

DESIGNER BRIEF

OCTOBER 2025

DUE: NOVEMBER 7TH

The PlayBook
MEMBERSHIP



Brand Name: The Ivory Table

Industry: Wedding Catering & Events

Style: Heritage elegance, floral romance, timeless charm

Meet your client:

The Ivory Table is a boutique wedding catering company rooted in heritage and inspired by the romance of the English countryside. They believe every event should tell a story, through flavour, presentation, and atmosphere. Their menus celebrate seasonal produce, local artisans, and the small, thoughtful details that turn a meal into a memory.

Each tablescape is designed with care: hand-dyed linens, floral arrangements that feel freshly gathered, and menus printed on soft, textured paper. The brand should feel elevated yet organic, luxurious, but never too polished.

Brand Keywords:

- Heritage
- Romantic
- Organic
- Timeless
- Artful

Deliverables (choose any):

- Logo + Submark
- Menu or tasting card design
- Website homepage concept
- Instagram 9-tile grid

Post your designs to Instagram - It may gain you a real client!

Have fun!