SOUTHERN KITCHEN

Southern Kitchen uses imagery to tell a visual story – where we come from and where we're going. Providing authentic environments and contextual details, we create a warm and honest portrayal of the modern South.

article photography

We create a dynamic composition by using the best-suited angle to capture the subject in its actual environment. Photos should have a clear focal point and use natural light when possible. They should be authentic and relatable – leaving in little imperfections (a slightly wrinkled tablecloth, a spilled ingredient, etc.) and keeping image manipulation to a minimum.

recipe photography

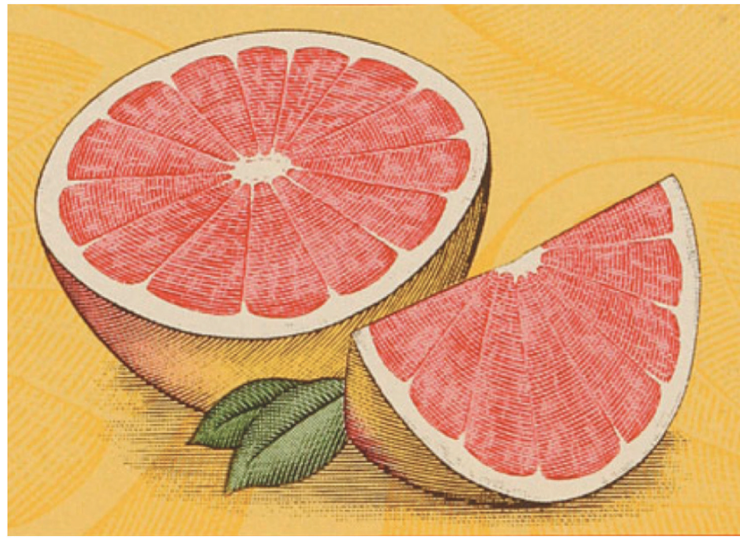
The food is the hero of the recipe photography. Dishes should be appetizing and feature colorful, natural ingredients. Capturing the details (garnish, a melting pad of butter, etc.) adds depth and authenticy to the imagery. Props and styling elements should be neutral and timeless – using a variety of surfaces and textures to create visual interest.

Like the article photography, images should be clear, well-lit, and use minimal maniuplation or effects.

product photography

Products should be shot aerially, unless the item necessitates a different angle. Products should be isolated on a white background, so that they will be consistent no matter what vendor is providing them. A light gray (1% black) is then multiplied over the image to create a subtle contrast between the image and the white on the product cards. Photos should be full-color and not be stretched or manipulated in any capacity, as to accurately portray the product.

illustration

For section hero images, monochromatic line drawings should be used. They will have the etched style of vintage illustrations, and use the color palette of Southern Kitchen's tan brand colors.

For article imagery, illustrations will be a colorized version of the engraved drawings. The color palette for these images should be natural and somewhat muted.