

River Forest Manor

riverforestmanor.com



The River Forest Manor & Marina is a beautiful, family owned, century-old Victorian mansion

In the charming "Inner Banks" town of Belhaven, North Carolina, and includes a deep water dock on NC's Intercostal waterway. As a multi-faceted facility offering a manor, offshore bungalows, and a deep water transient slip marina, this historical landmark has an appeal to many audiences such as brides, tourists and boaters looking for southern hospitality and an amazing ocean view.

DESCRIPTION

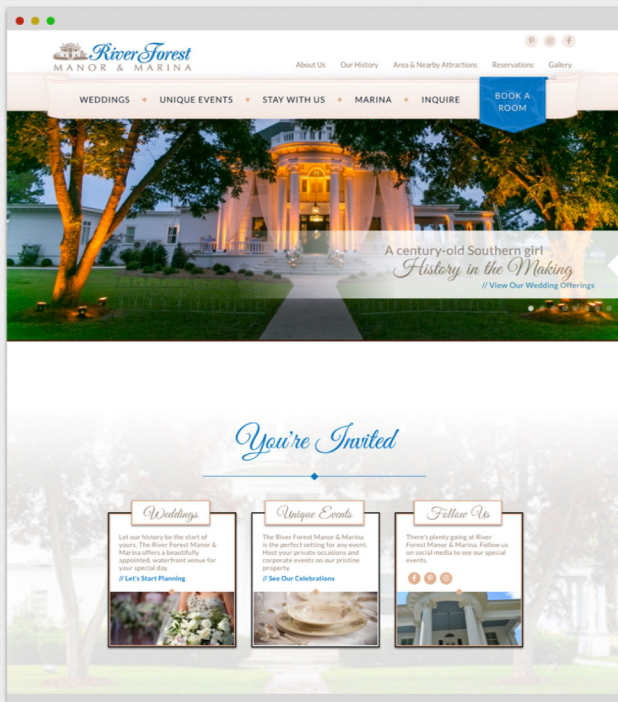
Recently purchased in 2014 and fully renovated, the owners have an aspiration of shining some light on their hometown Belhaven, and with their devotion to restoring the manor they could help be a part of

Belhaven's rejuvenation. Once again, we returned to the Tar Heel state to work with a client that is dedicated to merging quality and community.

STRATEGY

The River Forest Manor & Marina needs to communicate a variety of messages to their disparate audiences. The first priority was weddings and the historic manor, which drove much of the content, and drove the site's design to be elegant, historic and beautiful. We developed a content strategy that was wedding and event focused, allowing easy

bookings through an off-site system, and also shows detailed marina information in a way boaters need to see it — on mobile devices. A unique gallery feature makes it easy to upload new images, so brides can be inspired to imagine their dream wedding there.



The site's look and feel is tailored for perspective brides looking for a venue for their perfect day, and is achieved by showing a truly unique site with ribbon details, compelling photography, elegant fonts, and a finessed color palette, which all integrates into the notion of southern charm and hospitality. The site's motion design keeps site visitors

engaged and gives them a sense of elegance and depth and a little bit of excitement of being a part of a history 'unfolding'. And the site's architecture gives the visitor the understanding that the River Forest Manor experience is solid, easy to use and invested in their event's success.

