

A GUIDE FOR THE THOUGHTFUL COUPLE

The
WEDDING CONCEPT
JOURNAL



A *journey* TO DEFINE *your* VISION
AND *design* A WEDDING *rooted in* ESSENCE

The WEDDING CONCEPT JOURNAL

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01 ABOUT THIS JOURNAL

Setting the intention

The Wedding Concept Journal is designed as a quiet space to reflect, and define the essence of your celebration before decisions are made. Rather than starting with logistics, this journal invites you to begin with meaning — with your story, your values, and the atmosphere you wish to create.

Throughout these pages, you will explore the vision behind your wedding, the emotions you want to evoke, and the experience you want to design for yourselves and your guests. Each section is intended to guide you gently, helping you uncover clarity and shape a celebration that feels thoughtful, coherent, and deeply personal.

Take your time. Reflect honestly. Allow this process to unfold naturally.



HOW TO USE THIS JOURNAL

This journal is designed to guide you through a thoughtful and intentional process. Rather than starting with logistics, these pages invite you to explore the meaning, vision, and experience behind your celebration.

Move through each section at your own pace. Reflect honestly, write freely, and allow your ideas to evolve. There are no right or wrong answers — only what feels true to you.

By the end of this journal, you will have defined not just how your wedding will look, but how it will feel.

YOUR WEDDING AS A NARRATIVE

Every wedding tells a story

From the first impression to the final moment, each decision shapes the experience and the emotions of the day. When designed with intention, your wedding becomes more than an event — it becomes a cohesive narrative.

As you move through this journal, consider not only what you want your wedding to include, but what you want it to express. The most meaningful celebrations are those that feel thoughtful, coherent, and deeply personal.

02 YOUR ESSENCE

The foundation of your celebration

Before defining the aesthetic or planning the experience, it is important to understand what truly defines you as a couple. Your story, your values, and the connection you share will shape the atmosphere and intention behind your wedding.

How did your story begin?

How did your journey begin?

What moments have shaped your relationship?

What moments have shaped your relationship?

What values do you share as a couple?

What values define you as a couple, and what matters most to you?

03 YOUR VISION

THE WORDS THAT DEFINE YOUR WEDDING

Try to describe your wedding in three words. Don't think about styles yet — focus on feelings instead.

Examples: intimate, luminous, editorial, Mediterranean, elegant, natural, artistic, etc.

THE ATMOSPHERE YOU ENVISION

What kind of atmosphere do you want to create?

What kind of environment and experience would you like to create?

Do you envision something intimate and quiet, or vibrant and celebratory?

Your answer.

How do you want the space to feel?

Your answer.

05 STORYTELLING

Creating a coherent narrative

Your wedding is more than a sequence of moments — it is a story.

A thoughtful narrative brings cohesion, meaning, and intention to every detail. From the setting to the atmosphere, from the materials to the smallest gestures, each element contributes to a shared vision.

This narrative does not need to be literal or themed. The most meaningful celebrations are often subtle, guided by a consistent feeling rather than a visible concept.

Use this section to define the story behind your wedding — the ideas, influences, and details that will shape a coherent and meaningful experience.

The concept of your wedding

What is the underlying idea or feeling behind your celebration?

Narrative or theme (subtle, not literal)

Is there a story, mood, or inspiration guiding your wedding?

Cultural or personal influences

Are there traditions, places, or influences that shape your vision?

06 THE EXPERIENCE

Designing the guest journey

From the first impression to the final farewell, each moment shapes how your guests feel and remember the day. When thoughtfully designed, these transitions create a cohesive and meaningful experience.

Consider how each stage of your wedding unfolds. How does the atmosphere evolve? What emotions do you want to create along the way? Small details, when aligned with your vision, can transform the celebration into a seamless narrative.

Use this section to reflect on the guest journey and design an experience that feels intentional from beginning to end.

First impression (invitation / welcome)

How do you want guests to feel from the very beginning?

Ceremony atmosphere

What mood or emotion should define this moment?

Cocktail / transition

How does the celebration begin to unfold?

Reception / dinner

What experience do you want to create during this time?

Ending & Farewells

We want our guests to feel _____.

04 AESTHETIC DIRECTION

The setting is not just a backdrop — it is part of the wedding's narrative.

Inspirations & references

Write down references that resonate with you here.

Color palette ideas + materials + textures

Add images to create your wedding moodboard.

Season & natural context

Vuestra respuesta...

07 YOUR PRIORITIES

Clarity before decisions

Before making decisions, it is important to define what truly matters to you.

Every wedding involves choices. By identifying your priorities early on, you can create a celebration that reflects your values and focus your energy where it matters most.

This section is designed to help you gain clarity — to understand where to invest, where to simplify, and how to shape a celebration that feels intentional and balanced.

What matters most

Which elements are most important for your celebration?

Where to invest

What areas would you like to prioritize?

Where to simplify

Where would you feel comfortable keeping things more minimal?

Must-have vs nice-to-have (What elements are essential, and which ones are optional?)

Essential

Optional

08 PRACTICAL FOUNDATIONS

Grounding the concept

Once your vision begins to take shape, it is important to ground it in practical considerations.

These elements help translate your ideas into a celebration that feels both meaningful and feasible. By defining these foundations early on, you create a clearer direction and ensure that every decision supports your overall concept.

Use this section to reflect on the key elements that will shape your celebration.

Guest profile

Who will be part of your celebration? What kind of experience would you like to create for them?

Venue considerations

What type of setting aligns with your vision?

Season & timing

How might the time of year influence the atmosphere?

Scale & intimacy

Do you envision a large celebration or something more intimate?

09 WEDDING CONCEPT

Defining your final direction

At this stage, your vision begins to come together.

After exploring your story, values, aesthetic direction, and experience, this section helps you define the essence of your celebration in a clear and cohesive way. This is where your ideas become a concept — a guiding direction that brings intention and consistency to every decision.

Use this section to summarize your wedding concept and define the elements that will shape your celebration.

YOUR WEDDING IN ONE SENTENCE

How would you describe your celebration in a single, meaningful sentence?

Concept keywords

Which words best define the essence of your wedding?

Emotional tone

What feelings should define the overall experience?

10 FINAL REFLECTION

Your celebration, defined

Through these pages, you have explored your story, your vision, and the experience you wish to create. This final reflection is an opportunity to step back and consider what makes your celebration truly meaningful and unique.

What makes your wedding unique

What elements, feelings, or ideas make your celebration truly yours?

