

BRANDING PHOTOS



Showing the story behind your Business

HI, I'M AMY!

I'm a photographer with over 20 years of experience, a deep love of real connection, and a strong belief that good photos don't just show what you look like — they show who you are.

I've spent my career photographing people, brands, and organizations who care about how they show up in the world. From national organizations to local entrepreneurs, creatives, and professionals, my work is rooted in clarity, confidence, and authenticity — never trends for the sake of trends.

Photography has been part of my life for decades, but my approach has evolved alongside my clients.

Early on, I learned that the most powerful images don't come from stiff posing or forced smiles. They come from people feeling comfortable, understood, and genuinely themselves. That understanding shapes everything I do, whether I'm creating branding images, portraits, or editorial-style work.

Clients often tell me they were nervous before their session and surprised by how easy it felt once we started. I guide you without over-directing, pay attention to the details without losing sight of the bigger picture, and create space for you to show up as yourself, not a version you think you're "supposed" to be. My sessions are collaborative, calm, and intentional. You don't need to know how to pose or be "photogenic." You just need to show up and I'll take care of the rest.

Branding photos aren't just content. They're communication. They tell people who you are, what you value, and how it feels to work with you before you ever speak a word.

My goal is always the same: images that feel like you, on your best day.

I value honesty, curiosity, and meaningful conversation. I notice the small things, ask questions, and genuinely care about the people I work with and not just the final images. If you're looking for someone who will listen, guide, and create images you actually recognize yourself in we'll get along just fine.

Whether you're building a brand, refreshing your image, or stepping into a new chapter, I'd love to help you tell that story!



Amy Donovan

AS SEEN WORKING WITH

ACTIVE HEALTH CHIROPRACTIC · ATLANTIC LOTTERY CORPORATION · BELFOR RESTORATION · COFFEE MATTERS · CONSUMER CHOICE AWARDS · CORRINA WALSH · EAST COAST GLOW · E-THREE CONSULTING · FULTAN SISTERS – CENTURY 21 · HEAT PUMP SOLUTIONS · HEATHER HOWARD – BLUE KEY REALITY · INTEGRATED STAFFING · ISLAND GLOW MEDI SPA · JCL CONSTRUCTION · JIMMY PRATT FOUNDATION · KATHRYN TAYLOR MEDIA · LORI GALLANT – ROYAL LEPAGE · MEDAVIE BLUE CROSS · MISS ACHIEVEMENT NEWFOUNDLAND & LABRADOR · MOXIES · NAIT (NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY) · NATIONAL POLICE FEDERATION · NLOWE · OCEAN CHOICE · PROGRESSIVE PHYSIOTHERAPY · REFLECTIVE MARKETING · RONALD MCDONALD HOUSE · ROOTS, RANTS AND ROARS · SEAFAIR CAPITAL · STREET PROPERTY DEVELOPMENT · THE FIREWOOD FACTORY · THE LANTERN · THE REC ROOM · WORLD WILDLIFE FUND ·

AND OTHERS...

YOU NEED ME IF...



You know your brand matters and you are tired of photos that feel stiff, dated, or disconnected from who you really are and how you want to show up in your business.

Branding photography is not about pretending to be someone else. It is about showing up clearly, confidently, and consistently so the right people recognize you right away.

Whether you are building a brand, refreshing your image, or stepping into a new chapter, this guide will walk you through what to expect and help you decide if we are a good fit.



WHY BRANDING PHOTOGRAPHY MATTERS



They tell people who you are, what you value, and how it feels to work with you across your website, social media, marketing, and press.

Strong branding photos:

- **Build trust before the first conversation**
- **Create consistency across platforms**
- **Help you feel confident showing up online**
- **Reflect who you are now, not who you were years ago**

This is not about trends or perfection.

It is about creating images that feel true to you and usable everywhere you need them.



WHAT WORKING TOGETHER FEELS LIKE



Most clients tell me the same thing.

They were nervous and then **it felt surprisingly easy.**

I guide you through the entire process from planning to posing without over-directing or pressure.

You do not need to know what to do in front of the camera. That is my job.
Sessions are calm, collaborative, and intentional.

You show up with your outfit and I guide the rest.

THE PROCESS

Every step is designed to feel clear, supportive, and aligned with your brand.



1. Pre-Session Planning

We talk through your brand, goals, and how you will use your images. This ensures your photos are purposeful and not just pretty.

2. Your Session

I guide you naturally throughout the shoot, focusing on connection, expression, and movement that feels like you.

3. Image Selection and Delivery

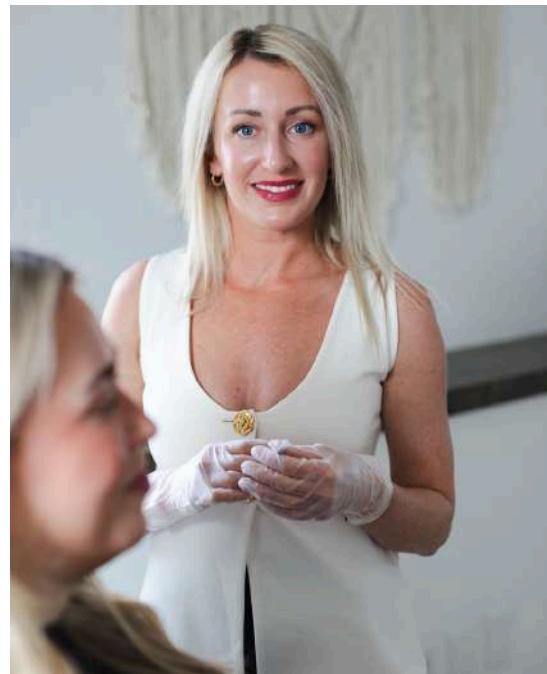
You will receive professionally edited images that are versatile, polished, and ready to use across platforms.

WHAT YOU WILL WALK AWAY WITH

What You Will Gain

- Images that feel authentic and professional
- Confidence showing up online and in your marketing
- A cohesive visual library you can reuse again and again
- Photos that support where your brand is going, not just where it has been

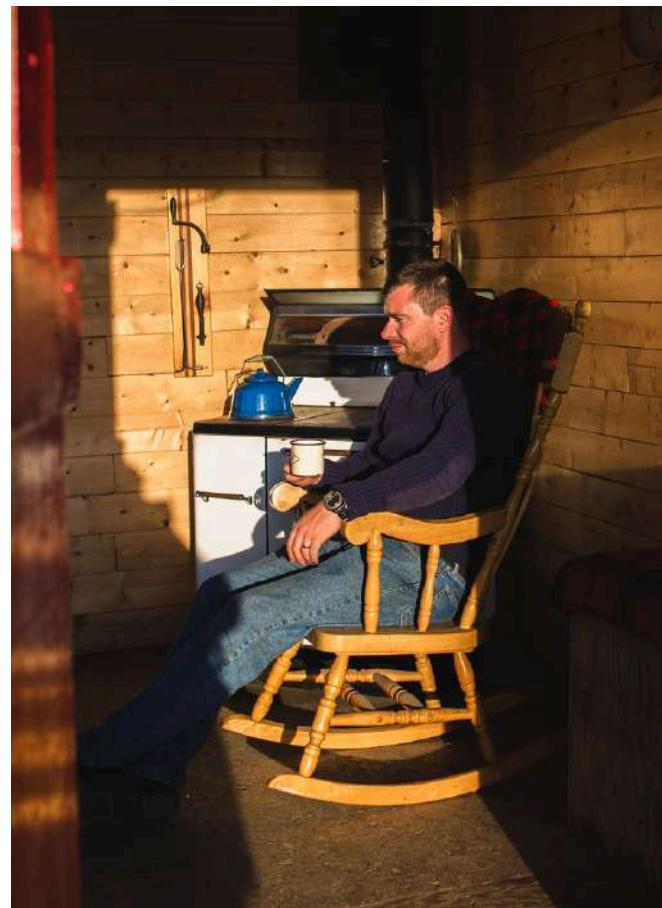
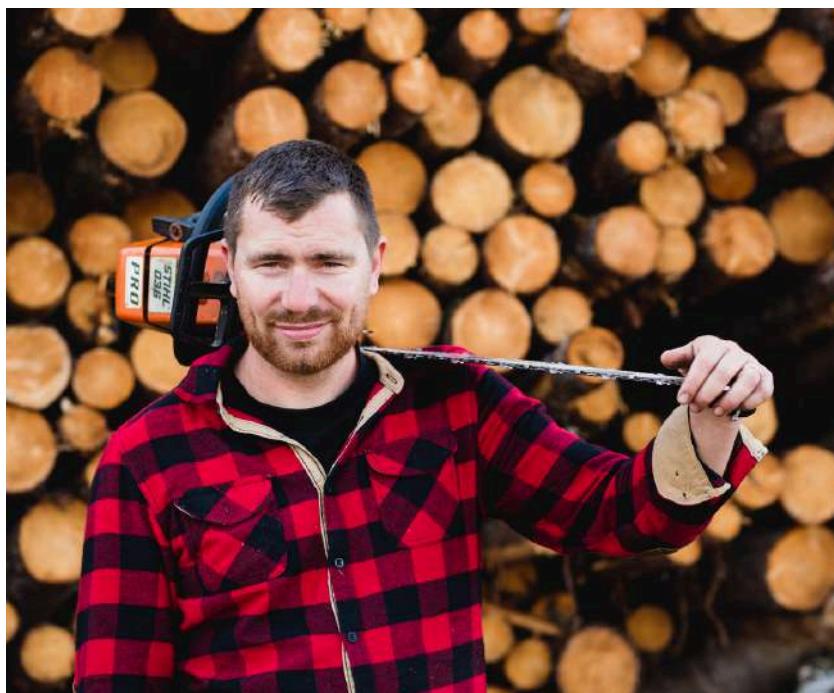




SOME FAVOURITES

Check out what we came up with down at the Firewood Factory





BRANDING PHOTOGRAPHY: INVESTMENT

Branding sessions are designed to give you versatile, high quality images you can use confidently across your business. They can be used across Facebook pages and groups, Pinterest, Instagram, targeted ads, blog posts, print ads, brochures, and more. We are *only* limited by your imagination.

Initial Branding Photography Session \$350

Perfect for updated headshots or a focused brand refresh.

Includes:

- One hour branding session
- Personal consultation
- A curated set of high-resolution digital images
- Online gallery and print release





Extended Branding Photography Session \$550

Ideal for businesses needing more variety for social media and website use.

Includes:

- Two hour branding session
- Personal consultation
- Multiple looks, locations, or setups as needed
- High-resolution digital images
- Online gallery and print release





Half-Day Brand Story Photography Session \$900

Best suited for brands wanting a full visual library.

Includes:

- Up to four hours of coverage
- In-depth planning consultation
- Headshots, lifestyle, and brand imagery
- Styled product photography if required
- High-resolution digital images
- Online gallery and print release





HEADSHOTS

Not ready for a full branding package? Let's just put your best face forward.

Headshot Session \$175

Includes:

- Short, guided headshot session
- One look and background
- Direction throughout the session
- 5 High-resolution digital images
- Images delivered electronically
- Permission to print





CONTENT CREATION: WHAT & WHY

Strong brands are not built on one photoshoot.

They are built through consistent, thoughtful visibility over time. Content Creation sessions are designed to give you fresh, real visuals you can use for Reels, Stories, and Social Media without the pressure of constantly creating everything yourself.

Most brands are not lacking ideas. They are lacking current content.

Regular content sessions mean you always have:

- Up-to-date visuals that reflect your brand as it is now
- Natural movement and behind-the-scenes moments
- Content that feels real, not overproduced
- Less stress around what to post and when

Why iPhone Content Works Best

Short-form video performs best when it feels natural and immediate.

Capturing content on iPhone allows for a relaxed, behind-the-scenes feel that works beautifully for Reels and Stories and pairs naturally with professional branding photography.

How This Fits With Branding Photography

Branding photography creates the foundation and content sessions keep things current between photoshoots. Many clients use both to build a visual library that grows over time instead of starting from scratch every few months.

Designed to Be Sustainable

Ongoing content works best when it is consistent. You can give content a creation with a standalone package but consistency is always key with anything you do. That is why monthly packages are offered with a three-month minimum, with a one-time option available for those who want to start small.

CONTENT CREATION: PRICING

One-Time Content Session \$450

Designed for brands who want fresh content without a monthly commitment.

Includes:

- One content session
- Up to 60 minutes of iPhone content capture
- A curated set of short-form vertical video clips
- One edited Reel
- Footage delivered electronically

Clients select their own music and apply their own captions when posting.

This option is ideal if you want to test content creation or need a short-term refresh.

Content Creation Sessions are perfect for showing the personality behind your business by capturing real, behind-the-scenes moments.

Branding sessions focus on polished, finished images.

Content creation focuses on movement, energy, and the everyday moments that help people connect with you.

It is the easiest way to keep your visuals current and your brand feeling fresh between photoshoots.



CONTENT CREATION: MONTHLY PACKAGES



Starter Content Package

\$350/month (3 month minumum)

Includes:

- One monthly content session
- 60 minutes per session
- iPhone content capture for Social Media
- 1 edited Reel
- Delivered electronically

Core Content Package

\$550/month (3 month minumum)

Includes:

- One monthly content session
- Up to 90 minutes per session
- iPhone content capture for Social Media
- A wider variety of clips and angles
- 2 edited Reels
- Delivered electronically

Elevated Content Package

\$900/month (3 month minumum)

Includes:

- Two monthly content sessions
- Up to 90 minutes per session
- iPhone content capture for Social Media
- 4 edited Reels
- Delivered electronically

Hybrid Starter Session (Branding + Content)

\$600/month (3 month minumum)

A combined session for businesses who want both polished images and short-form content in one intentional shoot.

Includes:

- 2 hour Photo and Content Creation session
- Branding Photography
- iPhone content capture for Social Media
- 25 high-resolution brand images
- 15 short-form vertical video clips
- Two edited Reels
- Delivered electronically

READY TO GET STARTED?

Branding photos are often part of a bigger shift. A new direction, a refreshed presence, or simply the desire to feel more confident sharing your work. Wherever you are in that process, you don't have to have everything figured out yet.

What Happens Next?

Reach out. Simply send an email and we will create something great!

We'll talk through your goals, how you plan to use your images, and what kind of session makes the most sense for you and your business! From planning to your session day, I'll guide you through each step so the experience feels clear, comfortable, and aligned.

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