

PORTRAITS

pure style

PHOTOGRAPHY



PORTRAIT
INVESTMENT
GUIDE

...inside

PORTRAITS

WHAT TO EXPECT

INVESTMENT

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FAQ'S

Hello
AND WELCOME

My goal is to always provide you with a wonderful experience. This includes a fun session, high quality prints, beautiful products, and excellent customer service.

My style is natural, creating timeless images that capture these precious, unforgettable memories that you and your family will treasure forever.

I have been capturing families for over a decade and every time it feels like a gift to me to capture their family legacy.

If you are a current client, welcome back! I am thrilled you are here. If you are new to Pure Style Photography, welcome, I would love to be part of your journey with you!

Be sure to contact me with any questions or concerns you may have and shoot me an email to check availability and book your session.

I am looking forward to working with you!

Liz Oberacker
xoxo

INVESTMENT GUIDE



• INVESTMENT •

COLLECTION ONE

The perfect session for those needing something truly simple & essential

60 minute session
Online Slideshow (Digital download included)
Online proofing gallery of the best 35-50 images
High resolution digital download of all images in online proofing gallery

\$400.00

COLLECTION TWO OUR MOST POPULAR COLLECTION

Our most popular session includes everything from collection one plus prints!

Collection One +
Three 8x10" Gift Prints
\$100 a-la-carte print credit

\$600.00*

COLLECTION THREE

This session allows for more time which means more pictures!

90 minute session
Three 8x10" Gift Prints
Online proofing gallery of the best 45-60 images
High resolution digital download of all images in online proofing gallery
\$200 a-la-carte print credit

\$800.00*

* MA Sales tax & shipping included. Travel fees may apply

PRINTS & SPECIALTY ITEMS



ART

| | |
|-----------------------|---------|
| 4x6 | \$8.00 |
| 5x7 | \$15.00 |
| 8x10 | \$25.00 |
| 8x12 | \$32.00 |
| 11x14 | \$45.00 |
| 16x20 | \$60.00 |
| Wallets (16 one pose) | \$14.00 |

PRINTS

KEEPSAKE

| | |
|--------------------------------------|----------|
| High Resolution USB | \$50.00 |
| 4X8 Accordion Book | \$65.00 |
| Accordion Mini Album (3x3 & smaller) | \$55.00* |
| 2.5x3.5 Fabric Accordion Mini Album | \$38.00* |

*Mini Albums come in a set of 3 identical books

CUSTOM

| | |
|------------------------|---------|
| 4x6 - 25 FLAT CARD SET | \$40.00 |
| 5X7 - 25 FLAT CARD SET | \$55.00 |

SPECIALTY ITEMS

GALLERY

| | |
|-------|----------|
| 11x14 | \$125.00 |
| 16x20 | \$200.00 |

CARDS

CANVAS



The Golden Hour

When scheduling an outdoor portrait session with Pure Style Photography, you may notice that we recommend shooting during a very precise time of day- generally the last sixty to ninety minutes before the sun has completely set. This special window known to photographers as "The Golden Hour" is the period of time when the light from the sun is at its most perfect. With its long rays diffused across the entire sky, the light creates a flattering glow and shimmer for picture perfect skintones and deliciously warm portraits.

During midday, when every ray of the sun seems to find its way to our delicate, overexposed skin, the shadows created are usually too deep in contrast to the glare. Instead of fighting the harsh light, it's better to schedule outdoor shooting during the Golden Hour when the sun still works its magic—but in our favor or first thing in the morning.

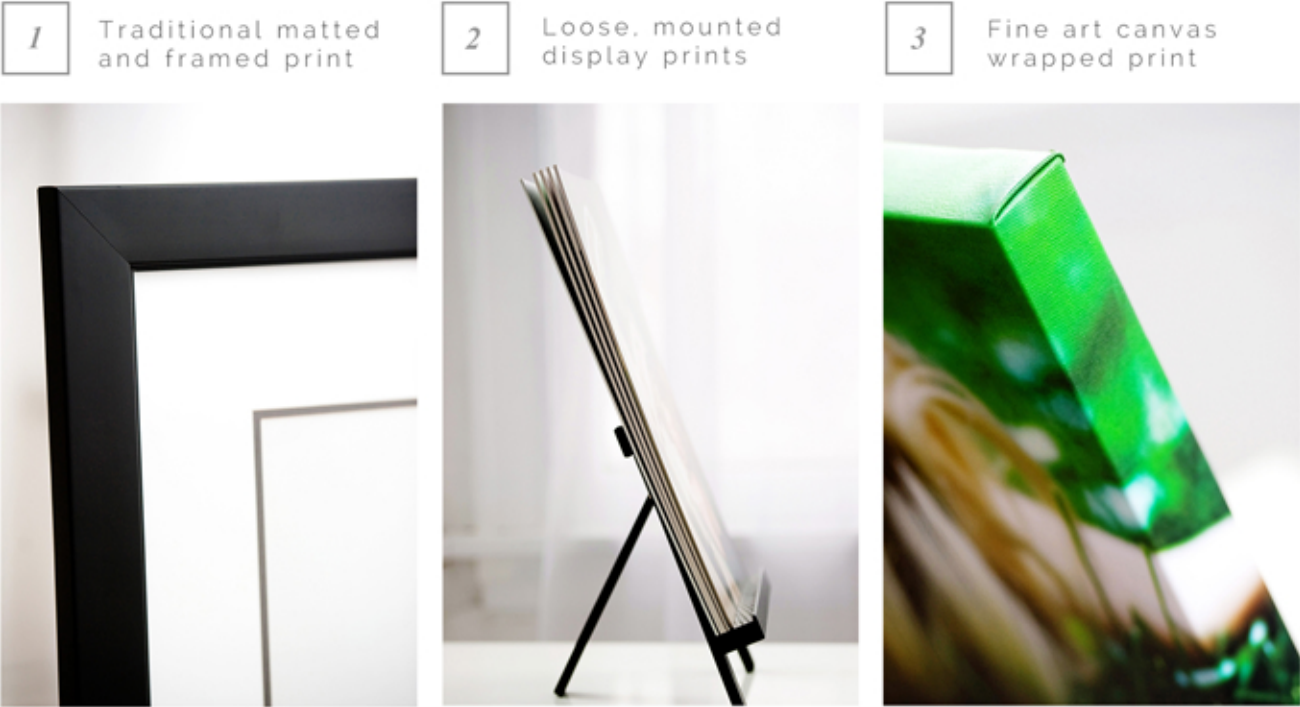


Your Style On Display

Is yours a sleek, modern home? A rustic, country abode? No matter your decorating style, Pure Style Photography assists clients every day with everything from portrait selection suited to your decor, to room planning, to framing and displaying your collection. Our years of experience in design coupled with a wide variety of products that work with any décor make us the perfect choice for your photography and home decorating needs. Whether yours is a mighty mansion or a cozy cottage, call us today and we'll work together to ensure your portraits are as much at home as you are.

OUR MOST POPULAR PRINT STYLES

- 1) If your style is more traditional, we recommend a matted and framed portrait in a classic wood frame or a framed canvas.
- 2) If you change out your art frequently or view your art from a beautiful image box or easel, we recommend our mounted print option. Enjoy your portraits for years to come without worrying about frequent handling.
- 3) If your style is more free-spirited, artistic, or edgy, or if your decor is modern and minimalist, we recommend the fine art wrapped canvas option.





*A Child is a precious gift
to be treasured forever*

PORTRAIT SESSION

what to expect before | during | after

before

BOOKING YOUR SESSION

After you've decided on the Portrait Session that best fits your needs, send me an email to book your day and time.

PAYMENT

Payment is due in full on the day of the photo session. Cash, Venmo or check are preferred payment. Checks can be made payable to Pure Style Photography. We offer a 10% discount if paid in cash.

PORTRAIT COLLECTIONS

You must decide which Collection you would like before the photo session. You may upgrade your collection after the session if you decide you would like prints.

SESSION DAY

We've chosen your location, talked about wardrobe, how to prepare for your session and what to bring the day of, so now all you have to do is show up on time and ready to shoot. It's a fun experience!

IMAGE & PRINT DELIVERY

Your gallery will be ready within 14-21 days of your session. Once you receive your online proofing gallery, you will be able to immediately download all of your high-resolution images. If you purchased Collection two or three, your custom products will be ready 2-3 weeks after you place your order.

ONLINE SLIDESHOW

We will be sending you a beautiful slideshow at the same time as your gallery. The slideshow is customized to music and is included with all Collections. The video is available for digital download directly off of Vimeo.

during

after



CHILDREN & FAMILY SESSIONS

One of the most rewarding aspects of Family Portrait Sessions is getting to know you and your family. Playing off all of the children's personalities allows me to create images that portray who you and your family are, as a group and individuals.

My goal is that the moments I capture during your session will be treasured for years and that you and your children look back on your session with fond memories and perhaps some giggles.

Let's make some wonderful memories together.

Some quick tips for your upcoming session.

- A change of clothes for all, just in case of a mishap
- A brush or comb always comes in handy
- Snacks also come in handy, make sure they are small, easy to eat and not messy
- Wipes are great for hands and little faces
- If you have special items you would like to include in your session, by all means bring them

ideas and tips on

WHAT TO WEAR

for your photography session

A commonly asked question is "What do we wear for our session?" so I set up this What to Wear guide to give you some guidance. My first piece of advice is - a little prep goes a long way.

Having your outfits chosen and ready to go in advance will allow you to be relaxed and ready for your session.

I hope the information here helps. Please keep in mind that I'm here to answer questions or even give you some inspiration.



FIND YOUR STYLE

styling your session and wardrobe

session TIPS & IDEAS

Color

Don't be afraid of color. Whether you lean toward pastel's or bright colors, if it's your style and feel - go for it. Your images should reflect the everyday you.

Co-ordinate

You don't need or want to match, but coordinating colors and seasonal fabrics will tie your look together. Accessories that coordinate with your partner's outfit can help tie your colors together.

Comfort

Regardless of where we shoot your session, comfort is key. Imagine trying to look natural when you've got an outfit on that either doesn't fit or the material makes you itch or it's just not your true look. It's the simple things that really matter. Same with shoes, if you have a pair of shoes that you want to show off, by all means bring them to shoot in but also bring something super comfortable to walk around in.

Seasons

Dress for the season we're shooting in. If the setting or background you've chosen doesn't reflect a specific season then it won't matter. If we're out shooting in a nature setting, a summer dress won't work if there are leaves changing color or bare trees in the background. The fabric your outfit is made from should also be season appropriate.

Variety

Variety is great and a great way to get variety is layering. You can get several looks simply by taking off or putting on a sweater or jacket, also by incorporating scarves, hats and other accessories.

Background

If we are shooting your session in a nature setting and there's lots of green around, wearing green for example will not be your best choice. Optimally you want to wear clothing that pops at least a bit, nothing that blends in to your surroundings.



Styling

Your session should be fun. Styling is simply connecting clothing, props & locations.

For example, you would like to shoot a Family Life Session at home. We can include your pet, your family cooking together, working in the garden, rooftop terrace, bicycles, motorcycles, you name it and I'll work it out.

Perhaps you've chosen an Urban setting for your session - that could be your favorite coffee or breakfast hangout, the local record or book shop.

Bring along your backpack, favorite shopping bag and your super cool reading glasses.

Is your favorite place to go a secluded river in the country side. A picnic would be great fun to style - bring a blanket, picnic basket, flowers, a bottle of wine, your favorite sunhat.

Maybe Sundays are spent at the Art Gallery, Museum or the local market. These can be fun places for your shoot.

Some locations may need prior shooting permission, so let's make sure we have that covered.

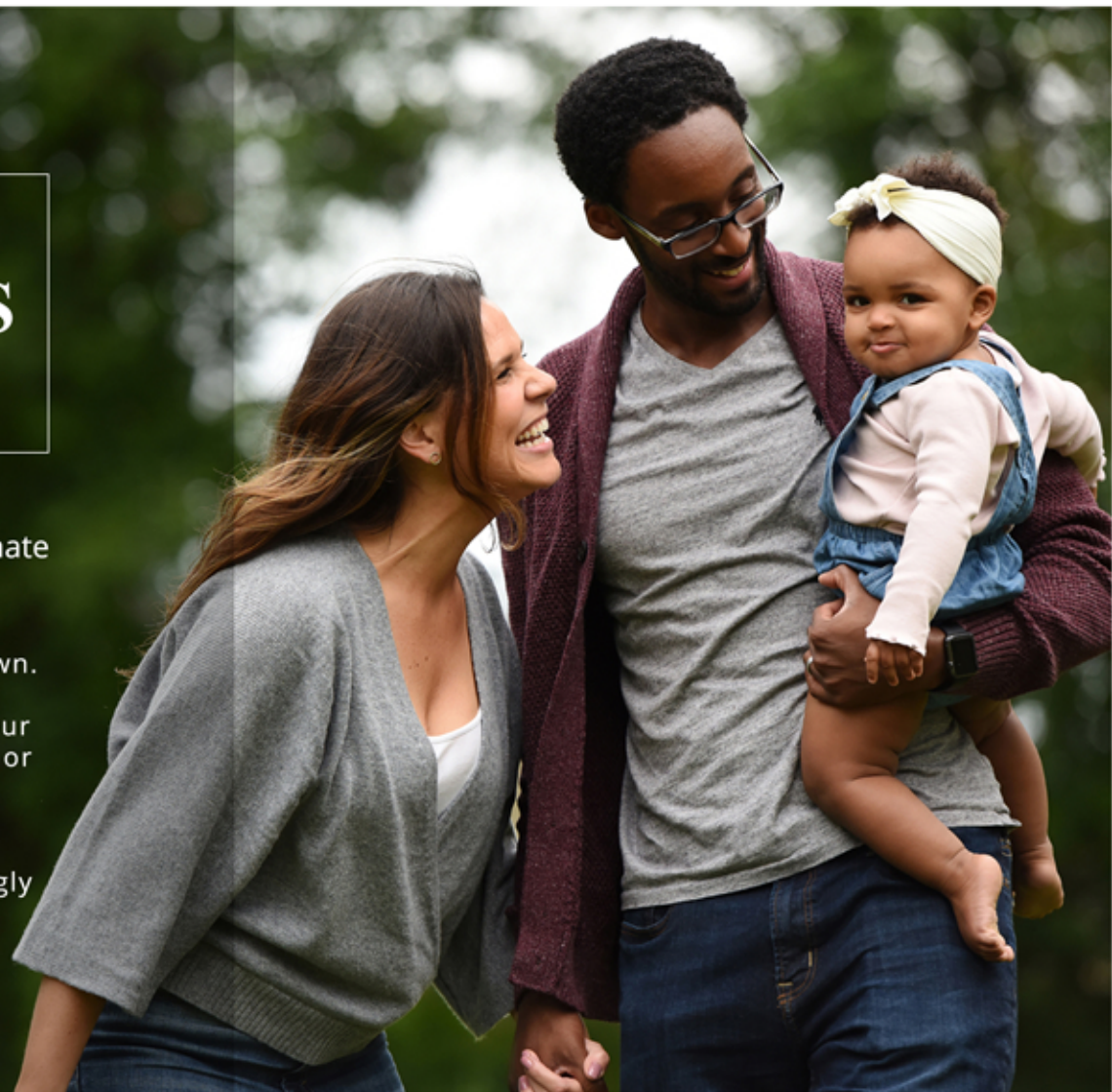
THE LOOK NEUTRALS

THE BASICS

easy to wear - easy to coordinate

Neutral colors typically are white, khaki, blue, green, brown, gray and black. Any of these choices would work well as your base color, then pair it with 1 or 2 other colors.

Best advice, don't make white your central color, use sparingly to bring a freshness to your images.



THE LOOK LAYERS & TEXTURES

HIP, FUN
COMFORTABLE



If you love the idea of going neutral, remember you can change a look by incorporating different tones.

Putty, sand, ivory, medium navy and tan would all be considered NEUTRAL COLORS.

NEUTRAL TONES would be light, medium and dark versions of your neutral colors.



LAYERS

Add dimension with layers. A great look that works well, and gives you a variety of looks simply by adding or taking a layer off.

- Start with a basic, lightweight top - a neutral, solid color is good.
- Next layer - a sweater, vest, jacket or coat in a basic color
- Add a scarf, gloves (if it's cold), hat

LAYERING TIPS

Keep the under-layers light and fitted; proportion, length, and types of materials are important when layering.

TEXTURES

Play with texture. Incorporate a mix of different types and weights of materials, a textured knit or maybe a nubby wool coat.

TIP: Using all heavier materials in your layers will make you look bulky. Don't go overboard on the amount of textures you use and don't incorporate too many layers.

FAQ's

Do the Collections include the digital images?

Yes, all of the collections include the digital images via digital download.

Can I print my photographs from the Digital Download?

Yes! Pure Style Photography is not responsible for the color, density, or cropping when prints are printed by an outside source other than Pure Style Photography. Alterations in colors in anyway is not the responsibility of Pure Style Photography. Any questions regarding the prints reproduced from the download must be directed to the establishment where you received print reproductions and not Pure Style Photography.

When will I get to see the images from my session?

Within 7 business days we will post a sneak peek of some of our favorite images on Facebook and Instagram. Your online proofing gallery will be ready within 14-21 business days and you will be notified via email when it is ready to be viewed.

When will I receive my order?

Your gallery will be ready within 14-21 days of your session. Once you receive your online proofing gallery, you will be able to immediately download all of your high-resolution images. If you purchased Collection two or three, your custom products will be ready 2-3 weeks after you place your order.

Can I upgrade my Collection after my session?

Absolutely!

How many people are included in the fee?

The Collections include up to 5 family members. Each additional family member add \$25 per person. Your four legged family members can be included at no additional cost!

Can I post on social media (Facebook, Instagram, etc)?

Yes! We love when our clients share their images! We just ask that you do not manipulate the images in any way. This includes adding filters, changing to black and white, etc. We also ask that you credit the pic-



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www.purestylephotography.com
liz@purestylephotography.com
508.414.8395



pure style | PHOTOGRAPHY

508-414-8395 | liz@purestylephotography.com
www.purestylephotography.com