

Welcome & Style Guide

FOR FAMILIES



CHELSEA & RUSS PHOTO AND VIDEO, LLC



Welcome!

WE ARE SO EXCITED TO WORK WITH YOU!

Thank you so much for choosing us as your photographer! We are both honored and ecstatic to be working with you to document this chapter of your lives.

Not only are we passionate about capturing and curating gorgeous, authentic, and timeless images to tangibly keep memories forever, but we seek to connect with our clients and build relationships. Our desire is to tell your story, and have you leaving each session feeling beautiful, loved, and empowered.

It's an honor to record beautiful moments and create treasured memories for families as they begin new and exciting chapters of their lives.

Chelsea & Russ Stokes

WWW.CRPHOTOANDVIDEO.COM



What to expect

Now that you've officially booked us as your photographers, the only things left to do are choose your outfits, show up to your session, and be ready to have some fun!

For families with young children, one of the best ways to get them to smile and play during our family session is to have a fun reward ready for them post-session. Whether its a favorite snack, an activity, or a show, having a little reminder of their prize for cooperating is usually very helpful. And if they don't cooperate, don't stress. Family photos are for documenting memories - and this is part of the life stage you're in, right?

After your session, you will receive your finalized gallery within 2-3 weeks of the session date, though my turnaround time is typically a little quicker than stated in the contract. Make sure to download and save your gallery, as the online link will eventually be cleared. Feel free to print and share your photos!

Style Guide

OUTFIT RECOMMENDATIONS

Choose complimentary colors

A good place to start in choosing colors for your outfits is to choose a color palette that has colors that compliment one another, rather than too many of the same or similar colors. It's also important to make sure colors don't clash.

Go neutral

I highly recommend choosing outfits that follow a more neutral color palette. Especially when your session is at a location in nature, it's great to have Earthy colors that compliment, yet pop against the backdrop. Neutral colors are also a great way to make sure your images are timeless and beautiful.

Limit patterns and big logos

This tip is especially crucial when choosing outfits, as busy patterns and big logos can be extremely distracting and if there are too many outfits with patterns in your group, everything can clash. Incorporate mostly solids in your outfits, and include patterns only when the majority outfits are solids, and when patterns are not as distracting. For example pastel patterns or a white dress with simple patterns.

Start with mom's outfit

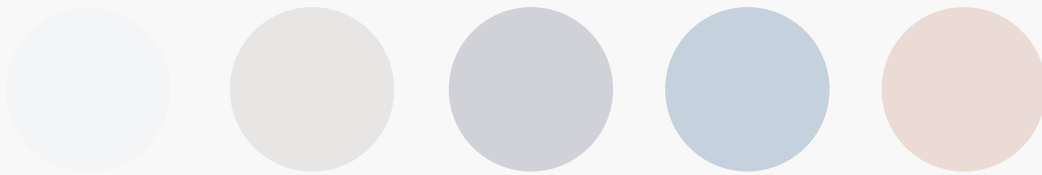
Women's clothing comes in a multitude of designs, colors, and styles, and most times, women are more particular with their clothing than men, so having this as a foundation for the other outfits makes it easier to choose a color palette and style for your outfits. Start with one outfit, and build on it one-by-one.

Confidence is key

The most important factor in choosing your outfits is to wear something that you feel comfortable and confident in. You'll want to choose something that fits you well and makes you feel good about yourself!

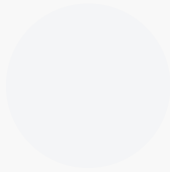
Color Palettes

STYLE GUIDE



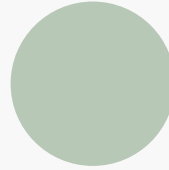
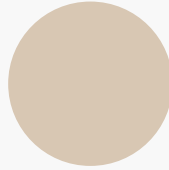
What to Wear

EXAMPLE



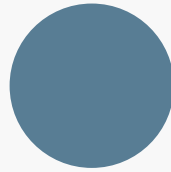
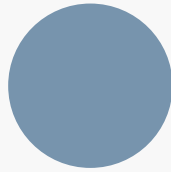
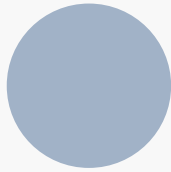
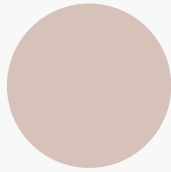
What to Wear

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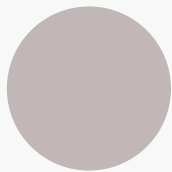
What to Wear

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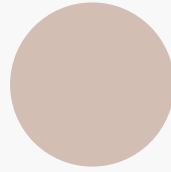
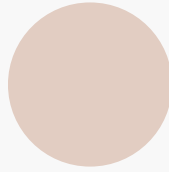
What to Wear

EXAMPLE



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EXAMPLE



FAQ's

FREQUENTLY ASKED QUESTIONS

When will I receive my photos?

You will receive your full gallery within 2-3 weeks from your session date.

How will I receive my photos?

You will receive your photos via a private online gallery where you will be able to favorite, download, and share your images at both web resolution, and high resolution.

How many photos will be included in my gallery?

The number of images you receive depends on the package or collection you select.

Do you help with posing?

Yes, I do! All you need to do is show up and I will work with you to pose you in comfortable, authentic, and flattering ways to capture the best angles, lighting, and the most beautiful version of you.

Can I print my photos?

Yes, you will have printing rights to the edited images you receive. You can also order prints through me, and I can help make this process easier for you!

Policies

Communication

Feel free to contact me through email at chelsea@crphotoandvideo.com or message me through instagram (@chelseaandrussphotoandvideofamily). I will respond within 24 - 48 hours between the hours of 8am-5pm Monday through Friday.

Cancellation

You may cancel your session anytime before your session date, however your deposit will not be refunded.

Rescheduling

If you need to reschedule, give at least a one week notice. Reschedule date must be within the same calendar year. Please know during busy seasons rescheduling may result in a delay resulting in your session being for the next month.

Payment

A 25% non-refundable retainer is due to book the date & time you choose. This fee does go towards the session cost. The remainder is due 24 hours before the actual session. No one wants to deal with trying to go to the bank on a session day while trying to get out the door and the kids in the car! Am I right? We accept PayPal Payments, Venmo, or card. If you would like to pay in cash just have it ready and prepared to pay at the session!

Sharing Images

Please feel free to share your images! If you choose to share or post any of the photos, please make sure to download images to retain the highest quality image. Please tag me in all images you share on social media! We LOVE to see them! Please do not use filters on or re-edit any of the images.

WE CAN'T WAIT TO WORK WITH YOU!

We cannot wait to capture some amazing memories for you. Please let us know if you have any questions before your session. We will see you soon!

 @chelseaandrussphotoandvideofamily

Chelsea & Russ Stokes



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