

*the*

# STYLE GUIDE

ISSUE 1

SPRING/SUMMER

FAMILIES

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PHOTOGRAPHY

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# TIPS *from the pros* FOR FAMILIES

1	<i>Try to coordinate outfits without looking overly “matchy.” Avoid wearing same colors and instead, find a color palette you love and piece together items from that palette that are complimentary to one another.</i>
2	<i>Add accessories to pump up an un-inspiring ensemble. A hat, scarf, and boho necklace can give a lackluster outfit the right amount of punch and provide great pops of color. Bright hues in small doses are great.</i>
3	<i>Bring toys or other fun items that your kids love. These props will help mark this special time in your kids’ life and help your child feel at ease during the shoot. Think balloons, kites, umbrellas, dolls or teddy bears.</i>
4	<i>Wear clothes that are fashionable and functional. Kids will need to move around and fussy clothes can be frustrating</i>
5	<i>Try to have only one patterned outfit for every three people for family shoots. Then dress everyone else with color coordinating looks.</i>
6	<i>Layers are fantastic for boys and for girls. Add in the layers (jackets, vests, leggings, and tights) and accessories (hats, scarves, necktie or bowties, and headbands) to give your kids’ outfits that stylized look.</i>
7	<i>Dress babies as babies. For anyone under 2 years old, steer clear of collared shirts and jeans as they tend to make the little ones look a lot older. Try onesies for boys and sweet little dresses for girls.</i>
8	<i>Sleeveless shirts, high necklines, turtlenecks and clothes with logos/writing on them don’t provide timeless looks like more traditional clothing choices will.</i>
9	<i>Skip the tiny prints and patterns because they do not show up on photos. Big stripes, polkadots, and other graphic patterns look great!</i>
10	<i>Stay away from white or character themed tennis shoes, shoes with bulky soles, or any shoe that takes away from the child and outfit. Solid color shoes and boots are always best.</i>



SPRING/SUMMER • ISSUE 1

FAMILIES

TRADITIONAL

## DESCRIPTION

*Warm weather staples of the classic American family define this fresh fun look. Crisp clean lines create a conservative silhouette for the adults, while classic patterns like stripes highlight a sense of lightheartedness for the children. Pair bright pastels with simple neutrals, and play up the personal with sentimental accessories.*

## COLOR PALETTE



## LOCATION PAIRINGS

- boat dock
- tire swing
- beach pier
- grassy lawn
- park bench
- gazebo



## DESCRIPTION

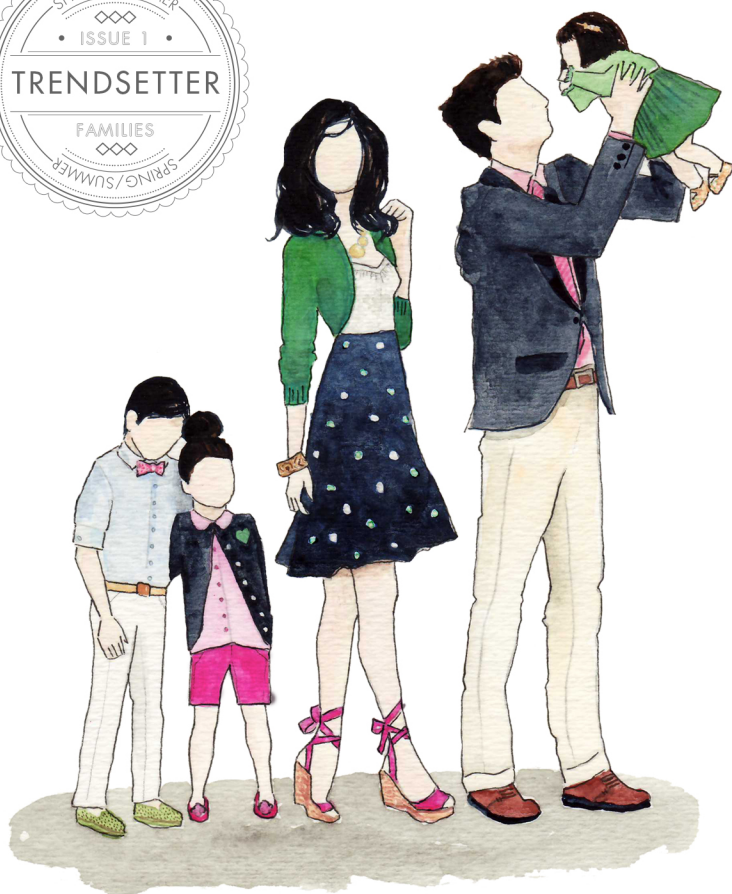
*Punctuate a natural color palette with textures and patterns to construct a sense of personal style. Chunky statement jewelry, scarves and sashes for the girls, and sporty outerwear accessories for the boys add a sense of playful heartiness to the look. Effortlessly put together and innately fresh, this a family with a skip in their step.*

## COLOR PALETTE



## LOCATION PAIRINGS

- grassy hill
- greenhouse
- city park
- nature trail
- artist's work studio
- around a tree



## DESCRIPTION

*Shake up the timeless, and stir in some daring twists while you're at it. Classic neutrals set against dramatic pops of vibrant color playfully unite each piece. Light layers elevate otherwise simple looks, while bold accessories create a striking sense of interest and fun.*

## COLOR PALETTE



## LOCATION PAIRINGS

- clock tower
- amphitheater
- library entrance
- outdoor dining table
- afternoon at the drive-in
- used bookstore