

FoodPhoto Academy

The Style Guide

Every style: the recipe, the style block, when to use it.



HOW TO CHOOSE

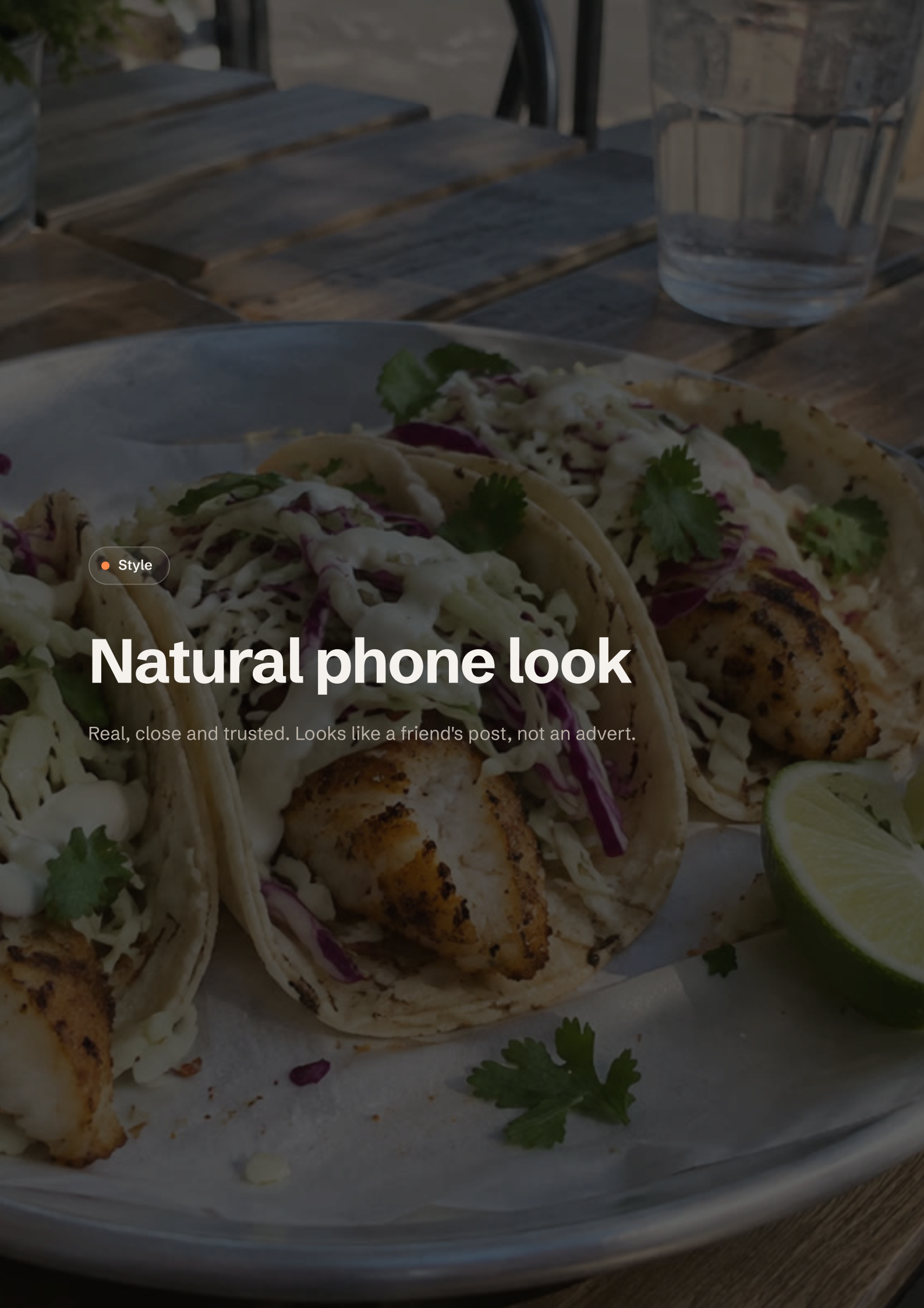
Match the brand, not your taste.

A style is a promise about the restaurant. Choose the one that tells the truth about the food and the place.

STYLE	FEELS	BEST FOR
Natural phone look	Real, close and trusted. Looks like a friend's post, not an advert.	Instagram and TikTok, Cafes, bakeries, street food, Daily specials
Dark and moody	Rich, dramatic and premium. One beautiful light in the dark.	Steakhouses, wine bars, fine dining, Evening and winter menus, Meat, chocolate, stews
Bright and airy	Light, fresh and happy. Light that seems to come from everywhere.	Brunch, cafes, bakeries, Juice bars and healthy food, Spring and summer
Editorial luxury	Precise, calm and expensive. Worth the price on the menu.	Fine dining and tasting menus, Hotel restaurants and bars, Press and premium campaigns
Street, rustic and trends	Energy. Messy on purpose, nostalgic, or graphic.	Street food and burgers, Bakeries and comfort food, Bars, diners, youthful brands

The style block

Write the surface, props, light and angle once, and reuse that exact sentence for every dish of the same client. Only the dish changes.

A close-up photograph of a plate of fish tacos. The tacos are made with soft, white corn tortillas and filled with grilled fish, shredded cabbage, and fresh cilantro. A wedge of lime is placed on the side of the plate. The background shows a wooden table and a glass of water, suggesting an outdoor dining setting.

● Style

Natural phone look

Real, close and trusted. Looks like a friend's post, not an advert.