



— the —

STYLE GUIDE

*your guide to exceptional style and
flattering looks for your best portrait ever*



presented by



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STYLE GUIDE

ISSUE 2

SPRING/SUMMER



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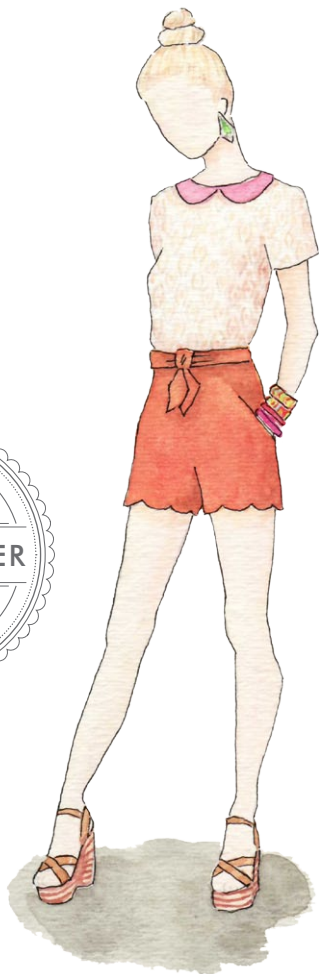
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SENIOR GIRL





DESCRIPTION

For the girl on the go, who is always in the know when it comes to the latest and greatest trends. She flaunts femininity with finishing touches like a scalloped hem, flirty lace top and a wistful peter pan collar. Her slicked back bun, high-waisted shorts and fun espadrilles work together to create a curvy yet classy silhouette.

COLOR PALETTE



LOCATION PAIRINGS

- fountain
- on a trolley
- outside a boutique
- café
- city scape
- trellis



DESCRIPTION

When it comes to this sassy lady, we're talking style head to toe. Crank up the volume on a simple heart shaped dress with metallic accessories, flirty spot color heels and carefully manicured waves for a look that's a guaranteed total knockout.

COLOR PALETTE

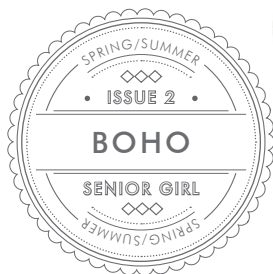
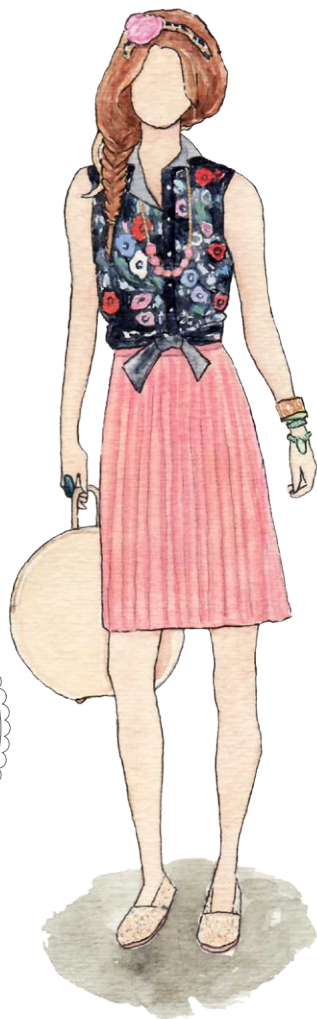



LOCATION PAIRINGS

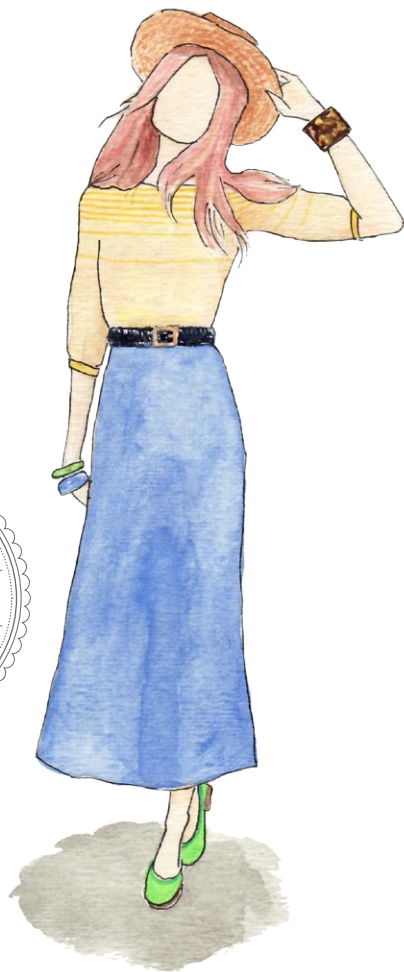
- grand piano
- chandelier
- fire escape
- busy sidewalk
- in front of a theater
- stairway



DESCRIPTION	LOCATION PAIRINGS
<p><i>Always cutting edge, this girl pulls inspiration from all eras to create an amalgamation of vintage, retro and contemporary. Playing up a graphic print tee with her own twist, she juxtaposes the pattern against primary colors, zippered matchstick jeans and a bright waist belt.</i></p>	<ul style="list-style-type: none"> • outdoor art installation • museum • desert landscape • graffiti concrete wall • train station • under a bridge
<p>COLOR PALETTE</p>	



DESCRIPTION	LOCATION PAIRINGS
<p><i>A sweet rural palette mixed with a touch of metropolitan style blends to create this balanced bohemian look. Our girl is ready for spring in a tangible way with a lovely floral print top, loose fishtail braid and coordinating pastel accessories.</i></p>	<ul style="list-style-type: none"> • farm field • picnic • local co-op • thrift store • street café • tree lined walk
COLOR PALETTE 	



DESCRIPTION	LOCATION PAIRINGS
<p>For the nostalgic at heart, this look creates a sense of romance borrowed from the past and blended with gorgeous modern accessories. A playful shoe and bright bangles offset the use of a longer skirt line, while soft colors and relaxed waves around her face are complimented perfectly by a fun straw hat.</p>	<ul style="list-style-type: none"> • carnival • spring field • outside the movies • record shop • seated near a lake • vintage car
COLOR PALETTE 	

TIPS *from the pros* FOR A SENIOR GIRL

1	<i>Don't forget to consider accessories, an important element of any shoot. Look for layers in jewelry also, including cute, meaningful chains, bracelets, rings and even hair feathers.</i>
2	<i>Consider starting your senior session with professional hair and makeup, either in the studio or at the local salon.</i>
3	<i>Layers done right are slimming and lead the eye away from problem areas. The right combination can totally dress a look up or calm it down and can give that extra pop of color a wardrobe needs.</i>
4	<i>Bring an elastic brown or black belt to cinch dresses and blouses that may look bulky on camera.</i>
5	<i>Dark denim flatters all shapes, sizes and photographs better than distressed or light washes.</i>
6	<i>Statement jewelry speaks volumes about personality. Go all out with a colorful necklace, chandelier earrings or stacked bangle bracelets. Worn with a simple tee or solid tank, the jewelry takes center stage.</i>
7	<i>Create complete, multi-piece looks. Consider purchasing a cropped blazer to throw over pieces you already own and cuff the sleeves for a fresh, tailored look that will keep its modern edge years after photos are taken.</i>
8	<i>Avoid mixing and matching bold patterns and crazy nail polish colors. Stick to one or two patterns per outfit and a nail polish color that won't draw too much attention to your hands.</i>
9	<i>Materials and texture of clothing is another factor to consider. Shiny clothes can be distracting, and clingy clothing is frustrating to continually adjust. Linens and cotton clothing tend to be easy to work with and photograph well.</i>
10	<i>Dress for the season. Clothing choices should match the season of your shoot. A short dress and flip flops will look out of place in the winter. Instead, try pairing that same dress with tall boots, tights and a long sweater.</i>

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SENIOR GUY



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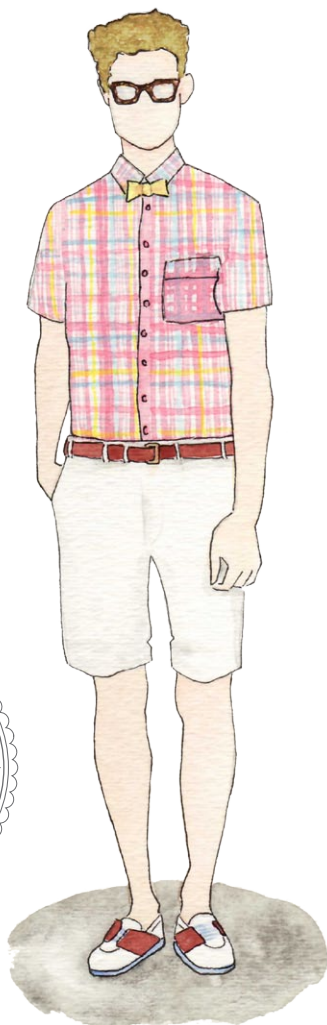
DESCRIPTION	LOCATION PAIRINGS
<p><i>Comfort and range of motion are both key for this 'ready for anything' style. With breathable cotton, a light yet sturdy belt, stretch jeans and sporty footwear our guy is ready with a look that is both functional and fun.</i></p>	<ul style="list-style-type: none"> • soccer field • black top courts • bleachers • local park • in front of school • locker room
COLOR PALETTE 	



DESCRIPTION	LOCATION PAIRINGS
<p><i>Sharp and sophisticated, this look mixes modern dress with the snazz and pizzazz of a clean-cut 1940's gentleman, then smoothes it all together with a slim tie and pops of color.</i></p>	<ul style="list-style-type: none"> • vintage car lot • carnival • drive in theater • garage • stoop • bowling alley
<p>COLOR PALETTE</p>	



DESCRIPTION	LOCATION PAIRINGS
<p><i>He's got that 'just stepped off the sailboat' style, with a clean nautical pattern and accessories. He keeps a crisp rolled cuff at the bottom of his pastel pants to showcase bare ankles and sturdy leather boat shoes.</i></p>	<ul style="list-style-type: none"> • waterfront park • boat dock • fresh mowed lawn • against a boat sail • along a rocky shore • bait store
<p>COLOR PALETTE</p>	



DESCRIPTION

Smart looks means rolled up slacks and a flash of panache in a jacket and playful bow tie. For a more casual look, pair a math humor tee with a cardigan and funky socks. Glasses work the look.

COLOR PALETTE



LOCATION PAIRINGS

- arcade
- library
- downtown street
- boardwalk pier
- urban neighborhood
- science museum



DESCRIPTION	LOCATION PAIRINGS
<p><i>This rough and tumble guy has taken a few cues from famous front men with worn tees, tight pants and mussy long hair covered with a styled fedora. He's rocking bracelets reminiscent of his favorite musical pursuits, and sports sneakers so he's always ready to jump on his skateboard and ride.</i></p>	<ul style="list-style-type: none"> • music shop • urban alley • freeway underpass • skate park • downtown area • retro car lot
COLOR PALETTE	

TIPS *from the pros* FOR A SENIOR GUY

1	<i>Sports jerseys and equipment as well as other hobby related props (bikes, guitars, your skateboard) will add that personal flair to make you stand out, so don't be afraid to bring them along!</i>
2	<i>Dress to your own style but feel free to take it up a notch more than you normally would. This is your time to rock out your outfit. Add an extra layer, like a jacket or vest to give your outfit a more stylized look.</i>
3	<i>Make sure clothes are comfortable enough to move around in. Stay away from clothes that are binding or that restrict movement.</i>
4	<i>Sure, you aren't likely going to the stylist for an updo, but it's still important to go for a haircut 2 weeks before the shoot. It's enough time for the look to grow back slightly to a more comfortable length.</i>
5	<i>Jeans and t-shirts are the quintessential comfy for everyday wear but senior portraits are a time to shine. Take the extra time to pull a collection of outfits together that will really make those portraits special and unique as you are.</i>
6	<i>Spice up the outfit by stepping outside the box. Adding a pop of color to your outfit can really make a photo. Red shoes, a green jacket, a bright scarf or a fun watch are great ways to add color and interest.</i>
7	<i>Avoid head to toe baggy or head to toe logos. Fitted clothing tends to translate better to photos and logos will distract from the main subject - you!</i>
8	<i>Your favorite band t-shirts, funky jackets, jerseys, fun sweatshirts and even hats make for great personality shots - the ones where you're just hanging out, being you.</i>
9	<i>It's always better to pack too many options than too few. Make sure everything is clean and wrinkle free.</i>
10	<i>Dress for the season. Clothing choices should match the season of your shoot. A t-shirt and flip flops will look out of place in the winter. Instead, try pairing the same shirt with a button-up, jeans and your favorite sneakers.</i>

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ENGAGEMENT

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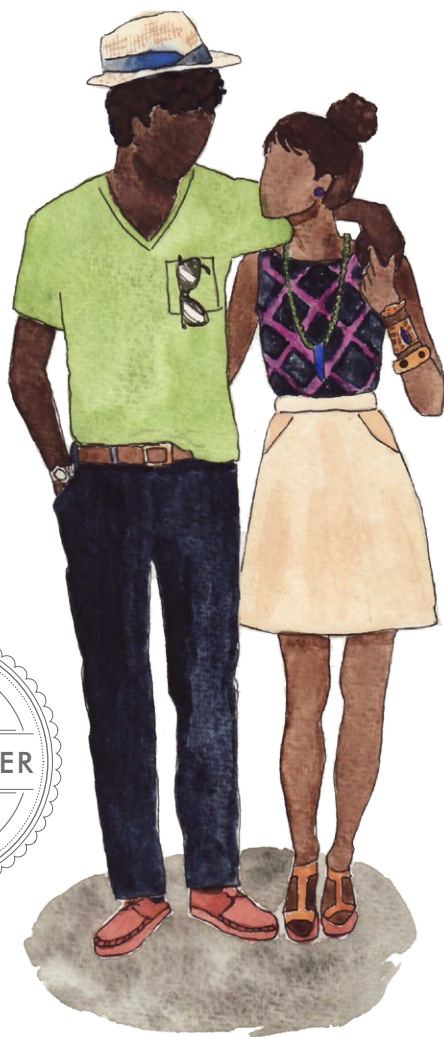
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DESCRIPTION

Always ahead of the curve, this couple knows how to piece together all the best of each era in a hot new way. Her feminine yet bold print and cinched high waist pairs nicely with his straw fedora, wallabies and casual v-neck.

COLOR PALETTE



LOCATION PAIRINGS

- gazebo
- terrace
- city center
- airplane hangar
- lamp post
- Chic hotel



DESCRIPTION

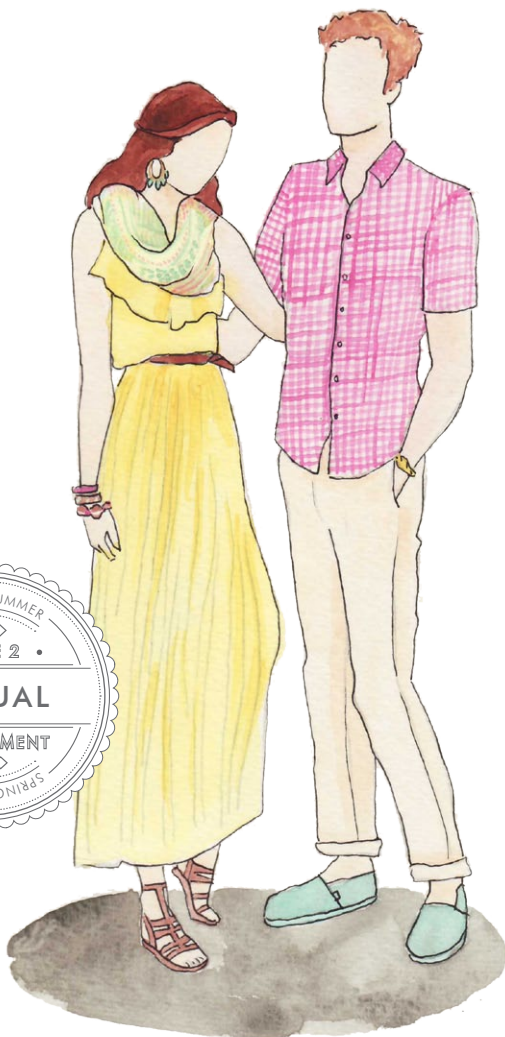
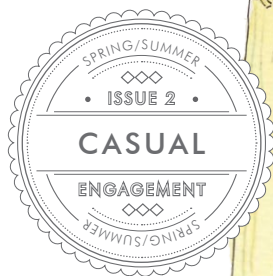
For the couple who exercises a modest sense of class, try pairing traditional pieces with modern hues and complementing the blend with sensible accessories that pop. Moderation and timelessness are key to creating this clean style.

COLOR PALETTE



LOCATION PAIRINGS

- summer lodge
- golf course
- beach dunes
- sailboat
- front porch
- beneath a tree



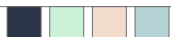
DESCRIPTION	LOCATION PAIRINGS
<p><i>Flowing comfortable fabrics comprise every inch of this soft and sweet couple's look. Natural tones and fibers, classic patterns and earthy accessories make this style look effortless yet composed.</i></p>	<ul style="list-style-type: none"> • orchard • picnic table • garden • riverside • haystacks • wheat field
<p>COLOR PALETTE</p>	



DESCRIPTION

Muted tones, retro accessories and a clever mix of casual elements are styled together to create a look for this hip and stylish street-smart couple. Draw on trendy elements from unassuming styles, like loafers, rolled pants and cool graphic tees.

COLOR PALETTE



LOCATION PAIRINGS

- urban bridge
- trolley stop
- record store
- city park
- bicycle shop
- art gallery

TIPS *from the pros* FOR ENGAGEMENTS

1	<i>Don't be afraid to go with a theme, anything that represents couples and their lifestyle - casual, classic, bohemian, formal.</i>
2	<i>Great clothing choices are the most flattering look couples can move in. Stay away from restrictive, overly fussy options.</i>
3	<i>Clothing should be the same level of formality. It's hard to marry a look when one person is all buttoned up and someone else is in sneakers and a t-shirt, unless you're going for the 'opposites attract' vibe.</i>
4	<i>Fitted clothes translate better to photographs than baggy ones. Bring an elastic brown or black belt to cinch dresses and blouses that may look bulky on camera.</i>
5	<i>Try to avoid wearing a lot of white. Not only can white totally wash a person out, it easily picks up pesky color casts, and can blow out the highlights preventing good skin tones.</i>
6	<i>Don't skimp on the accessories. Accessorizing your outfits with things like headbands, hats, jewelry, jackets, and boots can create a very stylized look.</i>
7	<i>Color, texture, and layers are important. Layering it up adds tremendous depth to the photograph. So instead of wearing a shirt and jeans, try adding a scarf, jacket, and some fun accessories.</i>
8	<i>Adding a pop of color to your outfit can really make a photo. Red shoes, a yellow jacket, a bright scarf or a fun piece of jewelry are great ways to add color.</i>
9	<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>
10	<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>

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FAMILIES





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

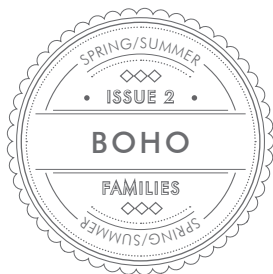


LOCATION PAIRINGS

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



DESCRIPTION	LOCATION PAIRINGS
<p><i>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.</i></p>	<ul style="list-style-type: none"> • boat dock • tire swing • beach pier • grassy lawn • park bench • gazebo
COLOR PALETTE 	



DESCRIPTION	LOCATION PAIRINGS
<p><i>Punctuate a natural color palate 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.</i></p>	<ul style="list-style-type: none"> • grassy hill • greenhouse • city park • nature trail • artist's work studio • around a tree
COLOR PALETTE	

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>