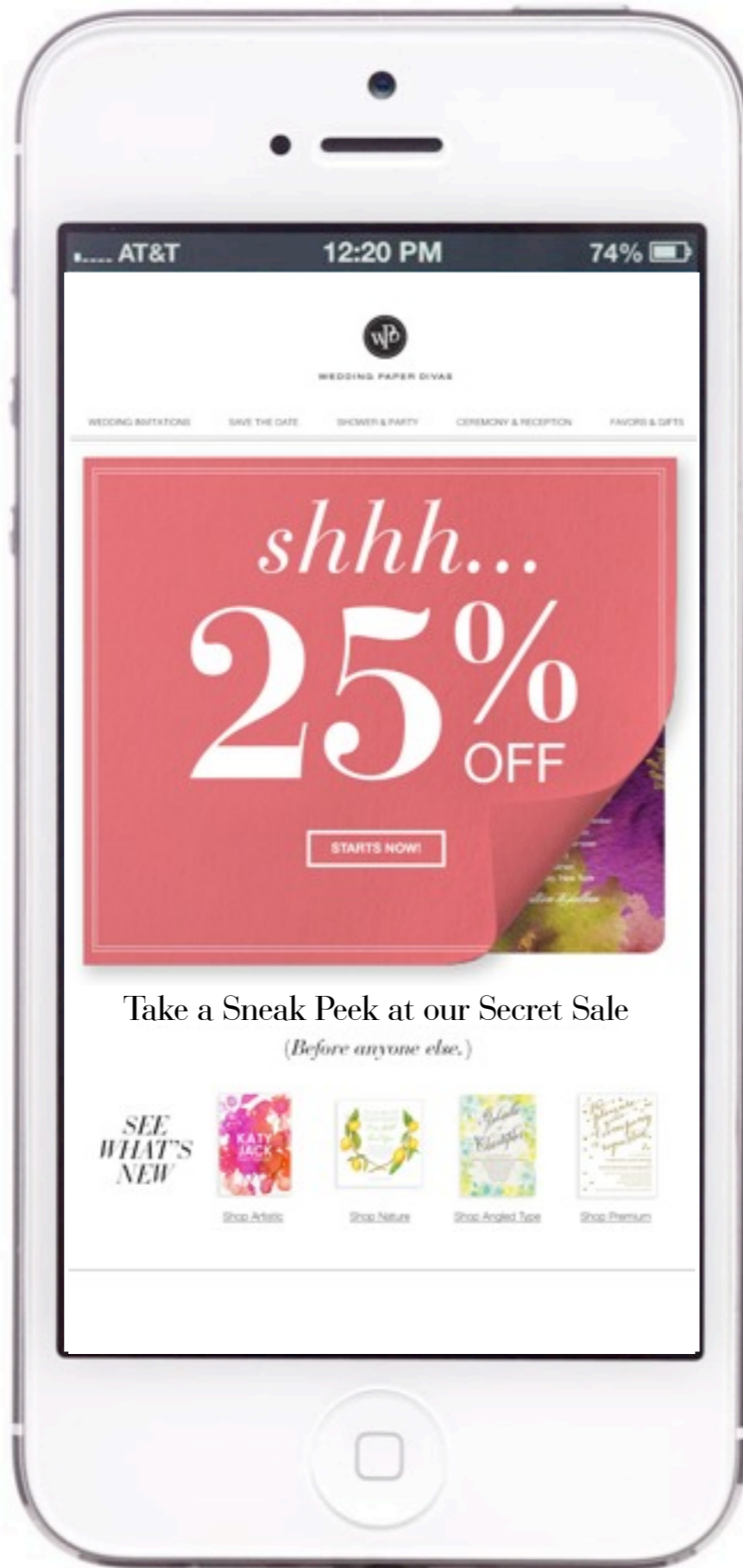
The Shimmer Collection



weddingpaperdivas.com

CONCEPT NOTES

Not based on actual brief.





WEDDING PAPER DIVAS

WEDDING INVITATIONS

SAVE THE DATE

SHOWER & PARTY

CEREMONY & RECEPTION

FAVORS & GIFTS



Because the cowgirl inside first caught his eye.

FIND THE WEDDING SUITE THAT SPEAKS TO YOU

[SHOP NOW](#)

SEE
WHAT'S
NEW



[Shop Artistic](#)



[Shop Nature](#)



[Shop Angled Type](#)



[Shop Premium](#)



WEDDING PAPER DIVAS

WEDDING INVITATIONS

SAVE THE DATE

SHOWER & PARTY

CEREMONY & RECEPTION

FAVORS & GIFTS

Hello, Spring.

Embrace this fresh crop of standout designs.

SHOP THE NEW COLLECTION



FOLD





WEDDING PAPER DIVAS

WEDDING INVITATIONS SAVE THE DATE SHOWER & PARTY CEREMONY & RECEPTION FAVORS & GIFTS

Hello, Spring.

SHOP THE NEW LOOKBOOK



1.



2.



3.



4.



5.



6.



7.

SHOP NOW

FOLD



SNEAK PEEK

From a pop of citrus to sun-kissed florals, our new collection is all about celebrating the romance of the season.

- 1 Product name
- 2 Product name
- 3 Product name
- 4 Product name
- 5 Product name
- 6 Product name
- 7 Product name
- 8 Product name



WEDDING PAPER DIVAS

WEDDING INVITATIONS

SAVE THE DATE

SHOWER & PARTY

CEREMONY & RECEPTION

FAVORS & GIFTS

Take a Sneak Peek at our Secret Sale

(Before anyone else.)

SEE
WHAT'S
NEW



[Shop Artistic](#)



[Shop Nature](#)



[Shop Angled Type](#)



[Shop Premium](#)



WEDDING PAPER DIVAS

WEDDING INVITATIONS

SAVE THE DATE

SHOWER & PARTY

CEREMONY & RECEPTION

FAVORS & GIFTS

UP TO 20% OFF WEDDING INVITES 15% OFF \$99+ OR 20% OFF \$199+ | CODE: WED20AUG | ENDS 8/27

Sparkle & Shine



Top trend this season?
Say it with shimmer!

SHOP THIS TREND

[Shop this Design](#)

[Shop this Design](#)

[Shop this Design](#)

[Shop this Design](#)



WEDDING PAPER DIVAS

WEDDING INVITATIONS

SAVE THE DATE

SHOWER & PARTY

CEREMONY & RECEPTION

FAVORS & GIFTS

Say it with SHIMMER

SHOP THIS TREND



FOLD
.....



FOIL STAMPING
Envelope liners.
(oh so glamorous!)



LETTERPRESS
Adds that premium touch
(hello, time-tested style)

EXCLUSIVE DIVA SERVICE

Through customization, we give you ultimate flexibility.
We're dedicated and devoted to making your experience fabulous.



WEDDING PAPER DIVAS

WEDDING INVITATIONS

SAVE THE DATE

SHOWER & PARTY

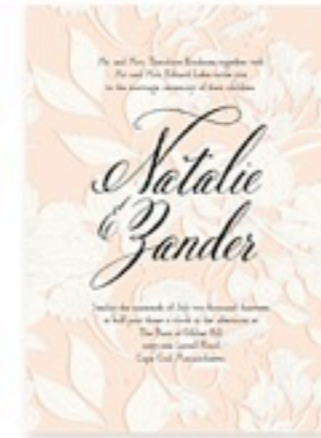
CEREMONY & RECEPTION

FAVORS & GIFTS



25% OFF Anniversary Sale

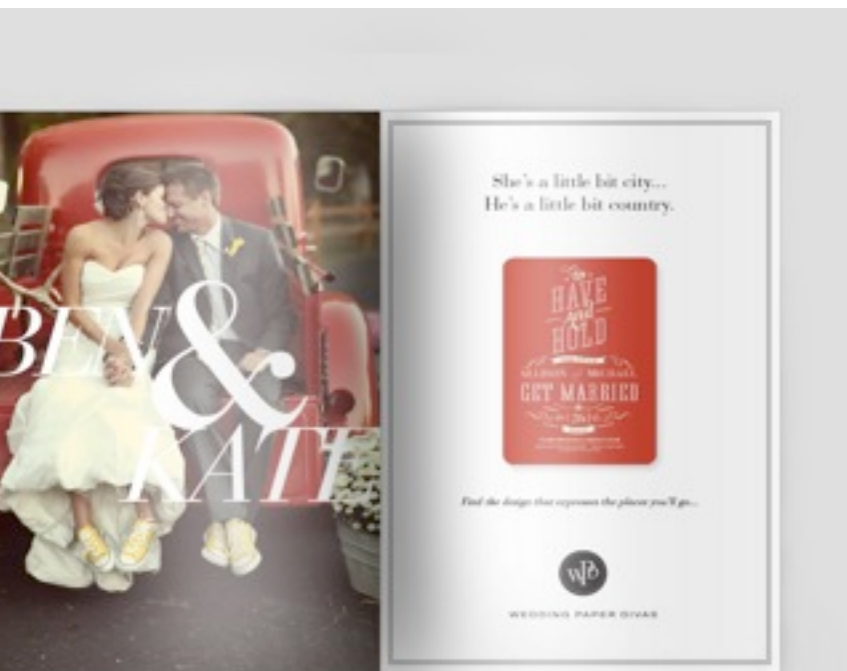
SHOP NOW



FOLD
.....



FRESHLY *cut designs*





WEDDING PAPER DIVAS