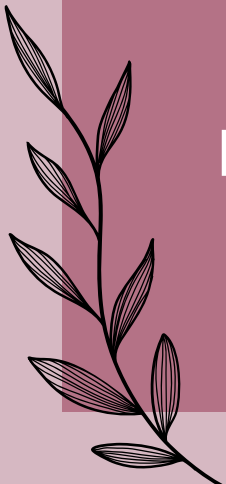




10 TIPS

for Using Professional Photography to Capture Your Brand Essence

- Stay On Brand** by choosing images that reflect your brand's colors, aesthetics, and vibe.
- Showcase Your Style** by using photography that matches your brand's personality, whether it's minimalistic, eclectic, or serious.
- Show Your Personality** by capturing candid moments of your team and customers, and sharing your glimpses of your journey behind-the-scenes moments.
- Use Storytelling** to connect with your audience on a deeper level by sharing images that tell your brand's story.
- Highlight Your Products** or services by showcasing them in uncluttered settings with sharp, high-resolution images.





Continued...

- Feature Your Team** by capturing them in action, showcasing their expertise and passion for your brand.
- Capture Your Customers** enjoying your products or services, and using them in their everyday lives.
- Create a Sense of Place** by showcasing your location and workspace, giving your audience a glimpse of where the magic happens.
- Use Props + Elements** that are relevant to your brand and industry to add visual interest and communicate your message.
- Edit Your Photos Carefully** to ensure they are consistent with your brand's overall aesthetic.



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