
SPRING / SUMMER

FAMILY STYLE GUIDE



Blue Moon Photography

family portraits
SESSION TIPS

TIP ONE

Plan your outfits in advance. The more time you allow yourself to plan your outfits, the less stressed you'll be. Plus, it never hurts to have options especially when you're dressing your kids.

TIP TWO

Consider your home decor. You'll want to consider your home decor style when picking out what to wear in family photos. Since a few of these photos will most likely be hanging in your home and on display for a long time, make sure that the clothing you select blends in seamlessly with the color scheme of your home.



TIPS FOR MIXING & MATCHING

PATTERN PLAY

Pattern mixing can totally elevate your family's look—when done right. Here's how to keep it chic, not chaotic:



MIX PATTERNS WITH INTENTION

- Stick to 1–2 patterns per group to avoid visual overwhelm.
- Try pairing a bold pattern (like plaid or florals) with subtle textures or solids for balance.
- Florals + Stripes? Totally doable—just make sure they share similar tones.



DO

COLOR IS YOUR BFF

Choose patterns that stick within your color palette for a cohesive look.



DON'T: COMPETE FOR ATTENTION

- Avoid having two loud patterns right next to each other (especially on top).
- Stay away from logos, graphics, or neon prints—they draw focus and age photos quickly.



DON'T

USE ACCESSORIES FOR PATTERN POPS

Want to sneak in a stripe or play with a plaid without overdoing it? Add it in through a scarf, headband or socks!

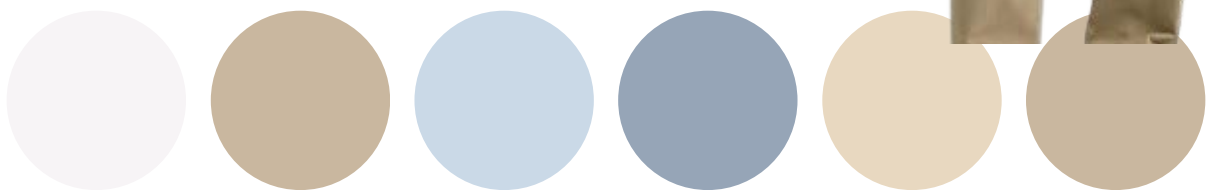
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WOMENS ACCESSORIES



SOME OF OUR FAVORITES





Cannot
wait to
meet
you
soon!

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