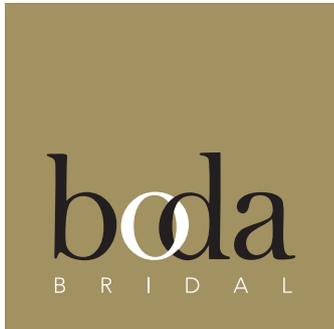


mortimer* Boda Bridal

Case study

Boda Bridal

Client: Boda Bridal
Sector: Retail
Description: Branding, print, website



The challenge

Boda Bridal, founded in 2009, is a contemporary wedding boutique. Situated in Chester city centre, it offers a one-stop shopping experience for style-conscious brides, selling designer bridal gowns, bridesmaid dresses, wedding stationery, wedding favours and accessories. A clean, modern brand was required to project the boutique's sophistication, confidence and contemporary chic. The brand needed to be novel and different from that of other wedding shops. The professionalism of the design had to represent the quality that brides can expect from Boda Bridal's products and services.

The solution

The identity has a fresh, clean look. The colour choice of black and gold gives a high-quality designer label feel to the brand. The choice of font gives a soft, elegant feel. The 'o' in 'Boda' is highlighted in white: a typographic representation of the bride. The linking of the 'o' and the 'd' subtly conveys the joining of two people in marriage.

The branding was reinforced by creating the logo and applying across a variety of items. Mortimer* also created the shop signage, website, brochure, launch offer leaflet, local press and wedding magazine advertisements.



Case study Boda Bridal *Continued*

The result

"My new website is causing quite a stir in the wedding industry; brides love the website as the design is so fresh and contemporary and we are having enquiries from all over the world! The design is so strong that I have put it forward for a major wedding industry award.

I am very proud of what we have achieved; I would and have recommended Mortimer to anyone requiring any aspect of design as their flexibility and approachability make the whole process a breeze; I now consider Matt a friend not just an amazing creative!"*

www.bodabridal.co.uk



mortimer* communicate more

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