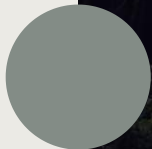
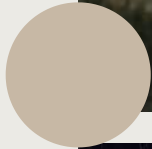


# Style Guide

FOR IMAGES WITH SOUL



*Moody | Timeless | Authentic*



CREATING CINEMATIC MOMENTS WITH EVERYDAY PIECES

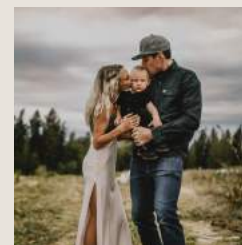
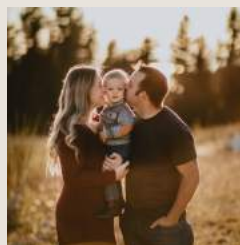
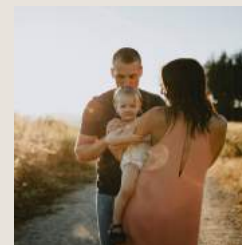
# Cinematic

## MOODBOARD

VINTAGE	NEUTRAL
EARTHY	RICH TONES
TEXTURE	LAYERS



BY: *Kelly Schuster*





STORY TELLING

## COORDINATION

Unless the shoot calls for it, I always caution my clients against going for that matchy-matchy aesthetic. Instead, find colours and patterns that compliment one another.

Use 3-4 different shades to dress everyone in.



## COMPLIMENT

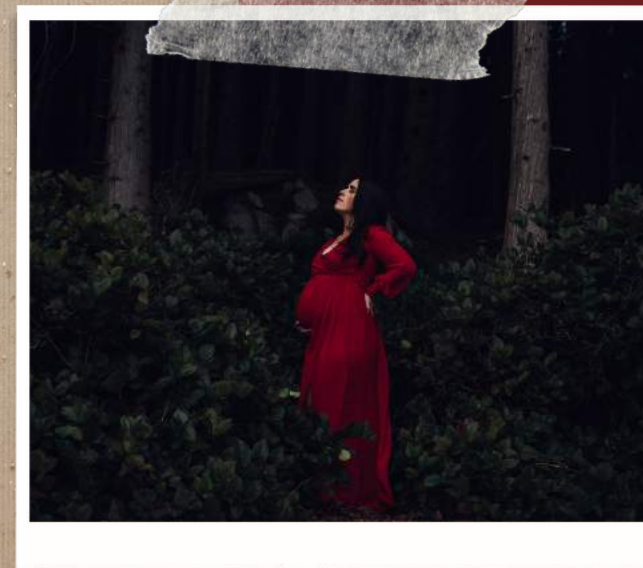
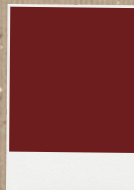
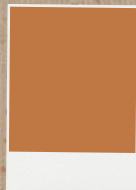
COORDINATE, DON'T  
DUPLICATE

PHOTOGRAPHY IS AN INVESTMENT - LET'S MAKE IT LAST.  
CREATE A CLASSIC AESTHETIC THAT WILL BE JUST AS  
BEAUTIFUL 5, 10, 30 YEARS FROM NOW.





*Pop of Colour*



KEEP THINGS NEUTRAL AND EARTHY AND ADD A SPLASH  
OF COLOUR TO SPICE THINGS UP!



## TEXTURES

Add depth to your images by choosing textured pieces:  
denim | knits | fringe | lace | velvet | leathers



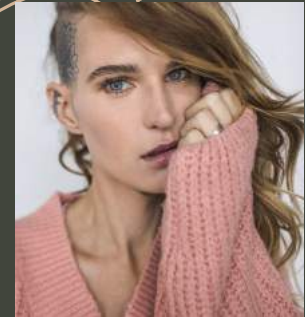
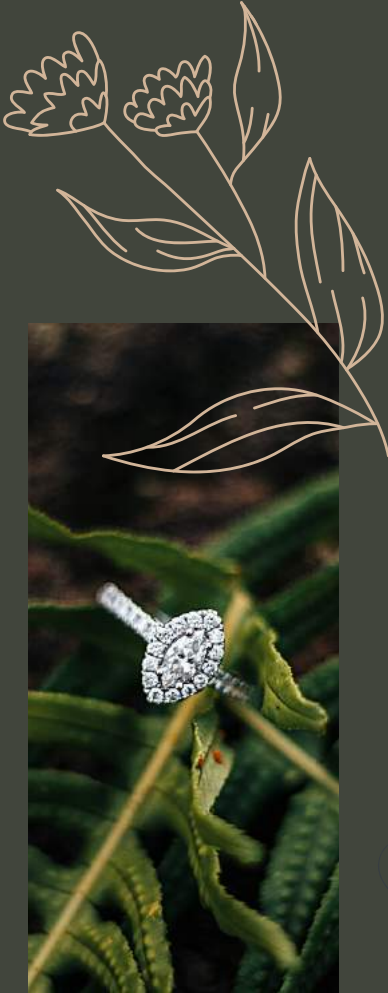
## Patterns

Patterns are great, but can be distracting if overused or matched poorly. Use simple patterns sparingly and be sure to coordinate with the other colours in your outfit.



# ACCESSORIES

A GREAT WAY TO SHOWCASE YOUR PERSONALITY



JEWELLERY

HATS, SCARVES

SUSPENDERS

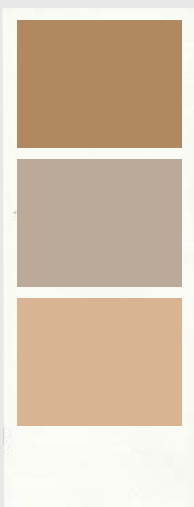
FLOWY SKIRTS

CHUNKY KNITS





FUR BABIES ALWAYS WELCOME!







## TIPS FOR FEMALE IDENTIFYING CLIENTS

- Dresses & Flowy Skirts are always a good idea!
- You can never be too dressed up! This is your chance to feel like a movie star
- Go Pro (if you can!) - Having your hair/makeup done makes it a complete experience. MUA also know how to make you pop on camera. If you need recommendations, just let me know!
- Accentuate your favourite features! We all have areas of our bodies we love (and some we are less confident in). Make sure you choose a silhouette that flatters you and boosts your confidence. Not sure what that might be? I'm here to help!
- Options are a girl's best friend! Bring a bag full of different selections for us to choose from.
- Communicate with your photographer - don't be afraid to tell me the things that you're self conscious of so I can be sure to adjust my angles, editing etc to create a final image you truly love.

## TIPS FOR MALE IDENTIFYING CLIENTS

- Avoid graphic logo t-shirts (unless it's something very special to you!)
- layers, layers, layers – blazers, vests, and coats up the level of any look.
- Add a fun accent! Bowties, suspenders, a cool hat (ideally not a baseball cap) add a timeless element
- Treat yourself – grab a fresh haircut and a shave to look and feel extra dapper for your shoot





## TIPS FOR THE LITTLES

- Kids are chaos personified (and I LOVE it!)
- Don't expect your kid(s) to behave like angels during the shoot. Kids will be kids and I can make it work. I can always get a few smiles, and all the in between moments are just as magical so please, don't stress!
- Don't tell them to look at the camera or give them directions – let them play and have an adventure with you.
- Be sure they have had a snack (and a nap if needed) before the session so they are ready for the fun. Feel free to bring small treats for them to snack on – the more colourful the better!
- Prepare them before the shoot and let them know that these photos are important to you. A lot of families discuss and pick something fun in advance as a treat after the session if they're good listeners



### Step 1:

Go to the custom link (insert questionnaire link) and enter the styling code provided in your email to begin the styling process.

A screenshot of the 'Questionnaire' form. It includes a title 'Questionnaire', a subtitle 'Select the items you want to style for yourself or a friend!', and a text input field for 'Name'. Below this is a section 'Pick Two Color Combinations' with a grid of color swatches and checkboxes for 'Solid', 'Pattern', and 'Texture'.

**Pro Tip:** Choose 3 to 4 colors that compliment each other. For example, Olives/Mustards/Navys or Greys/Ivory/Beiges/Blacks), etc.

### Step 2:

View immediate results and begin to Select outfit favorites.



**Pro Tip #1:** Choose Colored/pattern pants for males.

**Pro Tip #2:** Choose 2 different patterns (ie. stripe + polkadot, plaid+floral, etc.) for every 1 solid. Choose 1 texture for every 1 solid

# Style & Select

Outfit selection tool - planning your session wardrobe has never been easier!

proud member  
Style & Select  
proud member

### Step 3:

Accessorize and send an email to yourself! Accessories can be the key pieces to tie everything together. It is the best way to finish out the “vibe” you are going for. Hipster, Boho and Casual have different finishing touches to round out your look. If you have similar things in your closet, that is even better! Always utilize what you have before purchasing.



**Pro Tip:** Colder climates call for layering! Using cardigans, vests, stocking caps and knee high socks is the easiest way to stay warm while maintaining style.



# 3 Easy Steps

## 1. Fill out the Style Questionnaire

Questionnaire

Select size range and sex for each person.

How many people are you styling?

3 people

Person 1

Name

Adult (18-24)

Gender

Male Female

Person 2

Name

Adult (18-24)

Gender

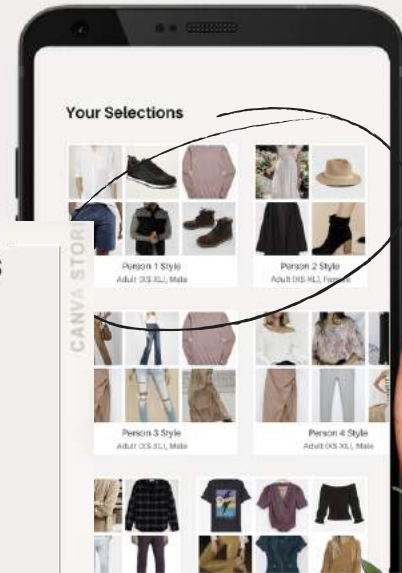
Male Female

Pick one or two Color Pa

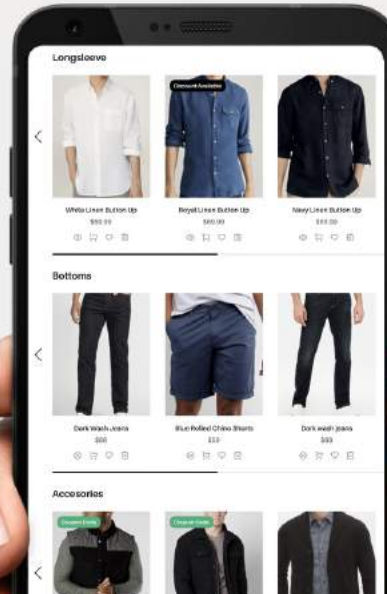
Don't worry newbies pepper in some neutrals so what color scheme you are going for.

Active & Cool Basic and Warm

## 3. Select outfits and accessories



## 2. View your Style & Select results



It's That simple



I am so excited to  
create something  
magical with you!

I'm here to help every  
step of the way.

