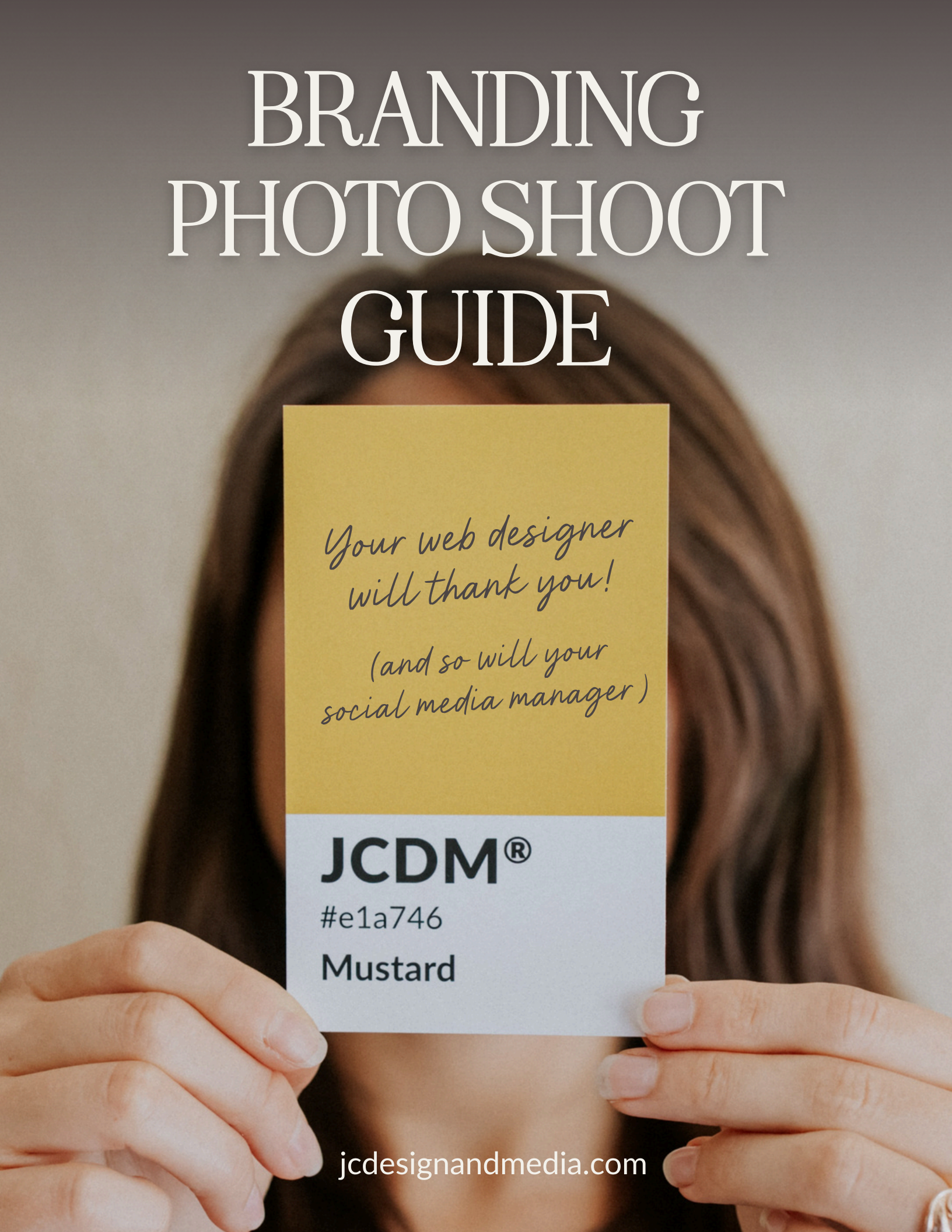
BRANDING PHOTO SHOOT GUIDE



jcdesignandmedia.com

BRANDING PHOTO SHOOT GUIDE



While some photographers will focus on brand photography, there are many talented photographers you may hire who need more direction in this space. This is also helpful to know even if you do hire a brand photographer specifically.

There are many things to consider when planning your photoshoot, such as what to wear (should you focus on brand colors, neutrals, etc.), hair, location and so on, but the following are often overlooked. So, I created this guide to help give you the most out of your photos for your marketing, both online and offline.

TIPS TO MAKE THE MOST OF YOUR PHOTO SHOOT WITH YOUR PHOTOGRAPHER:

Ideas of shots to grab:

Team photos of everyone working together
(if applicable)

Be sure to also have shots without faces in case someone is no longer with the company. This will make team images usable for longer periods of time in between photo sessions.



Posed photos with props of your branded items



Images of you working with a client

Be sure to have a photo release form signed from them in advance



Individual team photos of members working in their role



Candid photos working

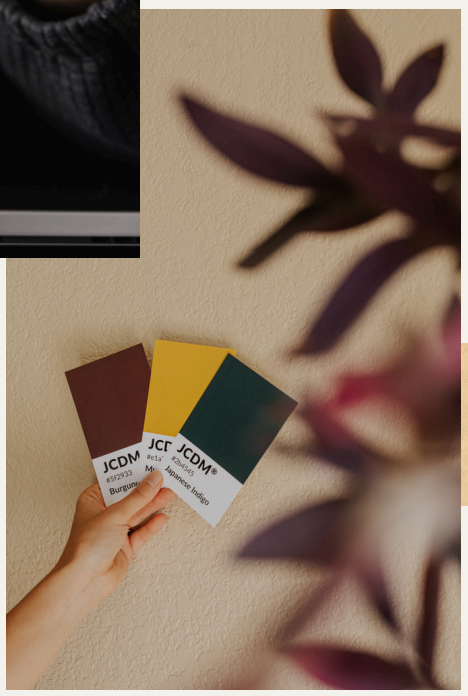






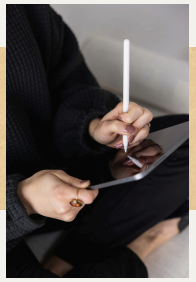
Photos in black and white and full color





Photos that are shot up close *and* farther away

Shots from the neck down working or typing hands





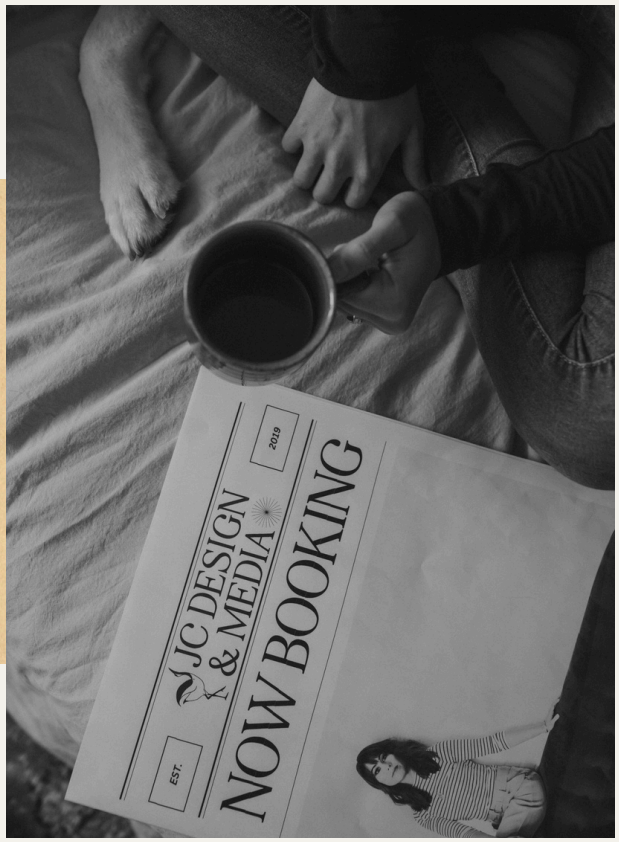




Shots of just your branded items or props *(have a nice mix of these)*

Examples: Samples of your work, branded mug, branded pens, branded journals, folders, business cards, etc.

Include other items that may be related to your brand or items to help enhance the scene. Ex: live plants, dried florals, candles, cocktail glasses, tools you use in your business, etc.

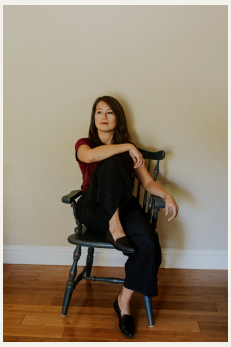


Important to note:

Make sure every single image is not of you smiling at the camera - this limits the ways you can use these images / makes them very repetitive







Make sure to stress you want a fairly even amount of both landscape and portrait orientations of your images.

This is important for versatility, especially on your website

Know your brand's photo style

Try to keep your photo style as similar as possible.

Ex: bright and airy, grunge, edgy, mid-tone, vintage, etc. - this will help you choose your photographer (some only focus on one style, others may adapt to yours) as well as help your photographer plan out your shots



Ask if your photographer will or can provide web resolution (KB size) and high resolution (MG size) versions of your images.

Having the web versions will make it easier (and faster) for your web designer (or, if you're doing the site yourself, you) to not have to spend as much time resizing images for your website.




JC DESIGN & MEDIA

DESIGN WITH PURPOSE

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