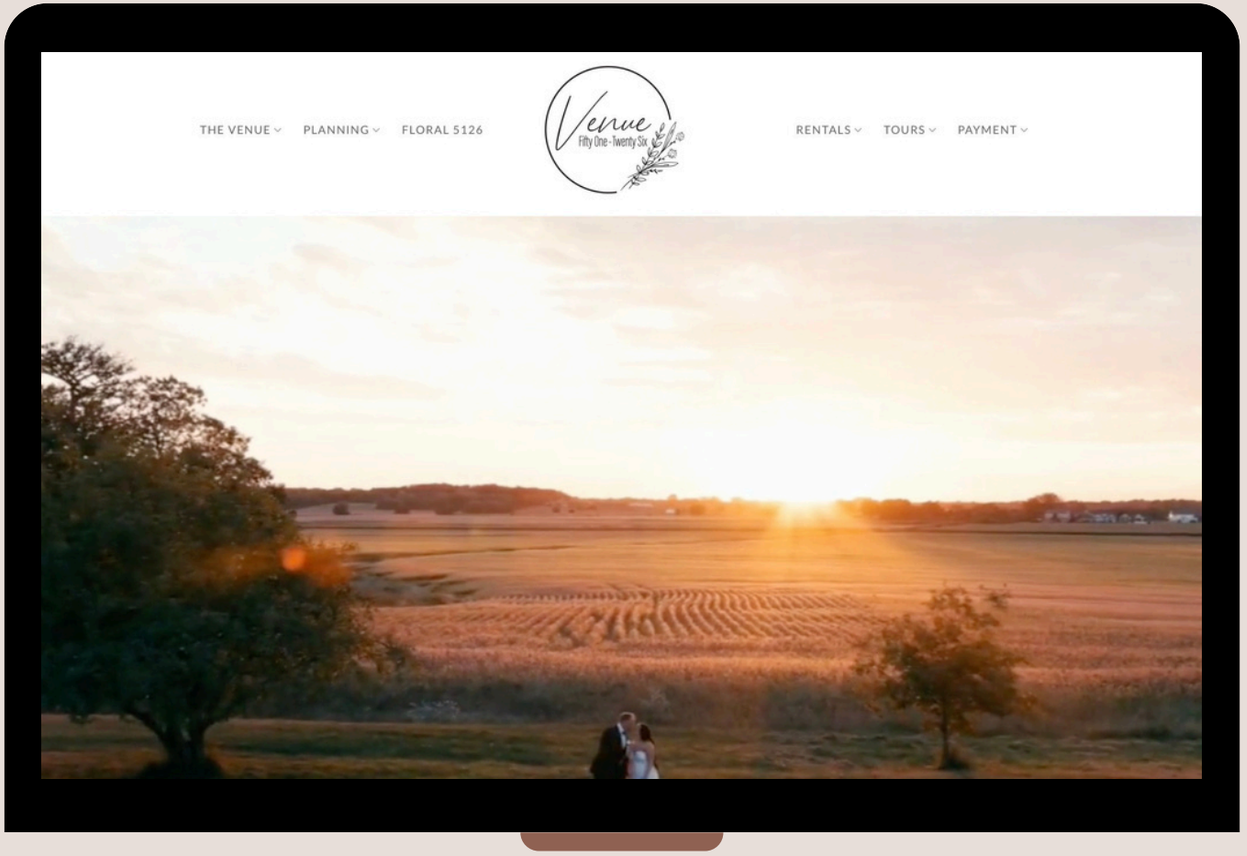
Venue 5126

Brand identity / Logo design / Creative direction
Website design / Social media / Content strategy



INTEGRATED MARKETING PORTFOLIO

WWW.VENUE5126.COM

More than a website

A complete brand experience.

Led the visual identity and digital presentation for a wedding and event venue, creating a cohesive brand from logo through website and social content.

01 / IDENTITY

Logo, visual direction and brand guidelines

02 / DIGITAL

Website design, structure and customer journey

03 / CONTENT

Social storytelling, creative and engagement

Project Timeline & Attribution | November 2021 – April 2026

The work featured in this portfolio reflects my creative direction, brand development, website design, and marketing efforts for Venue 5126 during the period noted above. Any website modifications, social media content, or other brand updates made after April 2026 are not representative of my work.

Creative strategy & execution

01 CONTENT STRATEGY & PLANNING

Built organic content calendars and seasonal campaigns around engagement season, venue availability, real weddings and prospective couples' planning journeys.

02 SHORT-FORM VIDEO

Conceptualized, filmed, edited and published Reels and TikToks showcasing venue transformations, behind-the-scenes moments, wedding inspiration and useful planning content.

03 COMMUNITY & COLLABORATION

Developed authentic content and vendor collaborations with photographers, planners and wedding professionals to extend reach and deepen audience engagement.

04 INTEGRATED MARKETING

Connected social storytelling with website experiences, email marketing, tours and inquiry-focused calls to action to support the path from inspiration to booking.

05 PERFORMANCE OPTIMIZATION

Used reach, views, engagement, shares, audience growth and booking feedback to refine formats, creative direction and future campaigns.

A distinct visual signature



LOGO DESIGN

Created the Venue 5126 logo as the foundation of a recognizable visual identity. The circular mark, expressive lettering and botanical illustration give the brand a romantic yet understated personality.

BRAND EXPRESSION

Elegant / Welcoming / Nature-inspired

The visual language

Created brand guidelines to keep every peice of marketing cohesive.

CHARCOAL
#252421

WARM IVORY
#F8F6F2

STONE
#DCD6CC

SOFT TAUPE
#B9A392

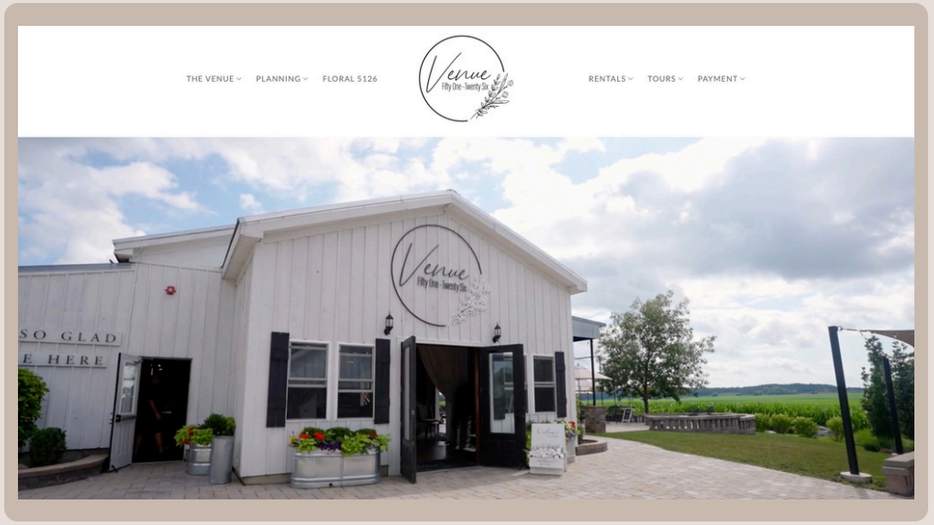
TYPOGRAPHIC DIRECTION

Bodoni FLF — Bold, impactful serif font for headlines.

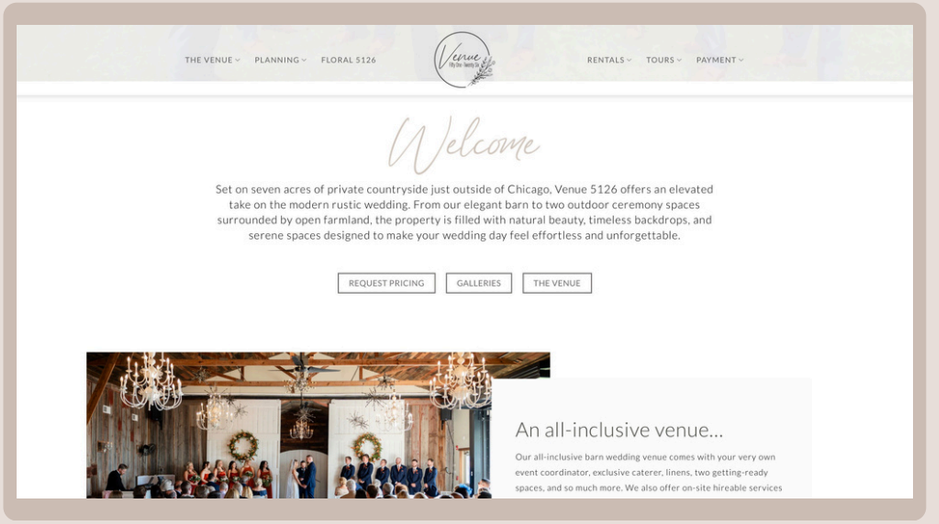
Montserrat — Clean, restrained sans-serif for navigation, body copy and calls to action.

Brittany — Fun, personality font for special categories and beautiful visuals

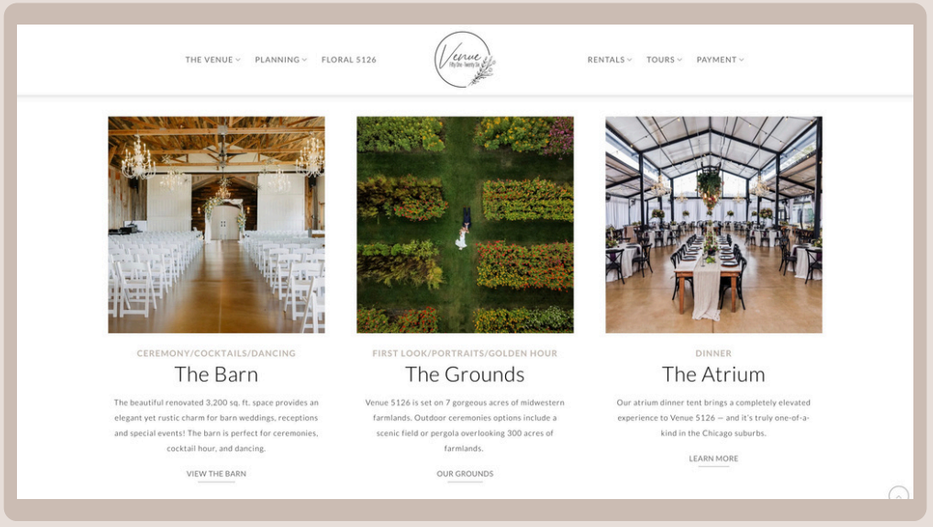
The website experience



HOMEPAGE / BRAND EXPERIENCE

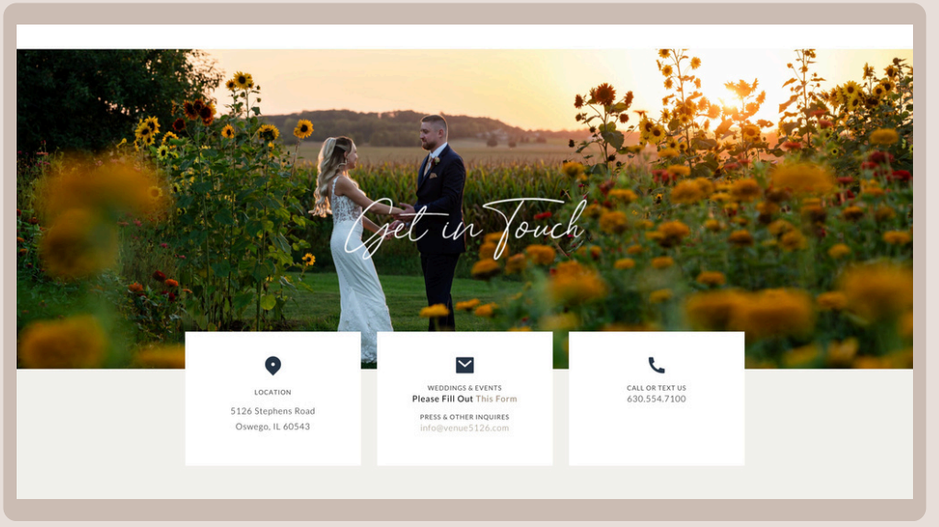


HOMEPAGE / VISUAL STORYTELLING



THE VENUE

Fully functional online boutique for creating a rentals wishlist

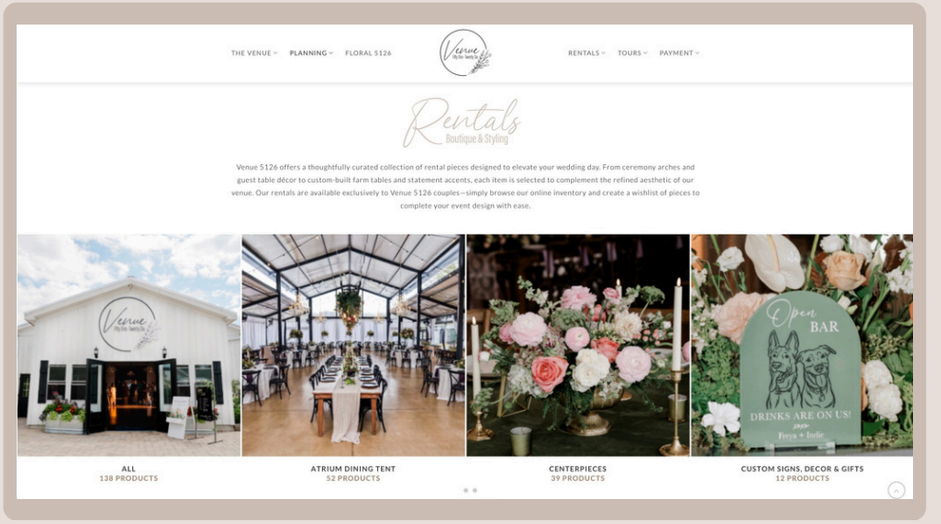


CONTACT

Design & functionality

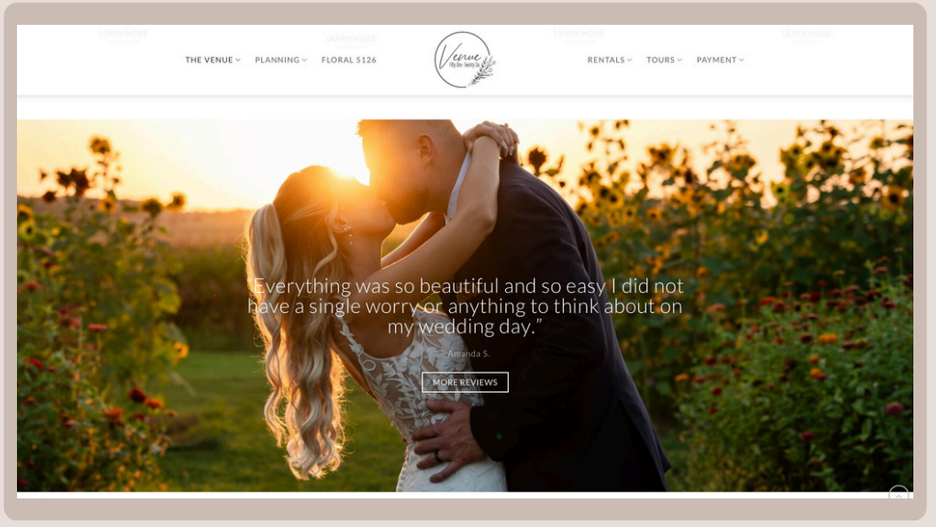


EVENT GALLERY



RENTALS BOUTIQUE

Fully functional online boutique for creating a rentals wishlist



REVIEWS



FLORAL & EVENT STYLING

From social content to real business growth

Led Venue 5126's organic social presence across Instagram, Facebook, TikTok and Pinterest, connecting visual storytelling with brand awareness, audience growth and wedding inquiries.

5.7M

Views
Top-performing Instagram Reel

45%

Bookings attributed to social
Reported booking attribution

80%

Annual booking growth
45 to 81 bookings per year

AUDIENCE DEVELOPMENT

INSTAGRAM

<1K → 5K+

Followers; approximately 5x growth

FACEBOOK

11K → 15K+

Followers; more than 4K added

Building a brand through visual storytelling

