

RJ

ROOTED LOVE



DESIGN + ARTWORK GUIDE



W E L C O M E

It is truly an honor to help preserve the moments that will become part of your family's story for generations to come. Thank you for trusting me during such a meaningful season in your life.

My approach is centered around a full service portrait experience designed to feel effortless for your family. From relaxed, natural sessions to timeless imagery and handcrafted heirloom artwork, every detail is thoughtfully guided so you can simply enjoy the experience.

I know how full life can feel as a parent, which is why my goal is to make the entire process seamless and enjoyable. From planning your session to designing artwork for your home, I take care of the details so you don't have to.

This artwork guide is designed to inspire what is possible for your portraits. Together we will create something completely personal, artwork thoughtfully designed to reflect your home, your style, and the love that defines your family.

I cannot wait to create something beautiful with you.

xo, Cassandra









My Promise

Your photographs deserve to live beautifully in your home.

My work is not complete until your portraits are thoughtfully displayed on your walls or bound into an heirloom album you can hold in your hands. Each piece is hand crafted in the USA using museum grade materials, ensuring your artwork is made to last for generations.

These are not just photographs. They are the beginnings of the heirlooms your children will one day treasure.

PRE SESSION PROCESS



TAKE PHOTOS OF YOUR WALLS

Before your session, please take photos of the walls where you plan to display your portraits. This helps me plan the perfect images and ensure your artwork fits beautifully in your space.

PLANNING & STYLING APPOINTMENT

We'll schedule your planning and styling call 2-4 weeks before your session. During this call, you'll have the opportunity to select clothes from my client wardrobe for mothers and babies and create a cohesive wardrobe for the whole family. We will plan the details of your session including the location you are envisioning and develop a plan for the artwork you wish to have for your home.



PROFESSIONAL HAIR AND MAKE UP

Your hair and makeup will be done by my preferred artist on the day of your session. She will come right to your home for your convenience. If you have specific ideas about the look you would like, please feel free to bring pictures. This service is complimentary for one person however tipping is always appreciated. Should you wish to have hair and makeup for multiple people, please let us know at the time of your styling appointment.

PHOTOGRAPHY SESSION

Time to relax and enjoy your moment! Whether we are in your home or outdoors, I will guide your family throughout the entire session allowing your children to lead me. We will talk, play with kids, cuddle babies - whatever feels right. You can assume that if I'm not stepping in to adjust things, what you are doing is perfect.



POST SESSION PROCESS



DESIGN & ORDERING APPOINTMENT

It's time to see all the beautiful portraits we created. We will sit down together 2-3 weeks after your session to look through your images, choose favorites to design your custom gallery wall and select images for your heirloom album. Please review this Design and Artwork Catalog for more information.

INSTALLATION/DELIVERY DAY

The big day, time to get your portraits in your hands and on your walls! We will arrive at your home to hang your new gallery wall 8-10 weeks after your order is placed. Heirloom Albums will be delivered to your home with your frames or 6 weeks from approval. You will receive an email notification for scheduling.



gallery wall design

You have inspiration galore on Pinterest, but you feel stuck when deciding how to put it together in your own space. Whether you want to decorate a small entryway or fill your staircase with portraits of your children as they grow, we do it all.

I take the stress out of creating those gorgeous displays by custom designing to your space; removing the guess work, while ensuring you love it once installed in your home. Giving you the weekend with your family, rather than spending time choosing frame finishes and searching for measuring tape.







5 TIPS TO CHOOSING WHERE TO DISPLAY YOUR PORTRAITS

1. Imagine a gallery of frames that can expand as your family grows.
2. Allow your portraits to be the focal point of the room.
3. Balance a large piece of furniture or a window with a pair of frames on either side.
4. Lean frames on shelves or within bookcases to create visual depth.
5. Display portraits in spaces you pass frequently.

Signature Framing

The Archival Collection is a timeless, refined presentation. Each portrait is printed on fine art paper, matted with archival materials, and finished in your choice of custom molding — all crafted with museum quality materials. Created to be enjoyed every day, these are the pieces that bring warmth and meaning to your walls.



FRAMING INCLUDES

ARTIST RETOUCHED IMAGES

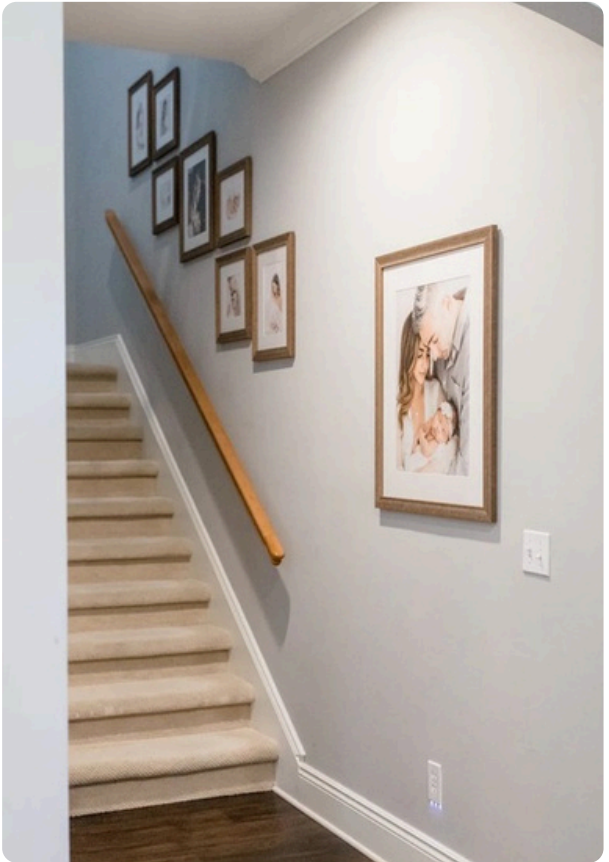
VARIETY OF CUSTOM MOULDINGS

CONSERVATION MATTING & GLAZING
WITH MUSEUM PRESERVATION PROCESS

INSTALLATION IN YOUR HOME*

100% SATISFACTION GUARANTEE





We absolutely loved working with Cassandra! From the very start, she was so sweet and helpful with everything including styling, locations, hair and makeup, and when it came to the actual shoot she made it so fun for us! The maternity shoot flew by so fast and the whole time she guided us in poses and made it feel so natural. I'm so glad we chose her, the pictures came out beautiful. I can't wait to work with her again in the near future!

MICHELLE H





Luxe Framing



The Luxe Collection features fine art, hand-torn “deckled” paper displayed in various ways to show the beauty and unique feature of this paper. Making your portrait a breathtaking piece of art you won’t see elsewhere.



Heirloom Albums

You may wish you had room for every image on your walls — and while space is beautifully curated, an heirloom album allows you to preserve them all.

An album gathers your favorite moments into a thoughtfully bound chapter you can hold in your hands. Begin one for your baby's first year or add a new volume with each season, creating a growing library of your family's story.



A person wearing a white knit sweater is holding a stack of books and a ball of white yarn. The books are wrapped in brown paper, and the yarn is a thick, white, textured ball. The background is a soft, out-of-focus white.

ALBUMS INCLUDE


HAND DESIGNED LAYOUTS & TEXT
CUSTOMIZATIONS

LINEN, SUEDE, LEATHER
OR VELVET COVER OPTIONS

A VARIETY OF COLOR CHOICES

BEND-PROOF & WIPEABLE PAGES

DEBOSSING COVER



Cassandra was so lovely to work with. The way she guided us was refreshing. Everything was seamless and the kids (and even the parents) had fun at our family session. We absolutely love our family album. It's so beautifully made and feels like something our family will treasure for years. What I love most is how easy the whole process was. Everything was taken care of during our appointment, which made it feel simple. We are excited to work with Cassandra again next year!

ELIZABETH R

Album Covers - Linen or Velvet

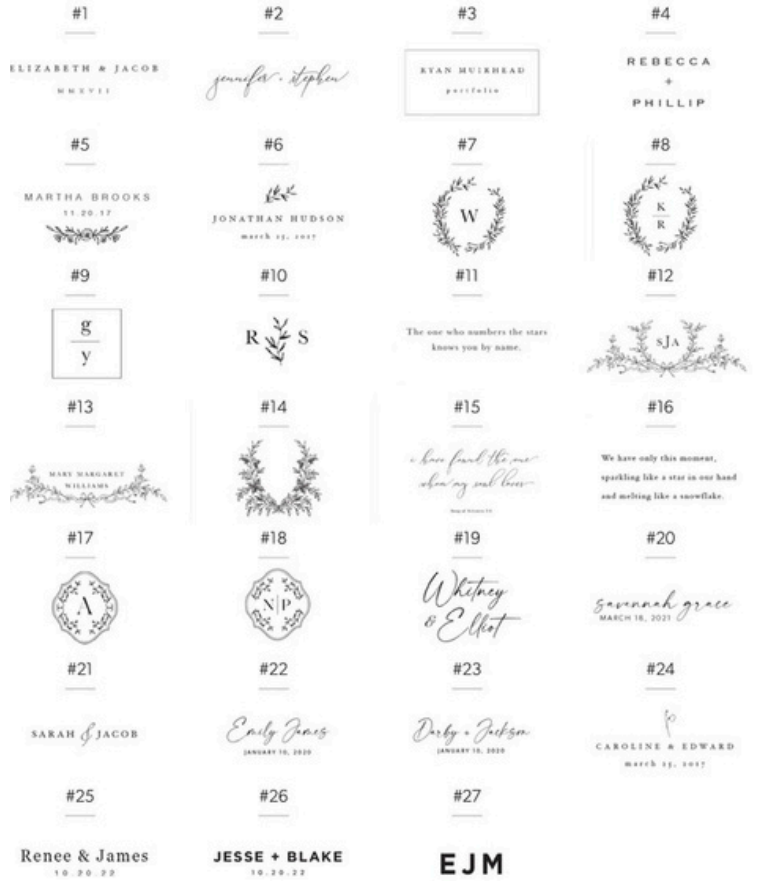
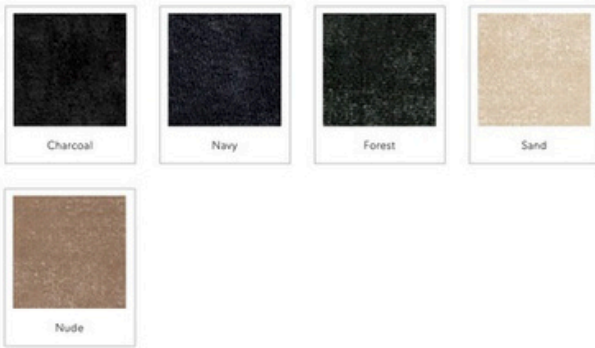
Album Cover Artwork

FABRIC COVER TYPES

LINEN



VELVET





WHERE TRADITION
Becomes Tangible



SESSION



INSTALLATION

This is the ultimate family portrait experience. I think a big part of it is Cassy inherently just has incredible taste and “an eye”, from styling, posing, presentation of her product, and selecting frames/sizing/matting for our home. She styled the most cohesive and cute looks for my guys, and captured the most natural poses, and her makeup artist was out of this world. Her attention to detail is unparalleled, she’s the best of the best.

BECKY B

COLLECTIVE MEMBERSHIP

The most popular option for expectant parents wanting to document their baby's first year of milestones.

Members receive 3-4 Signature Sessions within an 18 month period, a savings on their session fees, 25 complimentary birth announcements + an album credit for your first year baby book.



THE
FIRST
YEAR

Baby Book



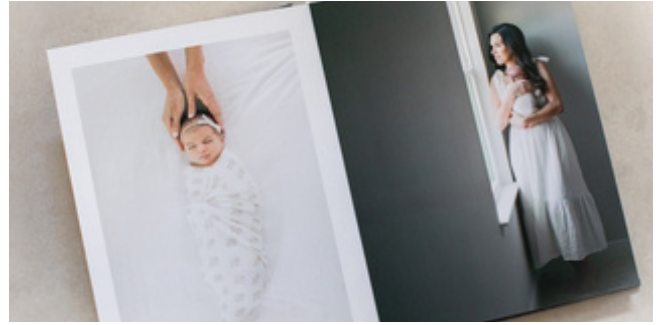
You're a busy Mom with no time to fill out an old-fashion baby book. Let the Heirloom baby book do all the hard work for you.

MEET THE MODERN

Baby Book



From maternity to first birthday, each session becomes a chapter in your baby's story. These moments are gathered into a handcrafted heirloom album, creating a beautiful baby book that preserves your child's first year forever.





5 REASONS WHY ALBUMS ARE A MUST HAVE

1. Can hold as many of your favorite images as you would like
2. Ensures the candid memories are printed too.
3. Are compact but hold a lot of photos - great for grandparent who may have downsized
4. Easy to store and pass down to generations
5. Make a great decor accent for any shelf or coffee table



THE ANNUAL FAMILY ALBUM

Children change quickly and the reality is - not every image will make it onto your wall. Years from now when you can't hold your babies anymore - these memories will be all you have to hold onto. Get them off your harddrive and into your hands ensuring every year is documented and poured over for years to come.



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ADD TO YOUR ARTWORK INVESTMENT



BIRTH ANNOUNCEMENTS & CARDS

Announcements are a beautiful way to introduce your new little love. These cards can be made with a variety of designs and are printed on luxury cotton paper featuring hand lettering and custom illustrations.

LOCKETS

Keep those you love deeply close to your heart with our gold lockets. Including 2 images with a custom engraved top this keepsake is truly yours to treasure everywhere you go.



HOLIDAY ORNAMENTS

Ornaments are such a wonderful holiday gift to help every family member get the chance to cherish the beauty that is the first year of your child's life.

MATCHING MINI ALBUM

A sure way loved ones will enjoy all your favorites. A matching mini album can be added to any complete heirloom album.





TIPS TO PREPARE FOR YOUR APPOINTMENT

1. Bring photos of your walls - don't forget the measuring sticker tool.
2. Invite grandparents who may want to participate.
3. Have all decision makers present.
4. Consider finishes, decor and color tones of the room prior to arriving.
5. Be prepared to finalize your order at your appointment.

DESIGN & ORDERING

Your design and ordering appointment is the highlight of your portrait experience. During this time, we get to reveal all of the images captured during your session.

Together, we will narrow down your favorites and decide how you want to enjoy them in your home. Most of our clients choose several wall portraits and an album, which includes their digital files for free with that qualifying purchase.

Because many big decisions are made in this appointment, we strongly recommend having every decision-maker in your family present. That way, there is no confusion beyond that meeting in regards to the specific investment/design that you are making in your family's legacy.



DIGITAL DESIGN PROCESS

Planning the layout, design, and sizing for your walls on your own is daunting, but with our special software, we make it easy to envision exactly what the final product will look like.

To do this, we need your help. Before your wardrobe and planning appointment please walk around your home and take pictures of all the areas you think you might want to display your portraits.



Here are some tips for the photos:

- Show both the floor and ceiling if possible
- Include something in your image that we can measure for scale, such as a piece of paper or the measuring stickers we included in your welcome box.
- If there isn't enough space to step back and include the surroundings, please measure the width wall itself.



THE INSTALLED GALLERY



LET'S MAKE YOUR WISH LIST!

LOCATIONS FOR GALLERY WALL

Living Room Office Kids Bedroom Stairs Dining Room
Nursery Playroom Entry Way Primary Bedroom Hall

Other:

LOCATIONS FOR STATEMENT PORTRAITS

Living Room Office Kids Bedroom Stairs Dining Room
Nursery Playroom Entry Way Primary Bedroom Hall

Other:

TYPE OF ALBUM PREFERRED

Single Session Album 1st Baby Book Volume Set

Number of Matching Mini Albums: _____

Who else will want to have printed photos? _____

How many announcement cards do we need? _____

NOTES:



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