

A Client Guide to
BRANDING
PHOTOGRAPHY
by Nichole Nicolas Photography



NICHOLE NICOLAS PHOTOGRAPHY

Images That Are Authentically You

www.nnicolasphotography.com

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TONY ALEXANDER: INFLUENCER

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CORI STUART HOLISTIC HEALING

BRANDING PHOTOGRAPHY



NATASHA MILES
REALTOR

WHAT IS BRANDING?

Branding involves the process of creating a distinct name, symbol, design, or feature that establishes a unique identity for a business and differentiates it from the competition in the mind of the consumer. Branding typically consists of a company name, logo, colors, slogan, visual design, mission, and tone. That brand is reinforced by the photographic images that the company uses across platforms to visually convey key messaging.

WHAT IS BRANDING PHOTOGRAPHY?

Branding photography is a powerful tool for entrepreneurs and small business owners that equips you with photos that accurately represent your business's visual identity. During a branding photography session, your photographer will use specially-tailored lighting, colors, posing, settings, and props that convey an identified mood or feeling designed to capture images that reinforce your organization's key messaging. These images can include photos of you, your team, your products, your process, your space, or other aspects of your operation that make your business unique. The resulting photographs will ultimately help you establish or grow your brand, reach new clients, and grow your business.

7 REASONS TO INVEST IN BRANDING PHOTOGRAPHY

- Results in professional, high resolution images
- Provides a visual introduction for your potential clients and creates a memorable first impression
- Helps potential clients to understand your business and what you have to offer and allows you to showcase your products, services, and process
- Delivers multiple images for producing high-quality, visually-appealing marketing materials
- Provides a useful exercise in identifying and/or refining your brand identity
- Offers an opportunity to participate in a fun, creative photo shoot with a professional photographer!

HOW TO USE YOUR BRANDING PHOTOS

- Company website
- Social media platforms
- Marketing materials (digital and print)
- Bios and profile pictures
- Email signature
- Industry websites



LITTLE FRIENDS PET SITTING AND DOG WALKING

OUR PROCESS

- 01 Book a consultation

Once you have booked your branding photo shoot using our online system, settled your invoice, and completed all necessary forms, the next step will be to schedule your one-on-one consultation. During this consultation, we will discuss your business, your brand, and the overall tone and messaging that you would like your images to convey. We will also explore location and wardrobe options, as well as posing, setting, and props. This consultation is a great opportunity for you to ask all of the questions that you may have about the process.
- 02 Shoot Day

We will be in touch leading up to the day of the shoot to make sure that everything is ready to go the day of the shoot. Make sure to get a good night's rest, stay hydrated, and arrive at least 10-15 minutes early to ensure that we can start on time. On the day of the shoot, the session will focus on recreating activities that you engage in daily during operations.
- 03 Photo Review

After the shoot, your NNP team will review and cull the photos, then conduct light editing to adjust any errors in lighting or tone. This process can take anywhere from 3-10 business days, depending upon the package that you choose. You also have the option of purchasing an Expedited Delivery add-on. Keep in mind that NNP operates on a Tuesday-Saturday work week.
- 04 Delivery of Proofs

Once the photo review is completed, the NNP Team will upload your digital proofs to a private, password-protected online photo gallery. You will then have three days to review the photos, select the ones that you would like included in your package, and notify the NNP Team that you have completed your selections.
- 05 Delivery of Proofs

After you complete your image selection, the NNP Team will send your images off for professional retouching, which typically takes anywhere from 3-4 business days. That time MAY be extended if we have to send the images back for correction. We will alert you if that occurs. Once we receive satisfactory final photos, we will upload them to your gallery for download. You are welcome to request up to two revisions from the retouchers to ensure that you are happy with the final product.



INVESTING IN YOUR BRAND

Standard Branding Package (\$525)

- Location of your choosing (\$50 travel fee may apply)
- 1.5-hour personalized photo shoot for one individual
- One-on-one consultation prior to the shoot
- Up to two (2) looks (One wardrobe change)
- Fifteen (15) high-resolution images with professional retouching
- 30 days' access to a private online photo gallery
- Turnaround for proofs: 7-10 business days
- Option to purchase prints

Premium Branding Package (\$599)

- Location of your choosing (\$50 travel fee may apply)
- 2-hour personalized photo shoot for one individual
- One-on-one consultation prior to the shoot
- Up to three (3) looks (Two wardrobe changes)
- Twenty (20) high-resolution images with professional retouching
- 30 days' access to a private online photo gallery
- Turnaround for proofs: 5-7 business days
- Option to purchase prints

Deluxe Branding Package (\$750)

- Location of your choosing (\$50 travel fee may apply)
- 3-hour personalized photo shoot for one individual
- One-on-one consultation prior to the shoot
- Up to four (4) looks (Three wardrobe changes)
- Twenty-five (25) high-resolution images with professional retouching
- 30 days' access to a private online photo gallery
- Turnaround for proofs: 3-5 business days
- Option to purchase prints

Add-Ons

- Extra participants (\$50 per person)
- Extra shoot time (\$100 per hour beyond the package time)
- Extra photos (\$10 per photo without retouching/\$18 per photo with retouching) [Bulk pricing available]
- Advanced retouching \$5 per photo
- Expedited delivery (\$30 for 1 level upgrade | \$50 for 2 level upgrade)
- Professional makeup artist (Starting at \$175)
 - Sessions will be extended by 30 minutes only for makeup application
 - At least two weeks' advance notice required to arrange for MUA





MEET YOUR PHOTOGRAPHER



NICHOLE NICOLAS

Owner/Principal Photographer

Nichole inherited her love of photography from her father. She started young--with a film camera and a love for capturing unique moments--and her passion only grew from there. In college, she spent much of her time studying and perfecting her craft and could rarely be found without a camera in her hand. While she spent several years on other pursuits, she eventually found her way back to one of her first loves--photography. She now focuses her time and energy on portrait, lifestyle, and commercial photography.

When she's able to get outdoors, she also loves capturing the beauty of nature, wildlife, and landscapes in her backyard and beyond!



FAQS

FREQUENTLY ASKED QUESTIONS

I AM NOT SURE ABOUT MY BRAND. CAN I STILL SCHEDULE A SESSION?

Yes! During your one-on-one consultation, we will help you to begin to define your brand and will come up with a detailed plan for capturing images that accurately reflect your visual identity.

HOW DO I KNOW WHAT TO WEAR FOR MY PHOTO SHOOT?

During your consultation, we will discuss wardrobe options that will best align with the messaging that you want the images to convey. We also have package add-ons that include a session with a personal stylist.

CAN I WEAR MORE THAN ONE OUTFIT DURING MY SHOOT?

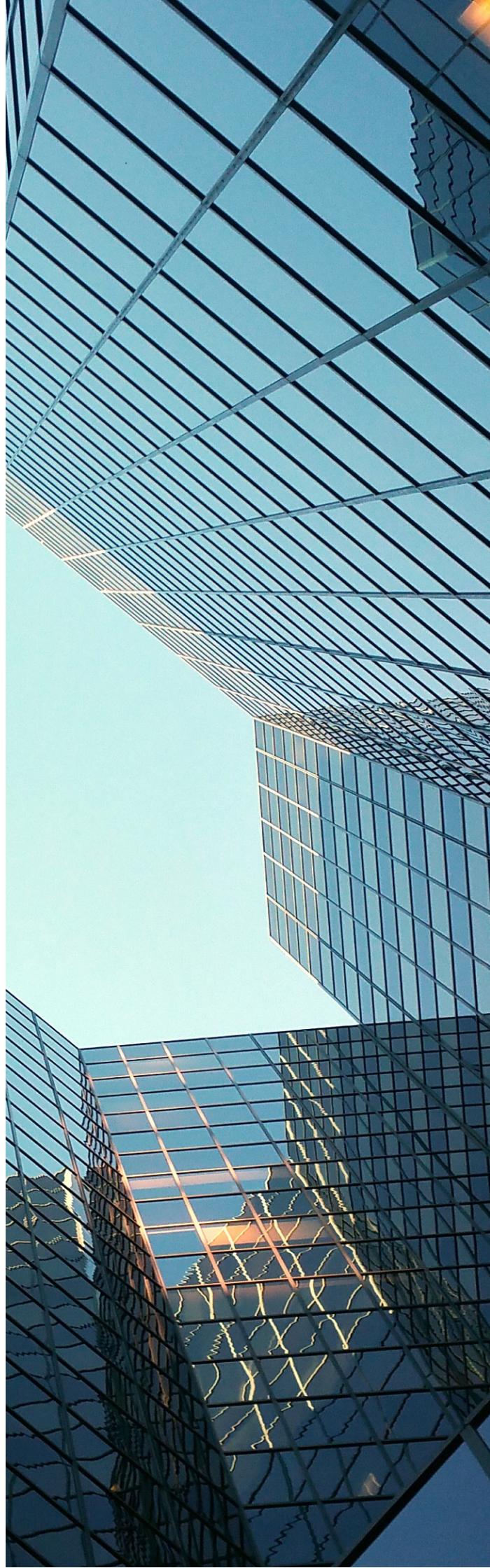
Yes! Each of our branding packages include at least one wardrobe change. The specific number of changes will vary based upon the package that you choose.

HOW MANY PEOPLE CAN PARTICIPATE IN THE SHOOT?

The base pricing for each package allows for one shoot participant; however, you can add additional participants for \$50 per person.

HOW WILL I RECEIVE THE PROOFS AND FINAL IMAGES?

All images will be delivered digitally through a personalized online gallery. You will have the option to purchase physical prints through the website.



FAQS

FREQUENTLY ASKED QUESTIONS

CAN WE SHOOT OUTDOORS?

Yes! We can shoot indoors or outdoors. We can discuss which option is best during your one-on-one consultation. Whichever option you choose, it will be important to consider the background and available lighting.

CAN WE SHOOT IN MORE THAN ONE LOCATION?

Yes! That is definitely an option. You will need to make sure to select a package that offers dual locations. Let your photographer know if you are unsure about what option will best suit your needs.

DO YOU OFFER HAIR AND MAKEUP SERVICES?

We do offer add-ons that include hair and makeup stylists. To take advantage of this option, you will need to book well in advance of your shoot to ensure that we have the time necessary to book all of the vendors.

I DON'T KNOW HOW TO POSE. WILL YOU HELP ME?

Of course! That is what we are there for. During your consultation, we will discuss the tone and overall vibe that you're going for in your session, and your photographer will guide you into poses that align with the identified look and feel of the shoot. Keep in mind that the photographer is offering suggestions! We encourage you to make adjustments as needed so that the poses feel natural for you.

I'M NERVOUS. IS THAT OKAY?

It's completely normal to get a little (or a lot) nervous before a shoot. Don't worry! Your photographer will be there to help calm your nerves and ensure that you feel completely comfortable during your session.



Ready to get started?

Schedule your Branding Photography session today at
<https://www.nnicolasphotography.com/requestbooking>

LET'S GET IN TOUCH

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