

Style Guide



For Kayla Carter Photography Clients

The Basics

Coordination

Coordinate but AVOID matching. This is important! If you and your spouse are both wearing jeans, make sure they aren't the same color denim. The same goes for the shirt color! Choose colors that compliment but are not exactly the same.

Patterns

Avoid distracting patterns and any lettering or logos on your shirts. Simple and plain clothes allow you to remain the focal point. If your spouse is wearing a patterned shirt or pants, make sure yours are a single solid color.

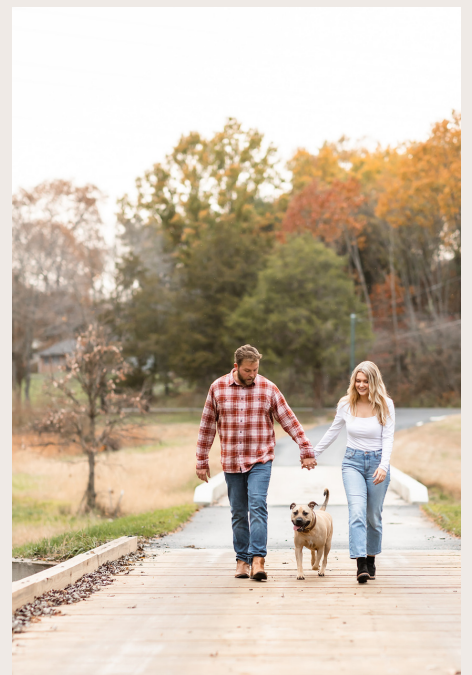
Practicality

Form over function applies here too! A lot of my prompts require movement, so make sure you can jump, sit, spin, walk... you get the idea!

Tips

What you wear has a MAJOR effect on what your photos will end up looking like. Planning outfits beforehand will avoid arguments the day-of and bring out your confidence!

- *Choose colors that compliment your skin tone so that you don't look washed out.*
- *Make sure you are comfortable! Being uncomfortable is difficult to hide and will reflect in your photos.*
 - *This includes dressing for the weather and also wearing clothes that fit comfortably.*
- *Choose clothes that flatter your body. You can wear your favorite jeans! It doesn't have to be a new outfit.*
- *Make sure your outfit is fitting for the location and the season (ie. His shirt color compliments the Fall leaves).*



Colors

Select colors from the same palette. Muted colors photograph better than vibrant colors. Bright colors may reflect onto the skin, creating odd skin tones.

Examples:

Neutrals



Earthy Tones



Varying Hues of One Color





Layer Up!

Although you should avoid patterns and distracting colors, you can add interest and texture by adding jackets, scarves, or other accessories to your ensemble!

Accessories

Hats?

I LOVE hats... BUT they have the tendency to cast shadows on the face, creating uneven lighting.

Hats are incredible for solo shots, but for couples, they have a habit of getting in the way.



Family Session

Figuring out what to wear is always difficult and now you have to figure out what the kids are going to wear too?! Here are some tips to make things easier!

Tips:

- *Start with your outfit first and then pick out everyone else's.*
- *Purchase your outfits at the same store for consistent color tones.*
- *Stick with one color palette.*



Engagement Session

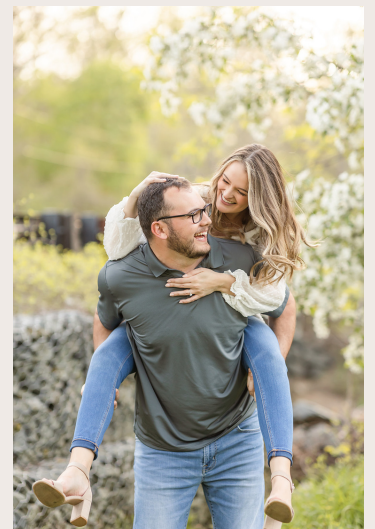
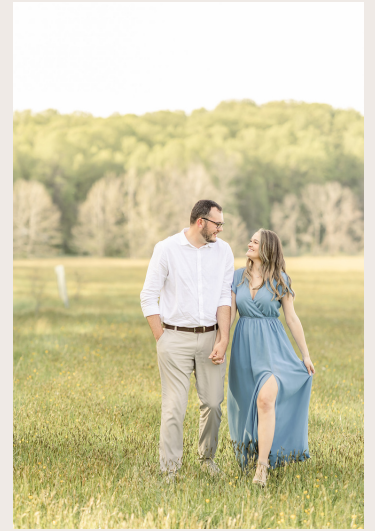
I suggest starting in a formal outfit and then switching over to a casual outfit halfway into the session. I will use the time you're changing to snap some close-up shots of your ring! It is always encouraged to clean your ring prior to your session.

Formal

While your hair and makeup is still perfect, we will take some elegant and romantic photos! I love long flowy dresses because they are great to toss and can add a lot of movement and interest to photos!

Casual

Once you're in your casual clothes, it's time for a little more fun! There will be much more movement, your hair will get tussled, and you will probably roll around on the ground... which is why I recommend wearing your casual outfit second.



Maternity Session

I ADORE maternity shoots but often, expectant mothers don't feel completely themselves. The right clothes can mend that! P.S. You are glowing and beautiful, trust me!

Formal:

I like to start maternity sessions in a more formal dress or skirt. They are the most flattering when they have a fitted top and then start to flow just above the belly. Poses will accentuate your silhouette so you do not need a tight, fitted dress to do so. If you want a long extravagant dress, renting is also an option!

Casual:

During the second half of your shoot, go for a more casual and natural vibe. Bare feet and underwear are common!



Thank you!

I hope these tips help you in the time leading up to your session! You are always welcome to reach out for any additional advice!

As an extra resource, I have some of my favorite outfits pinned here. ✨👉



xoxo Kayla