



LOVE & THEORY CO.

WEDDING

CLIENT GUIDE





The Denonmies



YOUR PERSONAL PAPARAZZI HAVE ARRIVED!

YOUR NEW BFFS AND PERSONAL HYPE WOMEN!

KELLY LOVE

Hey there! I'm Kelly — the fiery redhead behind the lens at Love and Theory Co. I'm a proud USAF Veteran, boy mom to two wild and wonderful tiny terrors, and a firm believer that laughter truly is the best medicine (I'll joke about anything, you've been warned!). Give me tacos, a killer concert, or a packed dance floor at your wedding, and I'm in my happy place. I bring the energy, the chaos, and a whole lot of heart to every celebration — and I can't wait to capture all the magic of your big day!



KELLY LOVE

DEVIN WILBER

Devin is a cake-loving, dance-anywhere kind of mom with a shameless obsession for trash TV — and absolutely zero regrets about it. She's the type of person who can laugh at her own jokes, cry over a good rom-com, and still be the life of the dance floor by the end of the night. With a weird, borderline spiritual pull to the mountains (probably in search of signal and snacks), Devin feels most herself when she's surrounded by nature, adventure, and the people she loves most.



DEVIN WILBER



OUR APPROACH

*HOW WE MAKE YOUR DAY ABOUT
SOMETHING MORE THAN JUST
THE CLICK OF OUR CAMERAS*

Our approach goes far beyond beautiful images—it's the experience that defines us. Anyone can take a photo, but not everyone can make you feel seen, understood, and genuinely cared for in the process. We believe your wedding photography should feel like a breath of relief, a safe place, a team that steps in with intention long before we ever lift a camera.

We listen deeply. We notice the things that matter. We move with purpose so that you never feel rushed, lost, or like “just another booking.” Every detail you share becomes something we honor. Every worry becomes something we help carry. Every moment becomes part of a story we're fully invested in telling well.



Because with us, you're not just hiring photographers—you're choosing an experience built on warmth, trust, and heart. The kind that leaves you feeling lighter, supported, and so confident that you can be fully present in the joy of your day.

And the images? They're simply the proof of everything you felt. The experience is what you'll remember. The art just makes it unforgettable.



YOUR WEDDING JOURNEY: FROM START TO FINISH

SAY HELLO AND LET'S CHAT! SCHEDULE YOUR CONSULT

The very first step? You reach out, and we schedule a consultation! Think of it as a coffee date, but with zero awkward small talk—and maybe a little wine (or whiskey, if that's your vibe).

During our call, we'll dive into the heart of your wedding day: your vision, your vibe, your timeline, and everything in between. We'll talk through how our process works, and how it can be tailored just for you. You get to ask all the questions swirling in your mind—big, small, or slightly ridiculous—and we'll offer guidance, tips, and insight from our years behind the lens. Even if you don't end up booking with us, our goal is to leave you feeling inspired, informed, and just a little more confident.

We love when our couples come prepared with questions, notes, or even just a list of dreams—they've been on their minds for a reason, and we want to hear them all. No pressure. No judgment. Just connection, laughter, and maybe a few “oh yes, we so get this” moments.

Because here's the thing: you can hire any photographer in the world and get beautiful images. But what you can't hire is a team that makes you feel heard, supported, and genuinely at ease while your day unfolds. That's what we do. That's the experience. And honestly? That's the part you'll remember forever.





BOOKING & SECURING YOUR DATE

WELCOME TO THE LOVE AND THEORY CO. FAMILY!



Once our call wraps, I'll send a personalized proposal to your inbox for you and your partner to peek at. Think of it as your "okay, this is really happening" moment—without the pressure.

If you're vibing with us (and we hope you are), just choose the collection that feels right. That clicks you straight into the invoice, retainer, and contract—smooth, simple, done.

And then? Cue the confetti... because once the paperwork is squared away, we kick off our engagement session planning and all the fun prep that gets you excited for the big day. This is when the wedding starts to feel real, the butterflies show up, and the adventure officially begins.

LOVE IS IN THE AIR – CUE YOUR ENGAGEMENT SESSION!

Once you've officially booked, we'll kick off the paperwork party and get your engagement session on the calendar. These sessions are typically held 6-9 months before your wedding, but if you're getting married sooner—no worries! We'll check our schedule and make sure we find the perfect time that works for you.

Together, we'll choose a beautiful location and the best time of day to capture images you'll absolutely love—perfect for your Save the Dates or just to celebrate this exciting chapter.

Engagement sessions are one of our favorite parts of the process—they're like a laid-back meet-and-greet with cameras! Our goal is to help you feel relaxed, confident, and totally yourselves. Not only will you walk away with some epic photos, but you'll also get a true feel for how we work, so when your wedding day arrives, everything feels familiar and effortless.





TIMELINE PLANNING

WE BUILD A PHOTOGRAPHY TIMELINE THAT WORKS FOR YOU.

We collaborate with you to design a photography timeline that fits your unique day. This includes deciding when and where key moments happen, building in buffer times, and sequencing events so nothing feels rushed.

Timelines are more than clocks and schedules—they're a blueprint for your day. They keep everyone on the same page, help vendors coordinate seamlessly, and guarantee we capture all the key moments without the day feeling chaotic.



WHO'S GOING ON YOUR FAMILY PHOTO LIST?

A family photo list is more than just a list of names—it's your secret weapon for stress-free, meaningful family portraits. Weddings are emotional, fast-paced events, and wrangling multiple generations, extended family, and sometimes even pets can get tricky without a plan.

We like to stay organized by having the family photo lineup in hand, keeping you on schedule and stress-free. Let's be honest—two things can completely derail a wedding timeline: hair and makeup running late, and family photos gone rogue. Herding multiple generations without a plan is basically like trying to corral cats on a catnip-fueled adventure—but with a clear list, we turn chaos into calm, capturing every important combination with ease.





SAMPLE TIMELINE

ORDER OF EVENTS

Neghan & Matt

1ST NOVEMBER, 2025 | BRIDLE OAKS VENUE

PRE-CEREMONY

2 0 0 P	Capture detail images: flay-lays, attire, venue outdoor & indoor
3 0 0 P	Getting photos of each person
4 0 0 P	First Look with significant other (Matt)

CEREMONY

4 3 0 P	Ceremony including special event - ‘Sand Ceremony’
4 4 5 P	Family portraits, wedding party portraits, & couple’s portraits
5 4 5 P	Introductions into wedding reception

RECEPTION

6 0 0 P	First Dances: Couple, Father-Daughter, Mother-Son
6 1 5 P	Dinner Services
7 3 0 P	Speeches
8 3 0 P	Bouquet Toss
8 4 5 P	Cake Cutting
1 0 0 0 P	Send-off



PAUSE FRIEND LET BEAUTY KISS



FINAL CALL

YOU RELAX AND WE PREP

By the time your wedding week rolls around, it's finally real—and while you focus on soaking in the excitement, we handle the details behind the scenes to make sure everything runs smoothly.

We'll hop on a call to review last-minute details, answer questions, and make sure you feel completely confident and prepared. Think of it as your personal wedding pep talk—calm, reassuring, and tailored to your day. We double-check your photography timeline, ensuring every portrait, family photo, and special moment has a spot without feeling rushed. This is when the vision of your day becomes a clear, organized plan.



Florida weather is unpredictable, so we'll go over backup options, lighting considerations, and location adjustments to make sure your photos shine rain or shine. From rings to stationery, special heirlooms, and thoughtful details, we'll give a checklist to ensure nothing is forgotten. By the big day, you can focus on being present, not worrying about missing items.

WHY IT MATTERS:

This is the week where stress is transformed into calm confidence. You get to focus on the excitement, anticipation, and joy—while we make sure everything behind the scenes is meticulously prepared for a seamless, beautiful wedding day.





ITS FINALLY HERE!

YOUR VISION, ALIVE... FUELED BY CAFFEINE AND QUESTIONABLE LIFE CHOICES.

A wedding photographer's day begins long before the vows. We start by grounding ourselves in the details — the dress, the rings, the florals, the shoes, the invitation suite — all the little pieces that tell the bigger story.



Immediately after the ceremony, we transition into family portraits, keeping everything efficient, organized, and painless (or as painless as wrangling extended family can be). Then we move into wedding party photos and portraits of the couple — the part of the day where the love, the nerves, and the excitement all blend into some of the most meaningful images.

Once portraits are complete, we head into the reception, starting with introductions and following through every formality: first dances, toasts, cake cutting, bouquet toss, and all the candid magic in between.

By the end of the night, we've documented everything from the smallest details to the grandest moments — stitching together the full, authentic story of the day through imagery.

From there, we move into getting ready moments, capturing both partners as they slip into their final looks, surrounded by the quiet chaos of anticipation, laughter, and hairspray.

Next comes the first look or ceremony, depending on the timeline. This is where the day truly shifts — whether it's the intimate reveal between the couple or that walk down the aisle that turns time into slow motion.





AFTER THE WEDDING

CONGRATULATIONS—YOU SURVIVED THE WORLD’S LONGEST, MOST GLAMOROUS GROUP PROJECT.

After your big day, I know you’ll be eager to relive all the magic — so I aim to deliver your sneak peeks within 14 days. Your preview gallery will include 50-100 highlight images from your wedding day, showcasing those unforgettable moments.

You’ll receive a private link to your online gallery where you can view, download, and share your high-resolution images with loved ones.



Within 120 days, your complete wedding gallery will arrive in your inbox—beautifully organized in your private online space. Every image is yours to download, revisit, and fall in love with again and again.

And because I believe your love story deserves to be celebrated beyond the wedding day, I’ll be in touch around the 10-month mark to schedule your anniversary session — a perfect way to reflect, reconnect, and create even more beautiful memories together.



P.S. we love you

While I hope to be the one capturing your most unforgettable moments — the ones you'll tell stories about for years to come — you are the real magic behind it all. Couples like you are the reason I get to wake up every day and do what I love, and just connecting with you is something I'm incredibly grateful for.

Thank you for considering me to be a part of your journey. It would be an absolute honor to document your love story and help make your big day unforgettable.

As you continue dreaming up your perfect celebration, feel free to reach out with any questions or if you just need a sounding board. I'm here to help however I can — and if we end up working together, you can expect plenty of helpful tips, zero stress, and a whole lot of fun along the way.

hello@loveandtheoryco.com
www.loveandtheoryco.com
ph: 407-867-0901

