

ANGELA CLIFTON  
*by brent + dawn*  
SINCE 2009



THE FAMILY SESSION

# STYLE GUIDE

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*For a Stress-Free Experience*







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# GETTING STARTED

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## WELCOME TO THE STYLE GUIDE

We're so excited for your portrait session! Whether we're photographing your sweet family, graduating senior, capturing a celebration, or a special moment in your life like your wedding anniversary, a pregnancy or a newborn baby, we want you to know that we're honored to be your photographers and humbled that you've entrusted us with the responsibility of helping you create memories you'll look back on and cherish for a lifetime.

Our goal is simple: for your session to be as fun and stress-free as possible! That's why we've created this guide just for you! The following pages will help you get the absolute most out of your Angela Clifton Photography experience. By the time you've read through this guide, you'll have all of your questions answered and feel ready and prepared for your session!

This guide is packed with our best tips, tricks and insider secrets for scheduling and styling your portrait session — and everything in between. Your only job is to be yourself, laugh a lot, have fun and let us do the rest! We can't wait to get you in front of our cameras and we're so excited to see you soon!



*xoxo,*

DAWN & BRENT













# SCHEDULING *your* SESSION

**WE PHOTOGRAPH PORTRAIT  
SESSIONS THE WAY WE LIKE TO BE  
PHOTOGRAPHED OURSELVES:**

Outdoors, in natural light, because we love clean, colorful, bright, fresh and timeless images. Images that look and feel like you! That's why we begin all of our sessions 1-2 hours before the scheduled sunset — during the magical “golden hour” — when the light in the sky is the softest, dreamiest and most flattering.

You can use a sunset calculator online to determine the scheduled sunset time for the date and location of your session. Then, just subtract two hours to figure out your approximate session start time. If you're wearing one outfit, we'll start your session about 60 minutes before sunset. When scheduling your date, it's important to remember that the sun sets much earlier during the colder months of the year and much later during the warmer months, so make sure to factor that in — especially if you have small children with a specific eating or sleeping schedule, or if you (or your spouse) will need to leave work early to get ready for the session and arrive on time. If you don't have plans after your session, we always recommend going out for a fun date night since you're already all dressed up!



Our weekends fill up fast and far in advance, but our weekdays are much more flexible. So, if you'd like to schedule your session sooner rather than later, scheduling mid-week is the way to go!





GRASSY FIELD

# PLANNING *your* TIME

**ALLOW YOURSELF MORE TIME  
THAN YOU THINK YOU'LL ACTUALLY  
NEED**

When you're planning "getting ready" time before your session (scheduling your hair, makeup, etc.) please give yourself a lot more time than you think you'll need. Make sure to account for things like traffic, getting lost and parking, so you can prevent unnecessary stress, arrive a few minutes early to your session and be ready to start on time. We're only able to shoot when light is still in the sky, so we'll want to take advantage of every minute we have together before the sun goes down!







PARK

# CHOOSING *The* LOCATION

THE LOCATION OF YOUR PORTRAIT  
SESSION IS COMPLETELY UP TO  
YOU!

The location of your portrait session is up to you! As you'll see throughout this guide, most of our clients love showcasing the natural beauty of our home state. For most of our sessions, outdoor, open-air environments are always our first choice. We love shooting in wide-open natural spaces because the light is divine, especially during golden hour. There are great options all around the Tampa Bay area, so even if we've never done a session in a specific place before, we're always up for exploring a new spot together!



BEACH

# THINK OUTSIDE *the* BOX

**WHEN IT COMES TO CHOOSING LOCATIONS,  
DON'T BE AFRAID TO THINK OUTSIDE THE BOX!**

We encourage you to brainstorm unique places you have special access to that most people don't. For example, maybe you (or someone you know) have access to an amazing location that would otherwise be off-limits, like a beautiful private estate, family ranch, exclusive country club or luxury resort. Spend a few minutes thinking about it and checking around with people in your personal and professional network. You'll be surprised with what you come up with! If something seems out of reach, just remember: you never know until you ask! You can also consider Airbnb or other property rental sites. In the past, our clients have secured permission to shoot in some pretty incredible places!

If you need some location ideas and inspiration, we have plenty! Check out our Instagram (@angelacliftonphoto) and the portrait section of our blog. If there's a certain session you really love, just let us know and we can do your session there!









# DESTINATION LOCATIONS

Your portrait session includes our travel time anywhere in the Tampa Bay area. If you'd like to go somewhere else in Florida, we're up for the adventure! If you'd like to shoot outside of the city, like in Sarasota, for example, there may be a travel fee to account for the extra hours of drive time there and back, the time required beforehand for us to scout locations and the overall longer session time.

**WHATEVER LOCATION TICKLES YOUR FANCY,  
LET US KNOW AND WE'LL DO WHAT WE CAN TO  
MAKE IT WORK!**





# NUMBER of OUTFITS



FAMILY: 1 OUTFIT

## HOW TO PLAN

**WONDERING HOW MANY  
OUTFITS YOU SHOULD  
PLAN? WE'VE GOT YOU  
COVERED!**

Changing outfits during a session always takes more time than our clients expect, so in order to maximize shooting time and give you the most session time possible, we recommend the number of outfits (as follows) to keep stress low and enjoyment high:

**FAMILY SESSIONS:  
1 OUTFIT**

**MATERNITY/COUPLES:  
1-2 OUTFITS**

**SENIORS/HEADSHOTS:  
2-3 OUTFITS**

THE PORTRAIT  
SESSION STYLE GUIDE



COUPLE/MATERNITY: 1-2



SENIOR/HEADSHOTS: 2-3







# STYLING *your* SESSION

IF YOU WANT YOUR PORTRAIT SESSION IMAGES TO LOOK AND FEEL A LITTLE MORE EDITORIAL, WE RECOMMEND BRINGING A FEW SMALL, SIMPLE PROPS WITH YOU, LIKE FRESH FLOWERS TO HOLD OR A BLANKET TO SIT ON.

If you want to set up a picnic or incorporate another special element into your session, just let us know! Maybe you have access to some larger props that have a real “wow” factor, like a boat, classic car, vintage bicycle or hot air balloon. This is the time to dream a little bit and decide what really feels like you! Props aren’t a must by any means. Some of our clients love them and go all out. Some pick one or two items to bring. Others stick with just their outfits — and that’s great, too! The most important things you need to bring to your session are love and laughter. We’ll take care of the rest.





# STYLING TIPS *for* HER

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## DRESS IT UP

**HAVE YOU BEEN EYEING A  
GORGEOUS DRESS, BUT JUST  
NEVER HAD AN OCCASION  
FOR IT?**

This is your chance to do it up! Remember: there's no such thing as "too dressed up" when it comes to your portrait session, so don't be afraid to have some fun! If you don't want to spend a ton of money adding a new permanent piece to your wardrobe, a lot of our clients love Rent the Runway for their portrait photos because you don't have to spend a lot to feel like a million bucks. Plus, you can send the outfits back when the session is over! Some of our clients love having an excuse to go shopping and purchase a new permanent piece (or two!) for their wardrobe — and that's okay, too! Whatever works for you!



# SAY *yes* TO THE DRESS

## THERE'S NOTHING MORE FLATTERING THAN A LONG, FLOWY DRESS

Dresses and skirts tend to look most stunning on camera because they really flatter the female body — which is probably why the red carpet is always full of so many dresses and not very many pantsuits! We recommend choosing long, flowy dresses or skirts because they're flattering on all body types, look amazing on camera and bring extra movement and dimension to your photos. Maxi (or floor length) skirts and dresses will give us the best "twirl factor," add more romance to your walking photos and look especially gorgeous when juxtaposed with nature, like the forest, fields or beach. Cute, shorter cocktail-length dresses or midi skirts photograph beautifully as well. Our clients who choose to bring two dresses will sometimes choose one of each! We recommend avoiding pants and shorts for your session, and saying yes to a dress (or skirt!) or two! You won't regret it!









## FLATTERING *your* FEATURES

Choosing flattering silhouettes and colors that complement your natural features is the best way to ensure you'll love the way you look in your photos. Three-quarter length sleeves create an awesome slimming effect on all arms, so be on the lookout for an option with a longer length sleeve. If your dress has shorter sleeves (or no sleeves) consider bringing a cute jacket, blazer, cardigan or pashmina to incorporate into your look. Skinny straps or strapless dresses have the opposite effect on arms on camera. For most women, skinny straps actually make arms look bigger. If it's colder outside, we suggest bringing a warm coat (the longer, the better!) to wear when we're not shooting so you don't freeze in your dress.



## THE SHOES

For shoes, closed-toed heels, in particular, look great on camera because they carry out the line of your leg all the way down to your toe. You can never go wrong with a pair of neutral pumps! If your toes are showing in a peep-toe heel, you might want to schedule a pedicure before your session so you don't regret letting your toes show. If your shoes don't show at all in the dress you've selected, you could always choose neutral flats to make your session more comfortable. Lastly, make sure to bring a pair of flats/flip flops to wear when moving from place to place. Your feet will thank you later!





# MAKE *a* STATEMENT

**PAIRING AN ACCESSORY OR TWO WITH YOUR OUTFIT CAN REALLY HELP BRING SOME EXTRA DIMENSION TO YOUR IMAGES.**

Whether it's a necklace, belt, bracelet, earrings, hat, or scarf, bringing an accessory or two can bring great visual interest to your photos, so choose one or two that don't compete for attention when paired together. For example, if you go with bolder earrings, you might want to choose a more humble necklace, or maybe even no necklace at all. Fresh florals in a crown or bouquet can be a really romantic touch as well!

## **SKIP THE SPRAY TAN**

Although it might seem counter-intuitive, we recommend that you do not get a spray tan before your session (even a few days prior) because it tends to photograph orange even when it's applied subtly and by a professional. Your actual skin tone will photograph most beautifully.





# GO PRO: HAIR & MAKEUP

PROFESSIONAL HAIR AND  
MAKEUP IS ON THE TOP OF MOST  
OF OUR CLIENTS' PORTRAIT  
SESSION CHECKLISTS

It looks amazing on camera and removes the stress of getting ready on your own. You'll have these photos forever, so this is the time to pamper yourself! Whether it's lash extensions or blown-out hair, professional hair and makeup will give you an extra boost of confidence in front of the camera, and it always photographs like a dream. If you're working with a makeup artist, have her apply your makeup in natural light (if possible) so that it looks fresh and not too heavy. Plus, that's the type of light we'll be shooting in, so it'll give you the best expectation of how it will translate on camera. Most of our clients feel like their makeup is "too much" at first, since it's more than they would wear on a normal day, so if you feel that way at the beginning, don't worry! Good makeup artists know how to get it just right for the camera — and our clients always love the final result. If you need a recommendation for hair and makeup, we work with the best in the business and have a go-to team! They're sweet as pie, talented as heck, unbelievable professionals and wonderful people. You'll LOVE them! Just let us know and we'll send you their information. We know they'll take good care of you!







# CHOOSING COLORS

THE CAMERA LOVES SOPHISTICATED COLOR. WE RECOMMEND LIGHT-COLORED NEUTRALS, PASTELS OR JEWEL TONES.

When choosing colors for your outfits, we recommend selecting lighter, neutral tones and more muted shades. Bright, bold or neon colors are distracting and take the focus away from where it should be: YOU! And how much you love each other :) You can never go wrong with light neutral colors like cream, taupe, camel or light gray. The camera loves shades of soft pinks and muted blues, mixed with sophisticated light-colored neutrals. That softer, more pastel-leaning color palette fits beautifully into almost all natural outdoor environments — and especially complements the beach!





# HOW TO *mix* ALL THE COLORS

The goal for coordinating a family's outfits is to visually break up the colors and shades so that you're not all wearing the same color on top and bottom (like everyone in blue jeans with white shirts). The more you can mix it up, the better! We encourage you to think about planning each outfit with "dominant colors" and "accent colors" in mind. A dominant color is the color that you see the most in an outfit, while an accent has a smaller piece of visual real estate. When you're planning each family member's outfit, if you can aim for each person to have a different dominant color, and then tie in and vary the accent colors, it'll look great all together.

For example, if you're wearing a blush dress, soft blue earrings and nude heels (blush being your dominant color), then your spouse could wear a navy coat with a white button-down and gray pants, paired with brown leather shoes and maybe even a blush pocket square (making navy his dominant color). Your daughter could wear a soft blue top with a white tulle skirt (making a soft blue her dominant color) while your son could wear light beige pants with navy suspenders and a white button down (making white his dominant color). Now each person has their own dominant color while still incorporating a few touches of the other colors that will pull all the looks together. This will visually break up all the colors and highlight each person and their individual personality. Most of our moms choose their dress first, and then build the rest of the family's outfits based on that.









## COORDINATING THE LOOKS

As you're coordinating your outfit with your family, keep in mind that your outfits will look the most cohesive on camera when the color palette and wardrobe pieces coordinate, but don't actually "match." In fact, we recommend that you avoid thinking about "matching," and instead think about what "fits" together. This will create more visual interest, and allow each personality to shine through.





## MIXING UP THE PIECES

If you have multiple children, don't feel like you need to put them all in the same type of outfit. For example, if one of your daughters wears a dress and flats, the other can wear a skirt and boots, if that's more of her style. If one of your sons wears a bow tie, the other can wear suspenders. Mixing up the wardrobe pieces will bring even more visual interest to the photos.





# FASHION TIPS

## for HIM

### TOPS & BOTTOMS

The same way a dress is the most flattering silhouette for the female body, a blazer, sport coat or jacket has the same flattering effect for men. You can't go wrong with a dress shirt, slacks and a blazer.

Long sleeves are more flattering than short sleeves on men, so we'd recommend steering clear of t-shirts or polos, and instead opting for a long-sleeve button-down. The other benefit to long sleeves is we can roll the sleeves up for a slightly more casual look, which gives you two looks with one shirt.

### COLORS

For colors, we recommend neutrals and soft. When selecting your pieces, we recommend choosing a different "weight" for the pants and coat. So for example, navy pants (darker) and a heather gray blazer (lighter). Or gray pants (darker) with a soft powder blue shirt (lighter).

### SUITS

When selecting an outfit for photos, the most important part isn't the price. It's the fit. For men, it's important to have a jacket that fits snugly (but not too tight), and pants that are the correct length and don't have too many breaks. Just like high heels make women look taller than they are, bunched up fabric stacked on top of a man's shoes makes him look physically shorter than he really is.

Solid colors will help keep the attention where it belongs, whereas pinstripes or plaid patterns tend to distract the eye, so stay away from too strong of prints, avoid logos and opt for solids instead.





## LAYERED LOOKS

The next time you walk by a store like J. Crew or Banana Republic, you'll notice the male mannequins and models are always wearing several layers at once. Layers on men look great on camera, so even when it's hot outside, it's worth an hour or two of discomfort for photos that will last you a lifetime. Adding extra layers will bring additional dimension and visual interest to your photos. If the temperature permits, you could even consider adding a v-neck sweater with a pop of color from a long-sleeved collared shirt and tie underneath, or bringing a leather or denim jacket with you. Don't be afraid to get a little creative with layers!



## IT'S ALL IN THE DETAILS

Long pants with closed-toed shoes is the most sophisticated and masculine look for a man. They draw attention away from your legs and feet, and place it where you want it: on your face! So, for your session, it's best to leave the shorts and sandals at home. Dress pants, colored pants or nice dark-washed jeans work best. Brown leather dress shoes complement almost every look, whether you're wearing slacks, colored pants or dark-washed jeans. As opposed to athletic shoes, dress shoes, help elevate your photos and will give them a more editorial look.









# HOW TO *prep* YOUR MAN

## **EVEN THOUGH TAKING PHOTOS MIGHT NOT BE HIS FAVORITE THING, \*YOU\* ARE!**

Most men aren't overly excited to take photos for an hour or two, mostly because they don't have an expectation of what's to come and why it's so important to you, which is why we recommend sitting down together for fifteen minutes to educate and empower your man. Tell him why you chose us and our style of photography. Show him our portfolio, explain why you love the photos so much and express to him how much this session means to you. Trust us, once he understands how important this is to you, he'll bring his A-game and light up the camera! The most common thing we hear from guys before portrait sessions is this: because of a bad experience in the past, they don't like taking photos or don't feel like they'll be good at it. By the time the session is over, though, most guys can't believe how fast it went and just how much fun they had!















# PREPPING *your* LITTLE ONES

**SETTING EXPECTATIONS BEFORE  
THE SESSION IS THE KEY TO GREAT  
PHOTOS AND HAPPY KIDS.**

Before your session, pack a bag with water and your kids' favorite snacks. If they're too young to follow directions, bring any objects that you think might help me get their attention (like small toys or stuffed animals) when it's time for them to look at the camera.

If your little ones are old enough to understand you, it's a good idea to prepare them for what's to come before the session starts. Explain how much the photos mean to you so they know to be on their best behavior. A lot of families pick something fun to do — as a treat after the session — if their kiddos are good listeners. Like dinner at their favorite pizza place or an ice cream cone!

It also helps if your kids' bellies are full and they've had some good rest before the session. After you do your best to prepare them, give yourself (and them) some grace! We have a lot of experience working with kids, so if they're "in a mood" or aren't cooperating perfectly for some reason, rest assured that we're not judging you (or them). We've seen it all and know how to get great photos no matter what! Our goal is to make this as fun and stress-free as it possibly can be for you and your family! This season of life feels long right now, but in the grand scheme of things, it's short. So even if things don't go exactly as planned or as you'd hoped in terms of your kids' behavior, one day, you'll be so glad you took these photos.









# PHOTO DELIVERY TIMELINE

1

## ONE WEEK - SNEAK PEEK

In the days following your session, keep an eye on our Instagram and Facebook pages for a sneak peek from our time together. We're so excited for you to see how beautiful you look through our eyes.

2

## TWO WEEKS - GALLERY SLIDESHOW

Within 2 weeks of your session, you'll receive an email invitation to view your photo slideshow (48hr rush processing is available for \$100). Make it a special moment - have tissues handy for happy tears! Grab a glass of wine or your favorite tea and view your slideshow on the largest screen possible. You'll have 24hrs with your slideshow. Then, you'll decide which Collection (A. B. or C) you'd like to purchase.

Once you make your purchase, you'll have a full month to select the specific digital files you'd like and decide how to use your store credit. As always, we're here to offer our expertise on the perfect, archival wall art for your home or heirloom album for you to treasure for many years to come.

## NO MORE DIGITAL DUSTBIN

When you're planning for your photo session, the most important thing to consider is what you're going to do with your new portrait art. We've found this is sometimes overlooked, and we hate to see our clients' investment of time and money go to waste.

Don't let your photos gather dust on a hard drive. It's far more satisfying to see your portraits on the wall or in an album. This is why we include a substantial store credit with every collection. As always, we're here to offer our expertise on how best to use your store credit so you can populate your walls and/or create an album with gorgeous portraits - Moments that Last a Lifetime.





## ONE *final* NOTE

We know we just gave you A LOT to think about! Don't panic :) Just take it one step at a time. We provided a Portrait Session Checklist for you on the next page to help you stay organized and on top of things! But if you have any questions at any point, please know we're here for you! If you're deciding between two dresses and can't commit, no problem! We're here. If you love two locations but can't make up your mind, no worries! We can help with that, too. If you need a recommendation of any kind, we're on it! Remember, we're just a call, text, or email away :)

At the end of the day, though, the location you choose and the outfits you wear won't matter nearly as much as the fun we have together and the memories you make. The style choices you make will definitely enhance your photos, but the most important accessory to bring with you is joyfulness — which is the one that makes the biggest difference in your photos anyways. You don't need to have prior experience in front of the camera. Just show up with a smile and we'll take care of the rest :)

*We can't wait to see you soon,*  
**D & B**



# PORTRAIT *session* CHECKLIST

- Email/ Call Dawn & Brent to schedule a date, time and location
- Schedule hair and makeup appointments
- Review Style Guide for outfit inspiration
- Choose your outfits (drop off at dry cleaner if needed!)
- Get your nails done
- Pack a bag with:
  - Flats or flip-flops for walking between photo spots
  - Outfit two (including shoes and accessories)
  - Touch-up makeup & blotting cloths
  - Props
  - Water bottle
  - Coat or cover-up (for colder sessions)
  - Snacks for little ones
  - Small eye-catching toys to grab little kids' attention



ESTD. 2009

ANGELA CLIFTON

— PHOTOGRAPHY —

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