

style guide



NEWBORN PORTRAITS

PORTRAIT

style guide



CLOTHING COLOUR & HOME DECOR

Coordinating what you wear in your session with where you plan to display your images will seamlessly integrate your portraits into your personal space with a custom art piece for your home. By carefully considering your wardrobe and styling prior to your session you can ensure that the colour scheme of your portrait session complements your personal décor and style.

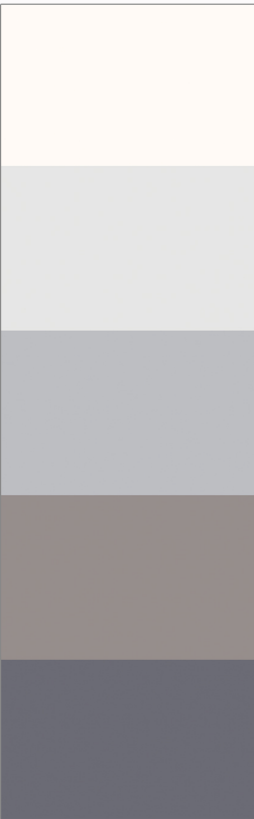
When planning what to wear for your portrait session take into consideration the following:

- What is the style of your home décor?
- What are the colour tones in your home?
- Where do you plan to hang your portrait?
- How do you want to feel about the portrait five to ten years from now?

Think about your personal style. Do you love rustic elegance? Or do you enjoy a clean, modern look? Does your home have a relaxed, casual and cozy feeling? Or is it sophisticated and elegant? All of these styles are as unique as our clients and are all things to consider when styling your session. This style guide should give you an overall idea of how you can take the style and colours in your home and combine them with colours in your wardrobe selection to create a look that will seamlessly and artistically create a beautiful and classic work of art for your home that you will enjoy for many years.

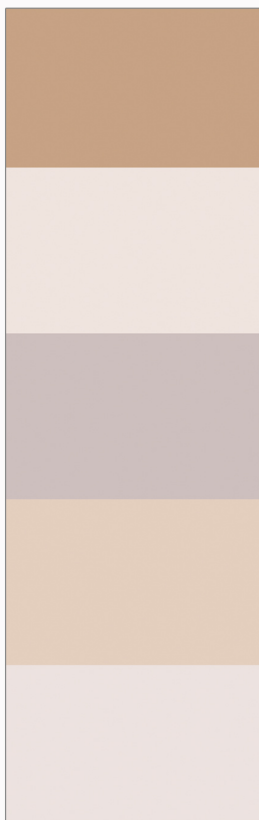


NEUTRALS: grey



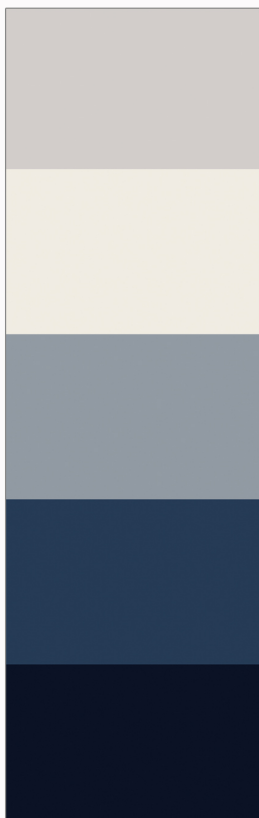
In this rustic style modern home, the neutral gray palette is very calming and clean, yet it still has a comfortable lived in feeling. By dressing the family in a similar soothing monochromatic color scheme, yet somewhat casual in style, we keep the overall feeling of the home and create a work of art that looks like it was created specifically for the space - calm, casual and comfortable. Notice the addition of a hint of the warm golden yellows in the post processing and in the backgrounds which pull out the colors in the accent furniture. This can also be done with accent pieces of clothing as shown in the image on the bottom right.

NEUTRALS: cream & beige



A traditional style home in a monochromatic beige color scheme lends itself to one of our favorite portrait color schemes. A combination of a variety of creams, golds, beiges and khakis. These tones work with all skin tones and compliment almost any space in almost every interior decorating style. The easy simplicity of this look is a classic and timeless choice and looks beautiful in both black and white and color images. When choosing clothing in these monochromatic tones we highly recommend you look for clothing with added texture, like lace, knit and linen which add dimension and style. We love this color scheme and are certain you will never tire of its timeless simplicity.

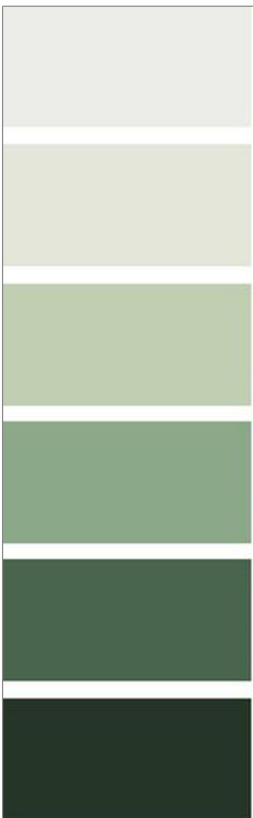
COLOUR: navy



If you would like to incorporate a darker colour into your images, navy is an excellent choice. Not as dark as black, yet sophisticated and crisp, navy adds the design element of contrast to your images and creates interest. Navy can be mixed with darker toned grays, like charcoal, denim, mid toned blues or even bring in a bit of a surprise with a splash of color, like dusty rose. When adding pops of color, we recommend they always stay within a muted mid-toned color palette (dusty rose, soft green, mid toned blue, mid toned gray, or mid toned beige) to keep the focus of the images on your family and not on the clothing.



COLOUR: green



Green, similar to blue, is soothing to the eyes, and is often a most preferred option for interior design, given the availability of multiple shades. Designers use the color green as a blend of multiple shades or in combination with other calm and soothing colors, to create a restorative effect.

The main positive psychological properties green communicates are peace, balance and harmony. It can rejuvenate and restore, giving the feeling of being connected to nature and feeling safe and secure. Symbolically, emerald green communicates luxury and elegance as in the jewel.



COLOUR: blush



In this bright and airy room the light and fresh blush tones add a soft yet still neutral feel. You can always blend your blush pink home décor with natural textures and hues in materials like stone or wood. Blush can be paired with soft greys, creams or taupe as a complement which will complete the neutral palette. Blush adds a feminine touch but it is also the kind of shade you can easily find in nature, either in fresh flowers or in the glowing sunset or early morning sunrise. Adding a touch of blush to your images will give your portraits just enough softness and warmth to create a sense of calm serenity in your space.



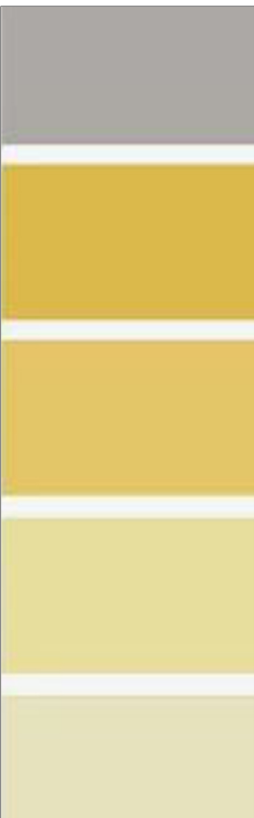
COLOUR: blue



From nautical to modern, every decor style does well with a touch of blue. Designers often use blue inspire calmness and relaxation. By injecting blue into your home, you invite in the sea breeze, while at the same time celebrating the ocean of love your family gives to you everyday. Consider pairing together denim, cotton and crisp linens. Cotton duck, flowing silks and long lean lines work well too. Textures and colours that echo the sand, the water and the easy, breezy draw of the ocean will feel cool and comfortable. For a touch of tradition, you can't go wrong with the combination of blue and white to keep it classic and sophisticated. Blue is beautiful and lets the sea, sunshine, clean air and carefree breeze right into your living room.



COLOUR: yellow



Every color has a unique impact on the elements it comes in contact with. Yellow, for instance, is a very cheerful color which brings joy to spaces and makes them look bright and welcoming. That's why yellow is a great color for entryways. Painting the walls yellow or using this as an accent color can potentially create a warm and welcoming ambiance that makes you and your guests feel comfortable right from the start.

Yellow is the color of the sun, smiley faces and sunflowers. It's a happy colour, that is often associated with optimism, clarity, sunshine and warmth. Being surrounded by elements of yellow can lead to feelings of happiness and enhance creativity. However, the wrong use of it or simply too much can lead to overstimulation.

PULLING IT ALL together

Family photographs are special, a legacy of your family for future generations to enjoy. When dressing your family for your session, remember you are a family and there should be some commonality among all members of the group. The cardinal rule of family styling for portraits is simple: **choose items for the entire family as if you were creating one outfit.** If all of your choices were somehow on one person, would the result be pleasing? We generally recommend that you choose one patterned item (for example a print dress for your daughter) and then select the rest of the family's clothing from colours within that pattern. Neutral tones tend to work best because they allow your skin tones and facial expressions to be the focus of the image. Neutral aren't distracting and are always a timeless classic choice for portraits.

A few specific suggestions:

- Similar tones of colour and style of clothing should be worn by all. Varying textures, layers and colours in the same tone always work well. Stay away from mixing very light and very dark colours (i.e. black or navy and white).
- Layered clothing always looks fabulous in photographs. Try working with sweaters, vests, t-shirts under a button down, cardigans, etc.
- Stay away from matching shirts and pants on everyone. Choose one patterned item (maybe your daughter's dress) and then select the rest of the family's clothing from colours within that pattern.
- Mix it up a bit! If everyone is in pants, put you or your daughter in a dress or skirt. Have some of the guys wear polos, others wear a button down and yet another in a sweater. Please be wary of stripes, plaid, words and logos on your family's clothing.
- Long sleeves typically work the best for adults; as too much skin from arms can be distracting. Sleeveless tops should be avoided.
- For siblings: Don't try to dress them in the same outfit. Choose a patterned dress or shirt for one and then have the other child dress in colours pulled from the pattern or colours that compliment and try not to mix patterns.

