

MY WHOLE HEART COLLECTIVE

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MY WHOLE HEART CO.

The Guide

HI THERE!



WE'RE NICOLE KILDAY &
ASHLEY BOWLING!

ABOUT US

We're so jacked to be sharing our combined 7+ years of professional photography experience and all that we are as creatives. We specialize in wedding, elopement, and couples' photography. We feel that it's important for our clients to understand the love and devotion that has gone into building our business. We carry this passion with us as we celebrate you on your special day. We work really freaking hard to combine our art and biggest passions with the pieces of ourselves that we value so deeply - ultimately offering an all-inclusive experience that denies a vendor/client relationship and instead, welcomes newfound friendships and deeply purposeful connections. Our goal is to document your story that speaks to your truth, wrapped in a seamless and intentional experience.

THE GUIDE

We know there's a lot of questions dancing around in your head when it comes to the photography portion of your absolute best day ever. We aimed to break down everything you'll need to know about our wedding photography experience in our easy-to follow guide. Go ahead, snag the good stuff!

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YOU'RE GETTING MARRIED!

Now what?!

Soak it in! Enjoy being engaged and celebrate your next adventure in love. Set aside time to bask in these moments! Throw some dance parties in the kitchen, pop some champagne, & sing your song to one another!

Have a date night and make a checklist of your **MUST HAVES** before you start planning for what your **BEST DAY EVER** is going to look like. What are pieces of your love that you both **ABSOLUTELY** have to have present in order to tell your wedding day love story accurately?!

Build your wedding day budget + funnel in your must haves in order. Then, use your checklist to determine what type of space/environment fits your story the best to pick your venue - keeping in mind you can make this story **YOUR OWN**. Your venue can be unique, just like your love!

Next, book your vendors! Find the ones that you connect with the most + you absolutely **LOVE LOVE LOVE** their work. Take peeks at all your vendors' websites, portfolios, reviews, and their social media platforms to see which vendors are your perfect match for your day! Build *your dream team*.



ARE WE PART OF YOUR DREAM TEAM?

Heck Yes!

You've insta-stalked, portfolio cruised, and la-la-love our work and reached out to work with us - WE'RE SO EXCITED! The first step is completed, and now it's time to get to know each other. We're going to be the best co-captains you ever did meet!

DISCOVERY CALL

Let's hop on a phone or video call and you two can share all the details for your best day ever! Our main goal is to capture your love exactly as-it-is. That being said, tell us about yourselves! Share all your plans & ask as many questions that you can think of.

SAVE YOUR DATE

We've hit it off on our phone call and are naturally, A PERFECT MATCH! At this point, we've dug into your day and narrowed down the package that fits your day best & now it's time to get locked in and enjoy the ride. To book your date, a signed contract and non-refundable retainer is required. Once you're all locked in, let's get to planning!

ENGAGEMENTS

Time for us to hang + for you two to get comfortable in front of the camera with your new bffs! Our engagement sessions are booked on weekdays (M-TH). We will find a time/location that works best for everyone!

PLANNING

We have tons to do on our end, but we'll only bug you two a handful of times for milestone check-ins and to gather details to build out your best day ever's schedule! One less thing you have to worry about!

WEDDING DAY EVE

Celebrations are in order! This is the time for you two to really lean on us if you need any additional help/guidance before the wedding day - we're 100% here. If there is something one of you forgot, that one of us may be able to pick up on the way to begin photographing the best day ever, please let us know!

FOREVER BEGINS

The rest is on us!

The Experience

BUILDING YOUR DREAM TEAM

Think About...

Vendors to Consider:

Venue
Wedding coordinator
Photographer
Videographer
Florist
Hair stylist
Makeup artist
Nail technician
Band
DJ
Cake and/or bakery
Caterers
Mobile eatery
Dress & gown shops
Seamstress
Stationary
Jeweler
Officiant
Mobile bars
Rentals



Preparing for your Photography Experience:

Get excited for your engagement session!!! This is a great opportunity for us to get to know each other. Our couples have the opportunity to get comfortable in front of the camera and learn how we shoot. Having this pre-wedding-day time together makes day-of so much more fun. Seriously, who wants some stranger(s) with a camera in their face for 8+ hours in a day?! So let's get to know each other!

Engagements



WE'RE PRO
THIRD
WHEELERS

Don't mind us as we do our happy dances when the light is ridiculously killer and we're pumped for our time together.



We encourage all of our couples to simply be themselves. It's a judgment free zone with us, and if you want to shake your ass in a freshly harvested field, or pop some champagne because HOLY HECK - YOU'RE GETTING MARRIED, we're so in.

Every engagement session is fine-tuned to fit your love-story with a questionnaire we will send out. From location (you're 312% free to choose and we're here to help guide you - we have a location guide we'll send to you as well) all the way down to clothing - it's all about your love. These sessions can be anywhere from 30 minutes to 60 minutes - if we're chasing the sunset but want to start early and hang out for a bit; or, if we finish early and want to enjoy a few beers (the ones you cheers'ed with in your photos - duh!) while the sun comes up, we're totally gonna do it.

The ultimate goal - comfort. That being said, we want you two to feel 100% like yourselves in every aspect. The engagement session is a chance to showcase your love in all its authenticity, and gives us plenty of options to have fun and be creative!

Engagement Ideas

WHAT DO YOU LOVE?!

Outdoors (ex. forest, open field, mountains, sand dunes, beach, rooftop)

Activities (ex. skateboarding, bike riding, shopping at your favorite store, photographing each other)

Food inspired (ex. Picnic, favorite pizza, ice cream date)

Indoor shoots (ex. Movie night (did someone say popcorn?), pillow fight, baking date)

Celebratory shots (ex. Champagne pop, confetti, sparklers, shotgunning your fave drink, dance party)

Transportation (motorcycles, project cars, truck beds, train ride)

Bring the fur babies! Enough said hehe.

Cold weather inspired (ex. Snowball fight, snowmobile trail riding, sledding)

STYLE & PREP

Neutrals: they go with everything and anything!

Simple yet layered: think leather jacket + white tee + blue jeans + accessories (but put your own spin on it)

Make your shoe choice (or barefoot choice) wisely: i.e. if our location requires walking/hiking and is mostly or all grass, heels probably aren't the best bet

Items that move: dresses that flow or have a slit add so much to the movement in the images, and jeans that allow you to move comfortably (wouldn't want to rip your pants mid snow-ball fight)

Ring shots: of course we have to get some shots of your ring(s), so make sure to have clean nails or freshly painted nails

Remove keys, phones, sunglasses (unless we are incorporating that into your shoot), apple watches, and hair ties from wrists ahead of time: if you need us to carry anything, we totally can!

BE YOURSELF: if you like a good white tee, rock it. If you enjoy rockin' some leather - do it!

ROCK YOUR SESSION

Pro Tip

Always do something with your hands - we like public displays of affection! No chicken-pecking kisses - if you're gonna smooch on camera, make it a real one and be careful not to smoosh noses. If we can tell you're faking, the camera can too - let those emotions run wild. Don't look directly at the camera - these moments should be real and authentic, so we want to catch you two in the moment interacting with each other. If we need a few shots of either of you looking at the camera - we will be sure to tell you! In the meantime, pretend we're ghosts!





WEDDING DAY

Preparations



What are some key factors in wedding day photography?

Key parts of your day

Small details

First looks

Lighting

Suggestions & recommendations for you and your guests

Multiple Photographers



Your Day & Your Photographers:
Your day should be just that - YOUR'S. We're here for the entirety of planning your wedding day photography experience. That means it's your job to relish every moment of your day, and it's our job to make sure the photography runs seamlessly.

That doesn't mean our job just ends at photographing your day. If you have a schedule malfunction - we worked on a schedule, so we've got you. If you just need someone to listen - we're your girls. You get the picture. Our goal in being MORE for you two than just your photographers, is to make sure your day is seamless, and any of the hiccups along the way go unnoticed for the both of you.

"MUST-HAVE" Checklist!

Break that puppy out & share it with us! Fitting all of the important key pieces of your day into a wedding day schedule is so important. For a wedding photographer, these 'key parts' can change with each couple since what's important to each and every one of you & your love-story is unique! Some key parts may include:

Key Parts of Your Day

- Your checklist of MUST HAVES comes first and foremost!
- Where is everyone getting ready (bridal party)?
- What time should hair + makeup be completed by?
- What time will florals arrive?
- Will either of you be having a first-look? With your fiancé, dad, mom, grandma and/or grandpa, dog (please do this - dawgz are life)?
- Any peanuts or little's (kids) that your photographer should be aware of? Flower girls, ring bearers, your dog-of-honor?
- Are there any circumstances your photographer should be aware of?
- Would you like any celebratory shots? Champagne to pop with your bridal party? No-mess confetti? Sparklers? A formal exit with bubbles, dried florals, etc?
- Do we have a specific time set for the ceremony or dinner by the venue or another vendor?
- What is your timeline for your venue access? 7A-12A?
- Are there any specific rules your church or venue requires your photographer to follow?
- Any additional key pieces you would like incorporated into your day that your photographer should be aware of?

Love is Unique

WEDDING PHOTOGRAPHY DISCLAIMER

Your wedding day is unique to you and will not look like anyone else's! Each wedding has different themes, wardrobes, colors, accents, decor, lighting, environments, backgrounds, guests in attendance, etc.; Therefore, please be aware that all of these factors will impact your final photos, but that we try our very best to deliver exceptional & consistent results in every situation.

SMALL DETAILS

At the start of your wedding day photography coverage, we love to gather all of your wedding day details including, but not limited to: shoes, perfume, rings (both sets), invites, save the dates, your hairpiece, florals, tie, cologne, etc. More importantly, all of the small details you two made sure to bring with you on your special day.

These details are always so important on your big day, and we love to get good shots of them for you to remember all the small details that made your day big! That being said, put a detail bag/box together with all of yours and your partner's details. We will build this into your schedule to give us time to photograph your details. For dress shots - be sure all tags/strings are cut off or removed so these are ready to go. Really, we only need the bride's dress and if you'd like, a max of 2 bridesmaid dresses! Also, we always recommend wooden hangers for the dress shots!

FIRST LOOKS

Is there anyone attending your wedding day that you absolutely want a private first-look in your wedding day attire? Or simply an intimate moment before saying, "I do" with? This can be with your partner, a parent, a grandparent, your children, your pet, quite literally anyone who you know deep down, you want to remember that moment with from your special day.

With a first look with your partner, you two get the opportunity to see each other for the first time before promising forever. This is a chance to give yourselves the opportunity for your emotions to be more natural in a more intimate setting. The day is about just the two of you and it goes by so quickly. You can take this opportunity to read letters with, or to, one another, as well as vows if you would rather not read them aloud during your ceremony.

Another plus, having a first look prior to your ceremony can save a lot of time post-ceremony to truly enjoy your moments. The bulk of your images - bridal party and immediate family photos can be taken prior to your ceremony. You can save the first half-hour of your cocktail hour for extended family photos + after that, you're home free to enjoy!

Lighting



HOW DOES LIGHTING PLAY A ROLE?

"Ashley & Nicole... are you going to overwhelm me with a ton of technical photography mumbo jumbo that I don't need to worry about?" No! Of course not! However, do we think it's important for you to be aware of how different lighting situations can impact your final images? Heck yeah we do! So we're going to break down some of the most common lighting situations that we may run into on your wedding day, and what this may mean for your photography.

High-noon
Rain & Overcast
Backlighting
Artificial & Mixed
Light colored rooms
Dark colored rooms
Golden Hour

Some of these scenarios may be unavoidable, and may change throughout the day! Especially because we cannot control the weather! However, we always come prepared with the necessary gear and equipment to combat these challenging lighting situations and to rock your wedding day! We highly encourage you to consider these lighting scenarios when you're planning your day of events, and to be aware of how different types of lighting may impact your wedding day photos.



HIGH NOON

High-noon, or when the sun is high in the sky & no clouds are in sight, the light is considered "harsh" & creates a lot of dark shadows, bright highlights, and high-contrast. If you have the option to do so, we always recommend placing your ceremony in the shade or facing it away from the sun to avoid this as best as possible!

RAIN & OVERCAST

Rain & overcast can sometimes make photos appear flat, dull, and lack warmth.

However, the clouds create a giant "softbox" that disperses the light and makes the lighting nice, soft, and even on subjects when pointed towards the sun.



BACK-LIT

Backlighting can be gorgeous; however, sometimes the background can create incredibly bright highlights which reduces the detail surrounding the subjects we are exposing for. Backlighting looks incredible to the naked eye, and if you're okay with having bright highlights behind you with less detail in the background, let's do it! To avoid this, you could position yourself a wider distance away from the light; or, you could opt to hang sheer curtains to soften the light.



ARTIFICIAL & MIXED

Artificial lighting/mixed lighting may happen if we shoot indoors. This is where we get a mix of natural and artificial light.

This creates uneven color temperatures and color casts. If we have enough natural light coming in from the window, and schedule allows, we will ask to turn off any artificial light sources to avoid mixed lighting!



LIGHT COLORED ROOMS

Rooms with light or white colored walls or ceilings are ideal because they provide surfaces to bounce light off of and brighten up the room - giving us enough light to work with to create a stellar exposure! Light or white tents also create a similar effect.

DARK COLORED ROOMS

Rooms with dark colored walls or ceilings can be a challenge to photograph in because there is a lack of light. If lights cannot be brightened, we will typically try to utilize an on or off-camera flash set-up to add some additional lighting to the room (unless it's during your ceremony where the use of flash can be distracting or in some instances, your venue/church does not allow).





Golden Hour

Golden hour is our absolute flippin' favorite lighting scenario! Golden hour typically occurs 1-1.5 hours prior to sunset on a clear or partially cloudy day. The sun is low in the sky, which disperses the light and makes it even, warm, soft, and beautiful! Golden hour is the perfect time to take your portraits of the two of you (if the weather allows)!

SUGGESTIONS

For you two & guests

For Your Two:

Always do something with your hands (PDA is 100% OK)!

If you're smooching for the camera, make sure not to smoosh noses.

No chicken pecking kisses!

This is an unposed environment! Have fun with the motions & let loose!
No need to look at the camera unless we direct you to. This is about you two interacting with one another in your most important memories!

For Guests:

Your guests #1 job is to celebrate you two and be present in your day. That being said, make sure they know we 100% have it under control when it comes to photography. We've hung out, planned and planned some more together, and we've studied the heck out of your vision for your day.

During the ceremony, please be sure to let guests know we are doing our best and nothing less to capture the best day ever and would sincerely appreciate it if they could leave their phones and cameras off, or at the very least out of the aisle or above their heads. Let's have an unplugged ceremony!



Multiple Photographers

THE PROS TO HAVING TWO OF US

Having multiple photographers can help with time management. With two of us, we can be in more than one place at one time! This saves time in the morning for getting ready as well as during bridal party photos and more throughout your day. Having multiple photographers can also give you multiple perspectives - both of your reactions during a first look, meeting at your ceremony space, the behind-the-scene moments you may have missed with your guests, and much more.

ASSOCIATE PHOTOGRAPHERS

In the incredibly rare event we are unable to attend your big day (cue the tears), our Associate Photographers on the team would step in.

Our associate photographers were hand selected by us to seamlessly mesh with our brand & style of photography.

In the event an associate photographer has to step in, we can assure you, you're in amazing hands. Not to mention, we won't be out of the loop at any point in time as we will still be here to handle all of the pre & post processing.

The perks are - you gain an extra (or 2) creative to brainstorm ideas, bring additional talent to the table, and even more friends to share in this journey.

EXPECTATIONS

For our Couples

We promise we're not going to give you a long list of strict rules and boring guidelines that we expect you two and your guests to follow; but, we are going to give you some helpful tips & suggestions that we think could maximize our experience together and make the day go more smoothly!

- Put someone in charge of staying on top of the schedule and announcing to your guests when the next event will be happening (Ex: this is usually the dj or a member of the wedding party)
- Trust us as your photographers on your best day ever: hash out a loose schedule with us and communicate your photography needs for your day!
- Have a back-up plan for if it rains! We cannot control the weather as much as we wish we could. Always having a plan b (or c) is crucial! + Letting us know if we need any permits/insurances to shoot at the location or venue.
- Remind guests to turn off their cell phones and to steer clear of the aisle when we are photographing your ceremony.
- Have a positive attitude and remember what your big day is all about! Things may steer off the track, and schedule may get a little wonky; But before you let stress and nerves take over, remember that your wedding day is a celebration of love, friendship, and family - nothing can beat that and everything will play out just fine! We promise! No matter what, your day will be PERFECT.

OUR SHOOTING + EDITING STYLE

Art is subjective - our styles may shift over time with more experience & education.

In regards to posing & prompting, we thrive in movement. Our style is a play vs. posed environment! We want your images to truthfully reflect your memory.

- We provide basic editing including color shifting, exposure adjustments, toning, contrast, etc.
- We do not do major body, background re-touching or photoshop manipulation (ex: no body slimming, face swapping, removal of spray tan or tan lines, or removal of people and/or objects).
- We keep anything that is natural (freckles, moles) but will remove temporary blemishes.

What to expect



Timelines



BUILDING YOUR WEDDING DAY PHOTOGRAPHY TIMELINE & WHAT TO KEEP IN MIND

SUNSET

Sunset plays a huge role in your wedding day schedule. In the Summer, you have tons of time to capture all your photographs in natural light; however, once Fall hits and the sun begins to set earlier, considering a first look between the two of you so you don't run out of daylight for the bulk of your photographs is another option!

HOW MUCH TIME SHOULD YOU SLOT?

Every wedding day schedule is different because it's tailored to fit your love-story and be everything you two hoped and dreamed it would be. We never want to rush your day and am all for scheduling breaks for you two to spend some time together alone (or with your third wheels tagging along). We're going to be together for the mass majority of the day, so when we get to planning for what your schedule will look like, make sure to bring all of your notes/necessities/wants in regards to what we need to make time for in your schedule. In the meantime, below are good buckets of time to consider for a majority of your day:

- Small Details - 30 minutes
- Getting Ready (either side) - 15-30 minutes ea.
- Getting into your Dress/Attire - 30 minutes
- Per First Look - 15 minutes
- Portraits of the Newlyweds - 30-60 minutes
- Bridal Party - 30 minutes
- Family portraits - 30 minutes
- Pre-ceremony Prep/Venue Shots - 30 minutes
- Ceremony - 30-60 minutes
- Grand Entrance/Cake Cutting - 15 minutes
- First Dances - 15 minutes
- Open Dance - 30-60 minutes

Example Timeline

12P - detail shots

12:30P - getting ready

1:30P - getting dressed

2P - couples first look & formal portraits

2:30P - wedding party

3P - break for ceremony

3:30P - ceremony

4P - family portraits & cocktail hour

5P - grand entrance & cake cutting

5:15P - speeches

5:30P - dinner

6:15P - newlyweds portraits at sunset

6:30P - estimated sunset/first dances

6:45P - open dance

7:15P - bouquet/garter toss

7:30P - end of night photos/faux exit

8P - end of photography coverage

WEDDING DAY COMPLETE

Now What?

POST PROCESS + DELIVERABLES:

You just literally had the BEST DAY EVER and married the love of your life - the last thing you want to do is wait for your photos. The first thing we do as the holders of some of your nearest and dearest memories, is back up all your images. We store all our files for up to 1 year from gallery delivery.

Next, we release sneak peeks from your wedding day within your wedding day gallery & our social media (Instagram + Facebook). The turnaround time on the remainder of your gallery will vary depending on the season and length of your day. Our turnaround time ranges from 4 weeks to 16 weeks. Once we've completed your gallery, you'll receive a link via e-mail. Each wedding day is different and fluctuates in the number of final images included in your gallery. A good rule of thumb when estimating how many images will be in your gallery, is to multiply the number of coverage hours by 50. Most galleries will range from 460-1000 color images, and each image will be duplicated in black and white.

Your online gallery allows you to download low + high-resolution images for safe keeping, purchase prints, or share with your friends + family. Your gallery is available for a specified amount of time listed in your contract, but 6 months is our standard.

Once all of your deliverables are in your hands, we will send over a post-wedding questionnaire! We so appreciate any & all feedback as it helps us to continue improving!



Celebrations are in Order!

WE'RE SO UNBELIEVABLY HONORED TO BE
A PART OF YOUR MEMORIES.

It's an incredible privilege to be invited on all of our clients journeys & to gain such beautiful friendships along the way. We always promise to be more than a vendor to you. Most importantly, to tell your story wholeheartedly, honestly, and authentically.

Thank you so much for inviting us into your circle. You two have gained life-long best friends who've poured their hearts + souls into your day. We don't do this because it's a 'job'. We do this because we truly love what we do. Photography has been a passion handed down to Nicole, and the thing that brings Ashley to life. Each day we hold our cameras in our hands is another unforgettable memory for not only our clients & couples, but ourselves. There are no words in the world to describe how blessed we are and thankful you chose us!

xoxo, ashley & nicole

your co-captains on your best adventure in love

