

WEDDING FLOWER MOOD BOARD

An elegant planning workbook for your wedding floral vision

MY WEDDING	
Wedding Date	
Venue / Location	
Wedding Style	
Floral Vision in 3-5 Words	

MY WEDDING FLOWER VISION

QUICK INSPIRATION

Romantic • Elegant • Timeless • Organic • Garden • Modern • Refined • Whimsical

01 | COLOR PALETTE

Build a cohesive palette for your bouquet, bridal party, ceremony and reception.

PRIMARY	SECONDARY	ACCENT	NEUTRAL

PALETTE NOTES — swatches, fabric colors, stationery, metals, candles and finishes

OVERALL WEDDING ATMOSPHERE

CHECK	☐ Works with venue ☐ Works with attire ☐ Works with season ☐ Photographs beautiful

02 | FLOWER FAVORITES

Collect the blooms, foliage and textures that best express your floral style.

FAVORITE FLOWERS

GREENERY & FOLIAGE

FLOWERS / COLORS I WANT TO AVOID

FLORAL TEXTURE — soft, lush, airy, structured, organic, minimalist

03 | BRIDAL BOUQUET

Plan the bouquet shape, flower mix, ribbon and details you want photographed throughout the day.

BOUQUET SHAPE	☐ Round ☐ Loose ☐ Cascading ☐ Hand-tied ☐ Organic
RIBBON / WRAP	
FLOWER MIX	
SPECIAL DETAILS	

BOUQUET INSPIRATION / SKETCH / PHOTO SPACE

BRIDAL BOUQUET NOTES

04 | BRIDAL PARTY FLOWERS

Coordinate bridesmaid bouquets, boutonnieres and corsages with the bridal bouquet.

BRIDESMAID BOUQUETS

BOUTONNIÈRES / CORSAGES

FLOWER GIRL / RING BEARER DETAILS

HOW THE BRIDAL PARTY FLOWERS WILL COORDINATE

05 | CEREMONY FLOWERS

Plan the floral moments that frame your ceremony and create memorable photographs.

CEREMONY ARCH / BACKDROP

AISLE FLOWERS

WELCOME AREA / SIGNAGE

OTHER CEREMONY DETAILS

CEREMONY MOOD

☐ Romantic ☐ Garden ☐ Classic ☐ Modern ☐ Dramatic ☐ Minimal

06 | RECEPTION FLOWERS & DÉCOR

Carry your floral story into the reception through centerpieces and intentional small details.

TABLE CENTERPIECES

HEAD / SWEETHEART TABLE

CAKE TABLE / DESSERT AREA

WELCOME / GUEST BOOK / BAR

OTHER FLORAL DETAILS

07 | FLORAL BUDGET & FLORIST NOTES

Use this page to prepare for florist conversations and keep your priorities clear.

OVERALL BUDGET	
MUST-HAVES	
NICE-TO-HAVES	
POSSIBLE ALTERNATIVES	

QUESTIONS FOR MY FLORIST

FLORIST / VENDOR NOTES

08 | MY FLORAL INSPIRATION BOARD

Add inspiration photos, fabric swatches, sketches, color samples or magazine clippings.

WHAT I NOTICE ACROSS MY INSPIRATION

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MY FINAL WEDDING FLOWER VISION

Summarize the floral direction you want your wedding team to understand.

MY WEDDING FLOWER STYLE

MY COLOR STORY

MY MUST-HAVE FLOWERS & DETAILS

THE FEELING I WANT GUESTS TO EXPERIENCE

A beautiful reminder

Your wedding flowers do not have to be perfect to be beautiful. Choose details that feel meaningful to you, work with your venue and season, and create a celebration that feels like your own.

WEDDING FLOWER MOOD BOARD

Plan • Gather • Create • Celebrate