

BRAND **O** GRAPHY



## 7 KEYS

FOR THE PERFECT **BRANDING** IMAGE & IMPRESSION





“A GOOD  
PORTRAIT OUGHT  
TO TELL  
SOMETHING OF  
THE SUBJECT’S  
PAST AND  
SUGGEST  
SOMETHING OF  
HIS FUTURE.”

– Bill Brandt







## #1 KEY

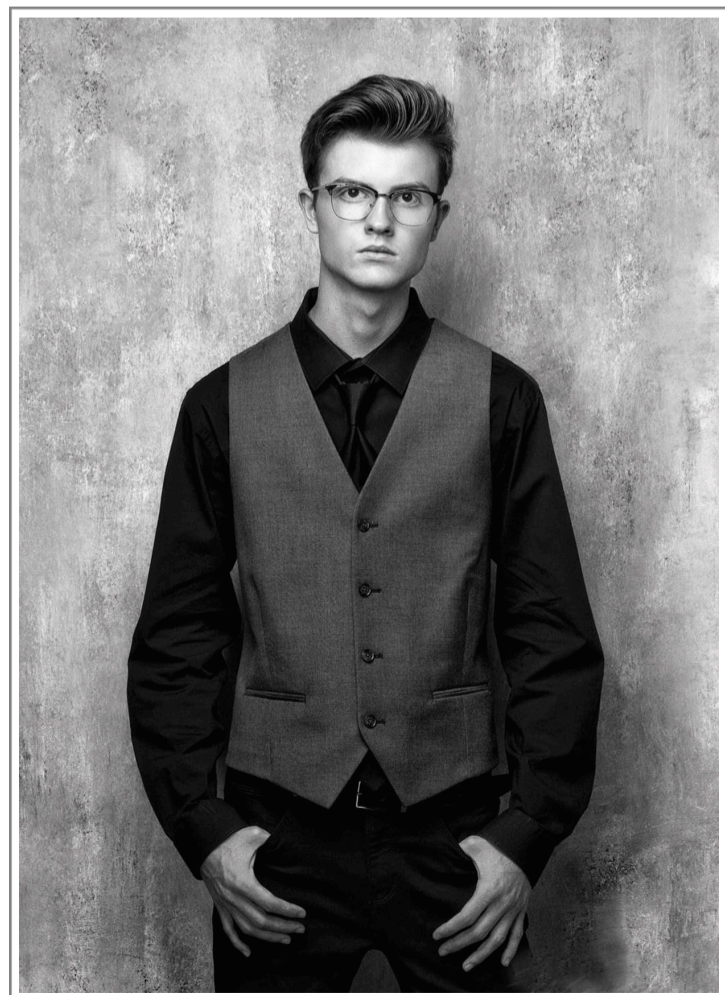
MY BRAND NEEDS TO  
CONVEY  
**EXCELLENCE**

For brands that pride themselves on quality, a well done, detail-oriented portrait is the right fit that has a polished look to underscore your commitment to excellence.

## #2 KEY

MY BRAND NEEDS TO  
CONVEY FORWARD  
THINKING:  
**INNOVATION**

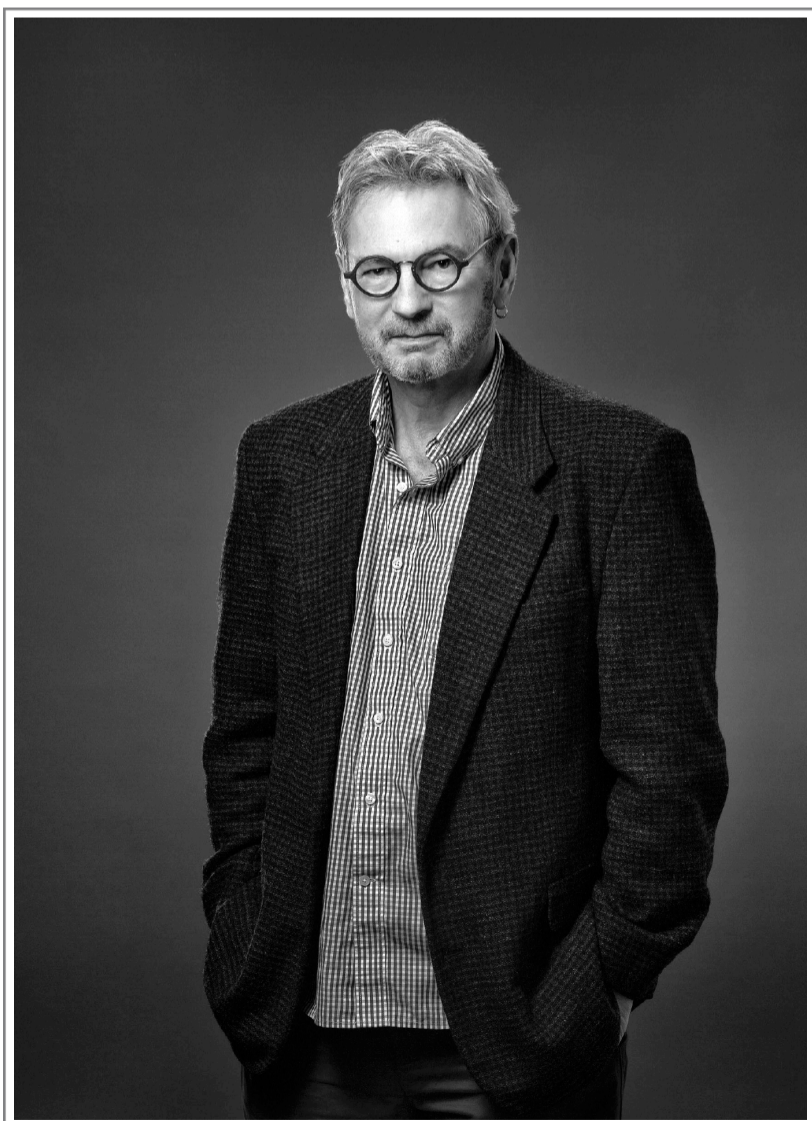
To highlight forward momentum, a more casual pose that feels fresh and modern are perfect. Startups and tech innovators will shine with natural expressions.



## #3 KEY

MY BRAND NEEDS TO  
SHOW REFINED ELEGANCE  
**SOPHISTICATION**

Luxury brands shine with artistic styling that is avant-garde. We use flattering portrait lighting to create a rich aesthetic.



## #4 KEY

MY BRAND EMPHASIZES  
WARMTH AND  
COLLABORATION  
**APPROACHIBILITY**

The emphasis here is a warm, friendly expression and relaxed body language. This portrait should feel more like a conversation than a stuffy corporate image.





## #5 KEY

MY BRAND HAS AUTHORITY  
EARNED OVER TIME  
**LEGACY**

For law firms, architectural agencies or universities with deep roots, legacy matters. Expressions convey steadfast leadership and a solid presence in their community.



## #6 KEY

MY BRAND EMPHASIZES  
EXPERTISE  
**AUTHORITY**

Branding images for businesses such as consulting, legal, finance or other expert services should shout AUTHORITY! With a minimalist setting, we create images with dimension that underscore strategic vision.



# #7 KEY

## MY BRAND SHOWCASES CREATIVITY

For writers, architects, artists or other creatives, artsy surroundings can showcase their work and provide visual interest, giving clients a window into the innovative process.



**A portrait has immense power to convey BRAND identity.**

Whether prioritizing innovation, warmth, heritage, expertise or creativity, we will strategically craft your BRANDING portrait to align with your business, values and culture.

The goal; to always create visuals that communicate the essence of who you are.

When clients or prospects view your portraits, they should immediately perceive what makes your business exceptional.

Let us expand your story and magnify your vision through our camera lens.

The key points emphasized here are:

- Portraits can strongly convey brand, identity and values.
- We offer custom planning to match your priorities.
- Images should instantly communicate your message.
- We expand brand stories and visions for growth through impactful portraits.