



la chérie

WEDDINGS & EVENTS

Brand Guidelines & Positioning

2026

*Weddings that feel
deeply personal,
beautifully considered,
and easy to trust.*





POSITIONING

*A founder-led, high-end
boutique planning studio.*

Lyndal is personally involved in every wedding. She builds the creative direction, coordinates vendor relationships, attends the important meetings, and carries the day. This level of founder presence is the brand's most powerful differentiator.

Mission

To guide couples through wedding planning with calm confidence, thoughtful design, and personal attention, so the celebration they build reflects who they truly are.

Vision

To be known as a planning studio where couples feel deeply supported, where design carries real intention, and where the experience of working together is remembered as one of the most grounding parts of an extraordinary season.

Calm

Someone is carrying the weight so you can breathe.

Excitement

The creative vision is already taking shape.

Confidence

The person guiding you genuinely cares about your relationship and your family.

BRAND PILLARS

*Personally
Guided*

Every couple works directly with Lyndal. No handoff. The relationship is the foundation.

*Beautifully
Considered*

Every design decision made with intention. Thoughtfully designed without feeling overproduced.

*Calmly
Led*

Lyndal carries a natural steadiness that couples lean into. She navigates pressure with grace.

*Deeply
Personal*

Weddings built around who the couple actually is. The planning starts with listening.

BRAND PERSONALITY

Warm. Elegant. Calm.
Confident. Thoughtful.

The brand greets every couple with genuine care. It listens before it designs. Couples should feel relief and excitement after their first conversation. La Chérie should feel like a steady hand in a season that can easily feel chaotic.



BRAND VOICE

*La Chérie speaks with
warmth, taste, and
quiet confidence.*

The voice is refined without feeling distant,
emotional without becoming overly precious.

VOICE PILLARS

Refined

Polished, intentional language. Editorial sensibility.

Heartfelt

Genuine emotion. Meets couples with sincerity.

Confident

Authority without heaviness. Assurance and clarity.

Celebratory

Real joy in the work. Lightness without hollow enthusiasm.

Sounds like La Chérie

“Every wedding we design starts with a conversation.”

“Your wedding should feel like you. That’s where we begin.”

“I take care of the logistics so you can focus on getting married.”

Never sounds like

Dream wedding

Perfect day

Timeless elegance

Stress-free planning

Your big day

Full-service luxury experience



FOUNDER STORY

The person behind the brand.

Lyndal thrives when she gets to walk alongside people through significant moments. She feels most creative and alive when she gets to transform a space and bring a couple's vision into something they can see, touch, and feel.

FOUNDER NOTE

A Note From Lyndal

I care deeply about creating a wedding day that feels joyful, calm, and fully present for the people at the center of it.

I work hard behind the scenes so my clients can relax and be in the moment. Your wedding is a day you will remember forever, and I want those memories to be filled with love, celebration, and the people who matter most.

My role is to take care of the details so you can focus on getting married. When everything is thoughtfully handled, you have the space to enjoy your friends, your family, and the joy of the day as it unfolds.

– *Lyndal Brumley*



WHAT SHE PROTECTS

*She helps couples protect
the meaning of the day.*

Wedding planning involves money, family dynamics, grief, pressure, and deeply personal decisions. Lyndal takes that seriously. She helps couples stay connected to what matters instead of getting buried in logistics and expectations. Her presence gives couples permission to feel the joy.

She is in the business of building relationships, not breaking them.

S E R V I C E S & S C O P E

01

*Full Service
Planning*

The flagship. Beginning-to-end planning with Lyndal guiding every phase: budget, design, vendors, timeline, and day-of.

02

*Partial Planning
& Design*

For couples who started on their own and need a stronger hand. Lyndal steps in wherever you are.

03

*Month-Of /
Day-Of*

Execution-focused support. Clear timeline, confirmed vendors, and a calm presence carrying every detail.

*Couples who value trust,
guidance, and personal attention.*

Best-Fit Couples

Design-aware. Emotionally present. Drawn to quality over spectacle. Looking for a guide, not a vendor. Open to being led by someone with a strong creative point of view.

Market Position

High-end center of gravity with room to grow into luxury. Warm and accessible. Never positioned so broadly the brand feels generic, or so narrowly it feels exclusive.

How La Chérie works with couples.

01

Inquiry & Connection

Warm first response, usually within 24 hours. Lyndal listens and recommends the right fit.

02

Planning & Design

Budget guidance, creative direction, vendor curation. The process flexes to fit.

03

Coordination & Execution

Vendor liaison, contracts, timeline management. Lyndal attends the key meetings.

04

The Day & Beyond

Calm, steady presence from first look to last dance. Every moment held with care.

Tennessee-rooted.
Destination-ready.

Tennessee Foundation

Based in Germantown, Tennessee. Memphis and Nashville are the primary markets. Deep roots in the Tennessee wedding community. Featured venues include Mallard's Croft and Orion Hill.

Destination Capability

Actively growing beyond Tennessee. Northeast markets including Pennsylvania and New York. International destination work including Lisbon and Europe. The brand should feel Tennessee-rooted and destination-ready.

Visual Identity

Editorial. Soft. Spacious.
Romantic. Composed.



LOGO SYSTEM



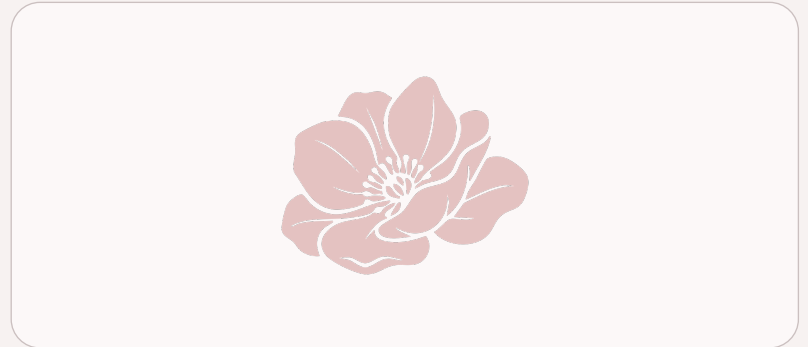
Primary Logo (Wordmark)



Secondary (Wordmark)



Stacked Logo



Logomark

LOGO SYSTEM



Primary Logo (Wordmark)



Secondary (Wordmark)



Stacked Logo



Logomark

LOGO USAGE

Primary Horizontal

Website headers, proposals, welcome guides, email signatures

Secondary (Wordmark)

Interior pages, website footer, secondary brand moments

Stacked

Social profiles, vertical print, square or portrait placements

Mark

Favicons, watermarks, wax seals, pattern elements

LOGO SPACING & CLEAR ZONE



Minimum clear zone

Equal to the cap-height of the “W” in “WEDDINGS & EVENTS.” No text, graphics, or imagery may enter this zone.

On photography

Place on areas with minimal visual complexity. Avoid faces, florals, or high-contrast areas.

Contrast rule

Use for-light-background on surfaces above 60% luminance. Use for-dark-background below 40%. Always test.

Protect the logo.

Do not rotate, stretch, or distort any logo variation.

Do not recolor the logo or apply effects, shadows, or outlines.

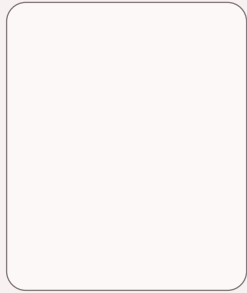
Do not recreate the script in a substitute font.

Do not place the light version on dark surfaces or vice versa.

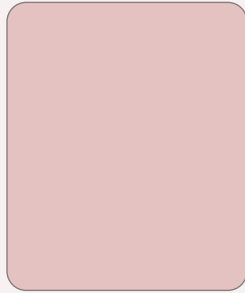
Do not reduce below a size where the subtitle becomes illegible.

Do not crowd the logo. Respect the clear zone always.

COLOR SYSTEM



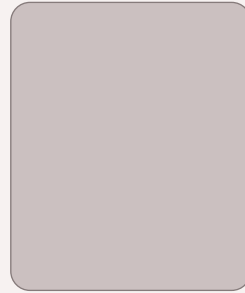
Porcelain
Blush
#FCF8F8



Petal
Blush
#E4C2C1



Dusty
Rose
#D3BABA



Warm
Greige
#CBCOCO



French
Gray
#6A6666



Charcoal
Ink
#433E3E



Ivory Veil



Stone Blush



Muted Taupe



Vintage Mauve



Soft Sage



Antique Gold

60% neutrals · 25% charcoal · 10% blush · 5% specialty

COLOR PRINCIPLES

*Let neutrals do
most of the work.*

The brand should feel elevated, expensive, and soft. Charcoal provides grounding. Blush adds personality in controlled moments. If the palette feels overly pink, pull blush back.



TYPOGRAPHY

La Chérie

CORMORANT GARAMOND · GOOGLE FONTS

Display typeface. Headlines, page titles, hero moments. Never below 18pt / 24px.

Weddings that feel like you.

PROZA LIBRE · GOOGLE FONTS

Body typeface. Body copy, subheadings, captions, navigation. Regular and Bold.

The custom calligraphic script serves as the brand's accent typeface.

Used sparingly: monograms, select social graphics, signature moments. Never for body text.

TYPE H I E R A R C H Y

A Beautifully Considered Day

Cormorant Garamond, 28–36pt, Charcoal Ink

THE CEREMONY

Cormorant Garamond SemiBold, 14–18pt, all caps, wide tracking

Every wedding we design begins with listening. We pay attention to the details that make your celebration feel like yours.

Proza Libre, 11–12pt, French Gray



PHOTOGRAPHY

Emotionally present.

Editorially composed.

Warm natural light. Soft, romantic color grading.
Intimate couple portraits with genuine emotion.
Thoughtful detail shots: rings on linen, florals against
stone. Outdoor ceremonies with natural greenery.

Avoid overly posed portraits, saturated sunset shots,
flash-heavy reception images, and flat lays that feel
manufactured.

FOUNDER PRESENCE

*The founder is the
face of this brand.*

Her images should carry confidence, warmth, and approachability. They belong on the homepage, the about section, and in proposals. They should appear early in the experience because they build trust quickly.



Whitespace is the most important element.

Lines

Fine rules, 0.5–1pt,
Petal Blush or Dusty Rose.

Shapes

Rounded corners always.
Ivory Veil or Stone Blush fills.

Composition

Asymmetric layouts.
Center only for formal moments.

Brand in Practice

Website · Social · Print · Collateral



WEBSITE TRANSLATION

Structure & Navigation

Background	Ivory Veil (#F7F2F1) as default. Alternate with Porcelain Blush or Stone Blush.
Navigation	Primary Horizontal logo, left. Cormorant Garamond nav links, 12–14px, wide tracking.
Footer	Secondary wordmark. Charcoal Ink background. Proza Libre text.
Buttons	Petal Blush fill, Charcoal Ink text. Rounded corners (8px). Hover: Dusty Rose.

Page Behavior

Homepage	Hero image + headline. Founder within two scrolls. Gallery. Inquiry CTA.
Services	Experience-led. Full Service first. No feature lists. No prices. Clear inquiry path.
Inquiry	“Let’s talk about your wedding.” Minimal fields. Personal confirmation.
Portfolio	Organized by wedding. Short narrative. Venue-tagged for SEO and trust.

APPLICATION

Website

Ivory Veil base. Primary logo in nav.
Founder within first two scrolls.

Instagram

Curated feed. Authored captions.
Consistent warmth. Credits at end.

Proposals

Primary logo on cover. Cormorant
Garamond headlines. Generous margins.

Welcome Guides

Stacked logo on cover. Personal
founder letter. Special paper stock.

Print

Warm white stock. Mark or secondary
logo. Antique Gold foil if desired.

Featured in At Home
Memphis & Mid South

S O C I A L E X P R E S S I O N

*Start with
the specific.*

“The way late-afternoon light moved through those sheer drapes changed the entire mood of the room. We planned for it, and it still surprised us.”

Planning & design: @lacherieweddings901

la cherie
WEDDINGS & EVENTS



S O C I A L C A P T I O N E X A M P L E S

DETAIL MOMENT

She made both rings by hand. His from reclaimed gold, hers with a stone from her grandmother's collection. That's the kind of intention that shapes everything we do.

ATMOSPHERE

The way late-afternoon light moved through those sheer drapes changed the entire mood of the room. We planned for it, and it still surprised us.

VENDOR APPRECIATION

When your florist understands that the greenery matters as much as the blooms. This arch was everything. Grateful for this team.

BEHIND THE SCENES

Fifteen minutes before doors opened, we stepped back and just looked at the room. That quiet moment before it all begins is one of our favorite parts of this work.




la cherie
WEDDINGS & EVENTS


Celebrate the union of
[Sample Name 1] and [Sample Name 2]

Saturday, [Sample Date]
at [Sample Location]

DETAILS

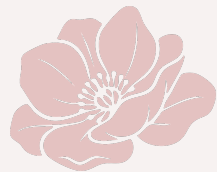


obis sone vampe e pvaation


Celebrate the union of
[Sample Name 1] and [Sample Name 2]

Celebrate the union of
[Sample Name 1] and [Sample Name 2]
Saturday, [Sample Date]
at [Sample Location]





*La Chérie is the calm, creative
presence that helps couples build
weddings as thoughtful and personal
as the love behind them.*

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WEDDINGS & EVENTS