COLOR

Choosing the right colors for your family session.

STYLE GUIDE 1

Take the stress out of planning what to wear, preparing the family ahead of time and all the details that go into getting ready for your family session. Always look confident, stylist and feeling great!

- Complimentary colors
- Colors by season
- Colors of Home Decor

Complimentary COLORS

Pick 3-4 Colors

A color theme will ensure that everyone's outfit will work together and won't clash. Choosing 3-4 colors is a good place to start. Choose a neutral color like white, grey or beige. Once you have your base neutral color choose a color like blue and another color that compliments both colors.

Matching Outfits?

For family sessions you want to look like the same family but not like everyone is the same. Like the two brothers above, matching outfits are not true to reality and it's meant to be a photo of the family as they are now. You want to have some personality for each person. Have fun with the outfits for the session!

1 Person in a pattern

Patterns can add nice texture and style to an image. That being said having many patterns can make an image look too busy as well as clash with other outfits. You can choose a pattern like the little girl's above and have each person choose a color from that pattern.

"A color theme will ensure that everyones outfit won't clash."

Seasonal colors

"What family outings do you love during the different seasons? Family hikes or family picnics can make great portraits"

What is the season?

Choosing colors that reflect the season can help narrow down your color theme. You can try warm tones for fall, like beige, browns and oranges or more jewel tones. Try cooler tones for winter seasons like blues, silvers, whites and grays which can be a jumping off point for your clothing options.

Celebrating the Holidays

Celebrating the holidays, like a Halloween session where the family is dressed in their costumes or everyone is wearing an ugly Christmas sweater, can be the main theme to the session. The photo to the right was inspired by The Hobbit!

Seasonal Activities

What family outings do you love during the during different seasons? Family hikes or family picnics can make great portraits of your family. Choose clothes that will fit the activity of the session. For example, the family in the photo to the right had a paint fight as a fun family activity. Outfit colors worked well and they were ok with them getting paint on them.

Where are the Prints going to be placed?

Something to keep in mind when you are choosing an outfit for a session is where the images will be placed or hung. Be thinking about what style of photo you want in each room based on home decor. A rustic frame would fit a rustic outfit and go with a rustic decor.

Colors of the space

What are the colors in the space you want to hang the portraits in? Is the room filled with warm tones or cooler tones? Does the room have pops of color or does it have pastels? Answering these questions will make decorating you home with photos so much easier.

Theme of that space

If you have a family room that is very casual, but the session was very formal, it could clash with the decor of the room of which it will be on display. If that is something that is a concern, think of an outfit that would fit the theme of the room.

Considering Home Decor