

VISUAL BRANDING GUIDE

FOR TODAY'S PROFESSIONAL

THE *Art* OF CREATING
STUNNING
BRAND PORTRAITS
AND
HEAD SHOTS
THAT GET [you] NOTICED!

PLUS

[6] Pro secrets to creating imagery that
perfectly reflects YOU & your BRAND...pg. 5

FIVE questions you need to answer to more clearly define your brand...pg. 13

BRAND^oGRAPHY

by Walden's

twenty 24

WELCOME

A great, professional image, whether a simple headshot or an amazing branding portrait, offers a glimpse into who you are, what you do, and why you do it.

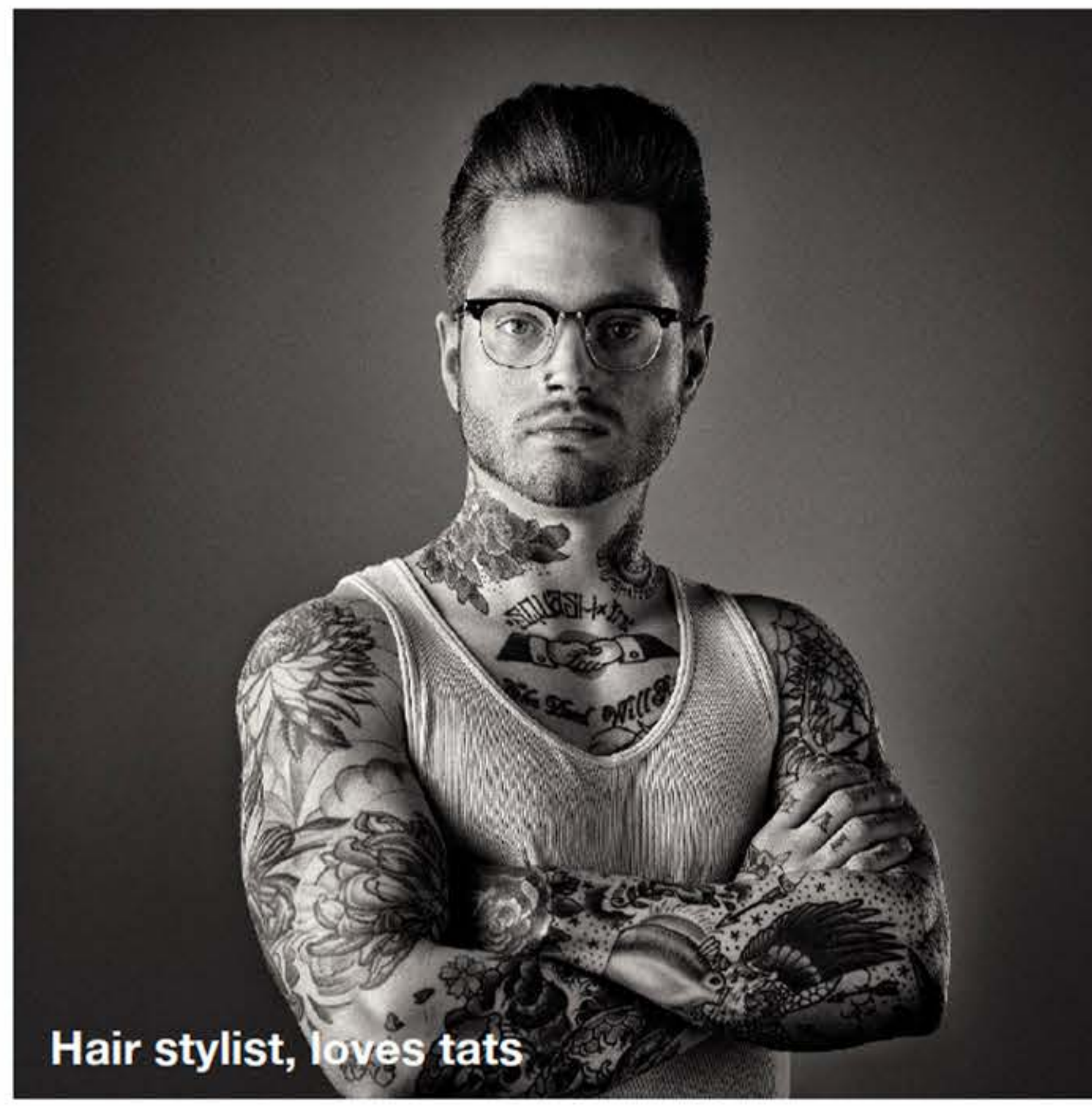
It is a visual connection that offers people a chance to put a face to your name, and it's incredibly important for any business or brand.

Did you know the brain processes images 60,000 times faster than it does text? And 93% of all human communication is visual?

It's time to come in and let us work with you to create your professional headshot or branding portrait.

...when a selfie just won't do...

A handwritten signature in black ink that reads "Tim Walden". The signature is fluid and cursive, with a long horizontal stroke at the end.



Hair stylist, loves tats



Accountant



Realtor, business owner



Dentist, business owner

HEADSHOTS

Check out these examples for different headshot styles and their uses:

- Casual and friendly style for the accountant who wants to give off an inviting and approachable look.
- Fun, not-so-corporate look for the hair stylist whose target audience is a younger crowd he wants as clients.
- Professional and friendly style for the realtor who is starting her own business.
- Marketing image for the dentist who is updating her website.

You don't get a second chance to make a good first impression.

People start making their mind up about you within 1/10 of a second of seeing what you look like. Make sure you are putting your best foot forward with a professionally done portrait.

HEADSHOTS



HEADSHOTS



CORPORATE AND EXECUTIVE HEADSHOTS

MORE THAN ONE LOOK FOR YOUR HEADSHOT

While headshots are intended to present a professional appearance, there is more than one way to make your headshot work. Headshots reflect your personality, your identity, and your brand. However, there is more than one use for a headshot. Headshots can be used for your resume, LinkedIn profile, company directory, an audition, or even just for fun.

Depending on how you plan to use your headshots, you will need to select a look that appeals to your audience.

Did you know? LinkedIn profiles with professional headshots get 14 more views.



CHARACTERISTICS OF A GREAT HEADSHOT



You have booked your session. Now what? How do you ensure that your headshots will help you stand out from the crowd?

These are six characteristics of a great headshot. If you stick to these simple rules, you will leave your session with headshots you love.

1. Clean and simple – The goal of a headshot is to show who you are in a professional manner. The best way to do this is to keep your headshots clean and simple, with nothing to distract from you.
2. Confidence and approachability – Visibly showing off your personality in your headshot demonstrates self-confidence, which automatically leads others to feel confident in you as well.
3. Smile with your teeth – and your eyes! This goes without saying, but real smiles radiate a genuine vibe that will attract your audience.
4. Personality over glamour – Make sure your headshots look like you. Do not overdo it with the makeup, hair, or clothing. Jewelry should be minimal.
5. Mid to dark toned, solid colors –so the focus stays on you, your smile, and your personality.
6. Make sure your clothes are pressed and wrinkle-free.



MISTAKES TO AVOID

Here are some mistakes to avoid prior to either your Headshot or Branding session.

- **Not coming prepared** – You have to put in the work for a successful portrait. This includes having your outfit ready (and pressed), your hair and makeup done, and arriving on time. Otherwise, you may feel rushed or flustered, and you will likely be unhappy with the outcome.
- **Not looking like yourself** – These portraits are supposed to reflect who you are, so do not try to be someone that you are not. For example, wearing an outfit, shoes, or makeup that you wouldn't normally might make you feel uncomfortable, which will show through the photos.
- **Fake smiles** – A fake smile can give off an impression of ingenuity and lack of personality. Not sure how to get that perfect, real smile for the camera? Leave it to us to help you feel comfortable and relaxed.
- **“Statement” clothing** – These portraits are about you, not your clothing. Now is not the time for a fashion show, so save your statement pieces for a different time!



BUILDING YOUR BRAND

[WITH A PROFESSIONAL BRANDING PORTRAIT]



Get noticed!

We are bombarded with so much information today, to get noticed has become nearly impossible...and adding impactful images to text WILL GET YOU NOTICED.

That is why it is more critical than ever to create a professional Branding Portrait.

More than a simple headshot, a **BRANDING PORTRAIT** has more depth to tell your story in a visual way.

A Branding Portrait is a visual resume that tells others who you are.

- Stand out from the crowd and get noticed.*
- Creatively communicate your capabilities.*
- Enhance your social media.*
- Tell your unique story.*

Whether you are an entrepreneur, musician, coach, creative, author, executive or founder, take your business to the next level with high impact, scroll-stopping imagery.

With social media and the influence it has on your business and in the marketplace, you need **BRANDING PORTRAITS** that tell your story, help you stand out and present you and your business in a fresh and exciting way.

Let us help you do that.













BRANDING PORTRAIT QUESTIONS TO ANSWER...

Some questions to think about...

ONE: What do you do and how do you plan to stand out from the crowd? What makes you unique in the “sea of sameness?”

TWO: When your brand is mentioned, what three words come to mind?

THREE: Do you have certain colors and design you are currently using? How do they align with your brand?

FOUR: What 2-3 brands do you admire? Why?

FIVE: What can you bring to help tell your story?





PROFESSIONAL HAIR & MAKEUP APPOINTMENT

Booking a professional hair and makeup appointment prior to your headshot or branding session may be an option for you. Why? A first impression, whether for employers, clients, or coworkers is important. Therefore, you should be prepared to look like your very best self! Professional stylists can help cover blemishes, balance skin tones, tame your hair, and more so that you look and feel your absolute best.

Another added bonus of scheduling a professional hair and makeup appointment is that you do not have to worry about the details. Instead, you can sit back, relax, and focus on showing off your personality.

Besides helping you look your best, your professional stylists will leave you with an added level of self-confidence and belief in yourself that will radiate through your photos.

Remember, if you are using a new stylist or makeup artist, it is always a good idea to do a trial run before your session. This way, you can know for sure that you are getting the look you want. If there is anything you feel uncomfortable about, you can bring that up in the trial run, rather than scrambling when it is actually show time!



HEADSHOT PRICING



HEADSHOTS

Your in-studio session typically takes 15-20 minutes. There is no Design appointment for this session. Once complete, we will schedule a time for you to make your selection. If time is of the essence, we can make an excellent selection for you to eliminate several days time for completion. Completed orders are emailed.

All files are retouched, color graded and optimized for social media posting and reproduction.

Session with ONE media file \$350.

Additional media files \$150. each

Additional notes: Men

Bring a freshly pressed shirt as an option.

Avoid white (it is glaring) and instead, opt for softer colors (baby blue, cream)

Be sure to freshen up, shaving as close as you can to your appointment with us.

Additional notes: Women

Be sure your clothing is pressed and wrinkle-free.

White is glaring...please avoid.

Avoid wearing shiny or large jewelry as it is distracting.

Solid colors and longer sleeves are preferable.

✓ *Did you know? We respond to and process visual data better than any other type of data. In fact, the human brain processes visual content 60,000 times faster than words. That means that a picture is actually worth 60,000 words!*



BRANDING PORTRAIT PRICING



We understand the need for multiple images that can be used on various platforms, provide for your promotional needs, and have fresh images to rotate on your sites.

Our Branding Portraits provide all of this for you as we capture images that will provide a variety to use and tell your story. We include a short Design appointment to learn about your BRAND, set a vision and discuss your wardrobe.

In the digital age, potential clients and customers “shop with their eyes” and many times, are directly influenced by these first impressions.

Short Branding Session (usually 30-60 minutes) with one outfit and THREE media files

\$700

Complete Session (usually 60-90 minutes) with two outfits and THREE media files

\$800

Additional media files \$150 each
Five additional files or more \$100 each



GROUPINGS & OTHER ARRANGEMENTS

Our Branding Session is priced for one person and does not include additional subjects.

If you would like a Branding Session with a group or with an additional person, please let us know the details, and we can provide a plan and price for you.

On location is available. Please let us know the details and we can provide a price.



Rights of Usage:

Branding images are for commercial purpose only, including social media, websites and commercially printed items such as business cards and brochures.

Files may not be used for photographic prints, canvas prints or any print for personal needs. However, these may be purchased from Walden's.

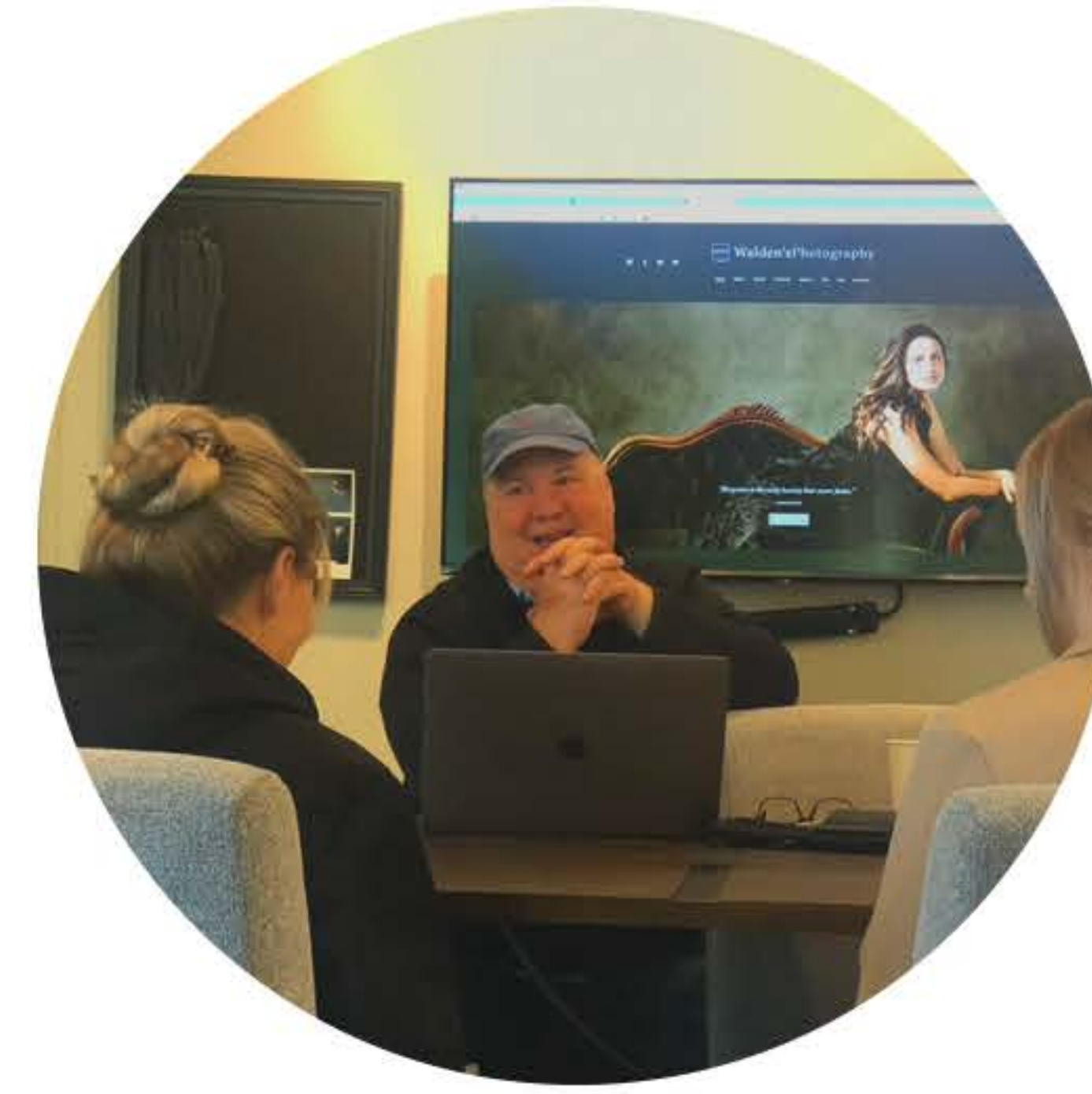
All files are approximately six megabytes, a 5x7 jpeg (10 quality) at 250dpi.



LET'S CONNECT.

Your journey begins with a phone call to discuss your needs and vision for your Branding Portrait.

We will answer your questions and get you on our calendar for the next leg of the journey, the Design appointment.



LET'S MEET.

Meeting in person at our studio for the Design appointment is the next step as we get to know you better.

We will custom design your dream session together and plan all of the details so you are completely prepared.



LET'S CREATE.

Your day has finally arrived and we are so excited to create your Branding Portrait and bring your vision to life.

So...relax and let's have fun.

You've got this!



LOVE IT!

Seeing the results of all your planning and work is now here as we view your branding images and make the selections together.

This investment in yourself and your business is one that will keep on giving many future returns.



Timothy M. Walden, Hon.M.Photog, M.Photog.Cr.,F-ASP, CPP

Investing in high-quality branding portraits and headshots is not merely a visual choice; it is a strategic decision.

As visual ambassadors, these portraits play a vital role in shaping perceptions, fostering connections, and leaving an indelible mark in the minds of those who encounter them.

Hope to see you soon.

BRAND^oGRAPHY

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