



April 2025

"The  
Wedding  
BRAND!"

CASE STUDY

MR + MRS JONES - TO BE!

RIVER +  
COMPASS





## Meet LaKenia + Adrian

---

LaKenia is everything "FABULOUS"! The Cosmetology Instructor is known as "God's Girl" + has a well-established online community of Christian females. Adrian + LaKenia met at church. Shortly after, he proposed + they, together, set the internet on fire with their conjoined brand, "God's Girl meets God's Guy!"

## Marketing Adventure

---

In March, **River** + **Compass** camped out near the Savannah River with this couple to go on a Branding Adventure. We had a 45-minute photo session + used the photos for both online + print materials.





# Branding | Photography



At our brand photography session, LaKenia + Adrian did not disappoint! Not only did they arrive in color coordinated attire but also with their own content creator who captured moments of their adventure with us! **R + C** provided the couple with 30 images... + 2, for good luck! All images were used in a slideshow to be shown during their reception.

RIVER + COMPASS



## Typography

---

*TT Lovelies Script*

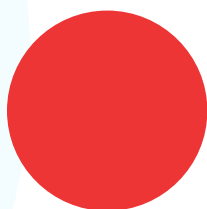
LIBRE  
BASKERVILLE

## Brand Visuals

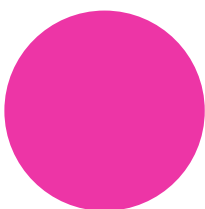


## Brand Palette

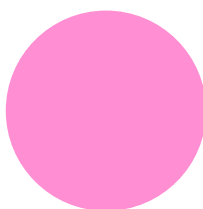
---



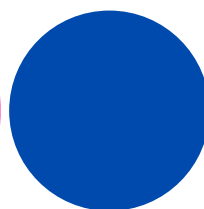
#ED3535



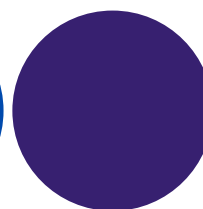
#ED35A6



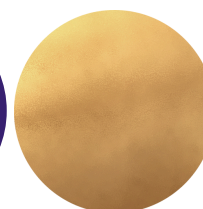
#FF8ED3



#004AAD



#372070



GOLD



# Shower Invitation

RIVER + COMPASS

Following the establishment of a brand identity for LaKenia + Adrian's engagement marketing campaign, **River + Compass** created an 11-paged animated video invitation for LaKenia's birthday bridal shower. It was personalized to include the Bride's voiceover + a gift guide.

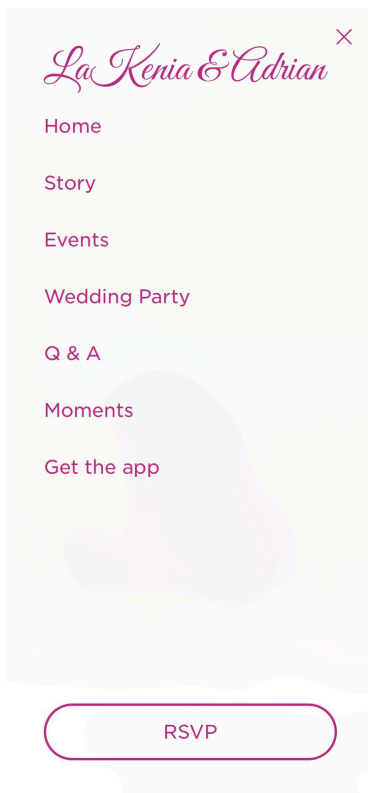




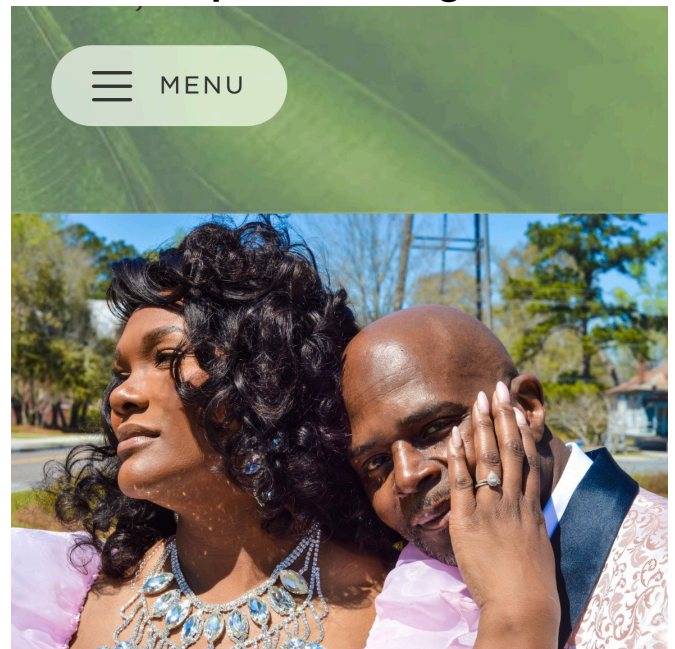
# Wedding Website



On JOY.com, **River + Compass** create a 6-paged wedding website so the couple could have an organized way to centralize + share information with their guests. With a branded url + password, LaKenia + Adrian could easily share the website with their guests + focus on other important things.



Page 6 of their website is a shared album for their guests to share photos captured at their events. A QR link was created and added to the back of the wedding program.



*Saturday, May 10, 2025*

*Guyton, GA, USA*

16 DAYS 7 HRS 44 MINS

RSVP

God's Girl Weds God's Guy

#ALoveJones

RIVER + COMPASS



# Wedding + Reception Invitations

## RIVER + COMPASS

Additionally, **River + Compass** was tasked to create two separate invitations for the wedding + exclusive reception.



THIS SERVES AS AN  
EXCLUSIVE INVITATION  
TO REQUEST  
YOUR PRESENCE IN THE  
CHURCH SOCIAL HALL,  
IMMEDIATELY FOLLOWING  
THE WEDDING CEREMONY,  
FOR THE  
PRIVATE COMMUNION  
AND RECEPTION OF  
THE BRIDE & GROOM.

*Jones*

To accept this invitation,  
attendants are required to RSVP by  
noon, Friday, May 2 via phone at (912) \_\_\_\_\_

YOU ARE FORMALLY INVITED TO THE WEDDING OF

*Miriam & Adrian  
Lakenia Ray-Carlton*

3:00 PM | Saturday, May 10, 2025





# Wedding Program



## WELCOME TO THE WEDDING OF *Lakenia & Adrian*

Saturday, May 10, 2025



PRELUDE  
GROOM'S ENTRANCE  
PROCESSIONAL  
LITURGICAL DANCE  
BRIDAL MARCH  
(Remain seated)  
WELCOME  
PRAYER  
DECLARATION OF SUPPORT  
SERVICE OF WORSHIP  
SERMONIC SELECTION  
MESSAGE  
DECLARATION OF INTENTION  
COUPLE'S WORDS OF AFFIRMATION  
EXCHANGE OF VOWS  
EXCHANGE OF RINGS  
LIGHTING OF THE UNITY CANDLE  
PRAYER CIRCLE  
PRONOUNCEMENT  
JUMPING OF THE BROOM  
PRIVATE RECEPTION



## *Lakenia's Vows*



My Adrian, I prayed that God would lead me to this church, to choose you as my husband. I praise him today as his will is being fulfilled. Through the pressures of the present and the uncertainties of the future, I promise you and him my faithfulness, to stand beside you through all of life's experiences as you follow God's plan.

- In faith, honesty, and love, I take you to be my wedded husband. I pledge to share with you God's plan for our lives together united in Christ. I promise you all of this and more with God's help to strengthen and guide me as your supportive wife. I give you all that I have, myself and my love. All these things I pledge to love in the name of our Lord Jesus Christ.
- I choose you to be mine. I choose you to be my husband to have and to hold, from this day forward. I pledge you my faithfulness to show to you the same kind of love as Christ showed the church when he died for her, and to love you as a part of myself. In his sight, we shall be one.
- I love you, and I thank the Lord for the love that has bound our hearts and lives together in the spiritual fellowship of marriage. I will love, honor, and cherish you always. As we enter upon this privilege and joy of life's most holy relationship and begin together the great adventure of building a Christian home, I will look to you as a partner and leader in our home as I have looked to Christ as the head of the church.
- In faith, honesty, and love, I take you as my wedded husband, to share with you in God's plan for our lives together united in Christ. I commit to you this day all that I am. I pledge to you, in the name of our Lord and Savior Jesus Christ. I pray to faithfully fulfill my place as your helpmate and to uphold you in prayer as I submit my heart to you. I pray to always be by and on your side and to always keep the presence of the Lord in our home.
- Through all of the uncertainties and trials of life, I promise to be faithful to you and love you, so that together we may grow in the likeness of Christ. With you, I know that the home we build together will praise him each and every day.

UPLOAD YOUR PHOTOS TO  
OUR SHARED ALBUM!



## *Adrian's Vows*



I LOVE YOU, and I know that this love is from GOD. I WANT TO BE YOUR HUSBAND SO THAT WE MIGHT SERVE CHRIST TOGETHER, THROUGH ALL OF THE UNCERTAINTIES AND TRIALS OF THE PRESENT AND FUTURE. I PROMISE TO BE FAITHFUL TO YOU AND LOVE YOU. I PROMISE TO PROTECT AND PROTECT YOU AS CHRIST DOES HIS CHURCH, AS LONG AS WE BOTH SHALL LIVE.

- I TAKE YOU TO BE MY WIFE, BEFORE GOD WHO BROUGHT US TOGETHER, TO LOVE AND CHERISH YOU EVEN AS CHRIST LOVES THE CHURCH AND LOVE HIMSELF FOR IT, TO LEAD YOU AND SHARE ALL OF LIFE'S EXPERIENCES WITH YOU BY FOLLOWING GOD THROUGH THEM.
- IN FAITH, HONESTY, AND LOVE, I TAKE YOU TO BE MY WEDDED WIFE, TO SHARE WITH YOU GOD'S PLAN FOR OUR LIVES TOGETHER UNITED IN CHRIST, AND WITH GOD'S HELP, TO STRENGTHEN AND GUIDE ME. I WILL BE A STRONG SPIRITUAL LEADER FOR US IN OUR LIFE.
- I LOVE YOU AND THANK THE LORD FOR THE LOVE THAT BOUND OUR HEARTS AND LIVES TOGETHER IN THE SPIRITUAL FELLOWSHIP OF MARRIAGE. I WILL LOVE, HONOR, AND CHERISH YOU ALWAYS. I WILL LOVE YOU IN RICHES AS IN HEALTH, IN POVERTY AS IN WEALTH, IN HONOR AS IN JOY, AND WILL BE TRUE TO YOU BY GOD'S GRACE, TRUSTING IN HIM SO LONG AS WE BOTH SHALL LIVE.
- I PROMISE TO LOVE YOU ABOVE ALL OTHERS AND TO VALUE YOU IN MY LIFE AS A PRECIOUS GIFT. I LOOK FORWARD TO BUILDING OUR RELATIONSHIP UNDER THE CARE AND GUIDANCE OF GOD. I PROMISE TO STAND BESIDE YOU AS YOUR HUSBAND AND PRIDE IN YOUR GROWTH AND PROSPERITY AND DECLINE IN PEACE AND IN TURBIDITY. AS LONG AS WE BOTH SHALL LIVE.
- IN THE PRESENCE OF FRIENDS, FAMILY, AND GOD, I TAKE YOU TO BE MY WIFE. I PROMISE WITH DIVINE ASSISTANCE TO BE A FAITHFUL, DEVOTED, AND LOVING HUSBAND FOR ALL THE DAYS OF OUR LIVES.

*#alovejones*

A two-sided wedding program was designed. On side 2, we included a QR to the shared photo album along with the couple's hashtag. Once the proof was approved, R + C ordered 50 programs that were printed by a local partner in Savannah. They were ready for pick up on the same day of order.



# Investment

MR + MRS JONES - TO BE!

15-Minute Campfire Session	.....Complimentary
Brand Identity	.....Complimentary with deposit
45-Minute Photography	.....\$150
11-Page Animated Invitation	.....\$50
6-Page Wedding Website	.....\$120
1-Sided Invitation (2)	.....\$50
2-Sided Wedding Program	.....\$50
50 Wedding Programs	.....\$36
32-Photo Slideshow	.....\$50

\$506  
Value





On behalf of **River + Compass**, I would like to personally thank LaKenia + Adrian for allowing us to formally establish their brand as a couple. It has been amazing watching them shine on + off the screen. I wish the couple so many blessings throughout their marriage. CONGRATULATIONS!!!

Best,

# Thank you!



RIVER +  
COMPASS

EBONI THOMAS, MBA  
OWNER + Brand Marketing Coach

