

# Showcase your Brand

## TAKE YOUR OWN BRANDING PHOTOS

A GUIDE FOR ENTREPRENEURS AND CREATIVES



# YOUR BRAND

COLOURFUL, NATURAL PHOTOGRAPHY FOR YOUR BRAND



*Hello and welcome*

*Times are challenging right now.*

*As a small business we still need to retain some sort of online presence.*

*We need to continue to engage with our clients.*

*We need to continue to attract new clients.*

*We need to keep our businesses afloat.*

*However, we may be running out of suitable images to use? Or we may be feeling a little uncomfortable selling at the moment? Or stock photos are not really fitting your vision.*

*You still want to be proactive in your business but lack visuals.*

*This guide will walk you through 4 branding photos that YOU can take for your own business at home.*

**KATHRYN**

**you only get 0.05 seconds  
to make a first  
impression online**

MAKE IT COUNT.



# USEFUL TOOLS

SHOWCASE YOUR BRAND



A tripod, super useful if you are looking to include you in your images and you don't have anyone to take them for you at home.

They vary in price, the first one is my pro one, it is all singing, all dancing, with an arm that can be set to take images from above.



The middle one is a light weight travel one, perfect for most people, it is height adjustable and doesn't take up too much room.

Lastly, I have one with bendy legs that you can pretty much attach to anything, a tree branch, a fence. It can also be used to take images from a low down prospective.



For all tripods you will need an adaptor to attach your phone to it, the middle image shows an adaptor to attach a phone to your tripod.

Finally, a remote trigger can be useful for taking images of you!



# IT ALL STARTS WITH GOOD LIGHT

## SHOWCASE YOUR BRAND



The most important thing to taking photos is light!

Natural light is key.

If you're taking photos inside, turn off the lights and position yourself near a big windows to maximise the natural light available.



You need to turn off your house lights as they have a different colour to natural light and can create a colour cast to your images. Although cameras are super clever, they can't effectively deal with both types of light at the same time.



The top two images show the effect of having your house lights on - the light has created a colour cast to the images and is inconsistent, creating shadows across the product. The final image was taken using natural light, the window is to my left and I used a piece of white card to the right to reflect the light.

# IT ALL STARTS WITH GOOD LIGHT

## SHOWCASE YOUR BRAND



Your might notice some shadows, you can use these to create a dramatic feel to your images.



Or to correct this fairly easily use a reflector - it doesn't need to be anything fancy, a piece of white card or foam board, white paper or a piece of white fabric will do the job.



You may need to play around with the position of your reflector - tilt it gently until you see the reflection of light subtly light up the darker side of your subject.

Use books, the laundry basket to prop your reflector up!



# IT ALL STARTS WITH GOOD LIGHT

SHOWCASE YOUR BRAND



If you are outside, soft light is best - early morning or just before sunset.

If it's the middle of the day, counteract the strong sun by finding some shade.

If it's a cloudy day, then you are lucky, the clouds act as a giant softbox producing beautiful soft light.



# CLEAR THE BACKGROUND

SHOWCASE YOUR BRAND



Find a space with a good clear background. Look out for trees, lamp posts coming out of your head.



Clear clutter away if you're inside.

Minimising distractions will make for more impactful images.



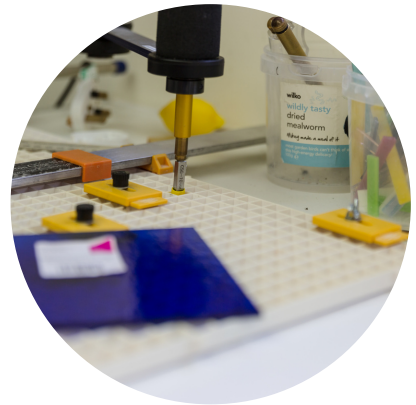


# KEY SHOTS FOR YOUR BRAND

SHOWCASE YOUR BRAND



YOU



YOUR WORKSPACE



FLATLAYS



TOOLS OF YOUR TRADE

# YOU

## SHOWCASE YOUR BRAND



Find a spot with a clear background - check for lamp shades, trees, lamp posts coming out of your head. Go for minimal distractions and good natural light.

Position yourself toward the camera at a slight angle, bringing one shoulder slightly further forward. Avoid standing square on to the camera, it can be unflattering.

Angle your body towards the natural light to ensure good even coverage - use a reflector to help reduce shadows.

Stand tall, pull your shoulders back with your shoulder blades towards your back pockets. Gently lift your head and neck up towards the light.

Not sure what to do with your hands? Hold a prop or hook your thumb into your pocket.

Relax and smile. Remember to smile with your mouth as well as with your eyes!

Don't be dishearten if it takes lots of gos! Keep trying.



# WORKSPACE

SHOWCASE YOUR BRAND



We are all a little nosy and love a good peak of other peoples work spaces, so this an interesting shot to share with your audience.

There is no harm in styling/dressing your work space a little bit to show it at its best.

Remove any unnecessary clutter so that the focus is on the things that matter.

Use a few props or tools of your trade to style your desk/work space.

Add a few items that express your personality - maybe a sparkly mug.

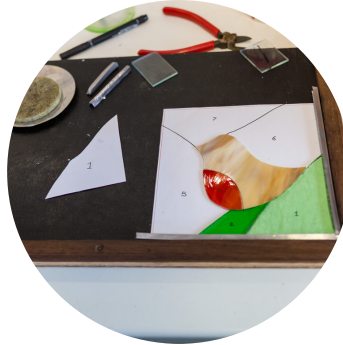
Think about your brand colours, can you incorporate those into your image. These could be in the form of a notebook or a mug.

Try to include yourself in your workspace - you will need either a willing helper or a tripod to do this.

You could try this trick - it does take a bit of practise though. Use the self timer on your phone, hold your phone in your teeth as though you are taking a bite, press the shutter, pop your hands into position and see what happens!

# TOOLS OF YOUR TRADE

SHOWCASE YOUR BRAND



Sharing the tools of your trade can position you as the expert, it also creates images that beautifully represent your business and your brand.

These can be photographed either as lifestyle images or as flat lays.

Lifestyle images show your tools in your business environment, they are great for building a rapport with your audience, you can also inject elements of your personality into these images.

Get creative. What would your clients like to see? Can you address their pain points? Do you use tools that are intriguing, maybe they are beautiful?



# FLAT LAYS

SHOWCASE YOUR BRAND



Flat lays can be an easy and effective way to share some of the things you use regularly in your business - what's on your desk, in your bag, tools of your trade for example.

You will need a neutral backdrop - you could use your floor, some fabric, wallpaper, a professional backdrop.

Look for a spot with lots of natural light.

Gather a selection of items: branded stationary, magazines, books, flowers, a mug, ribbons. Anything that is relevant to you.

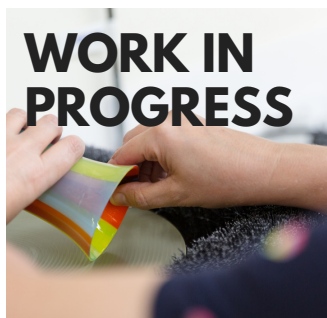
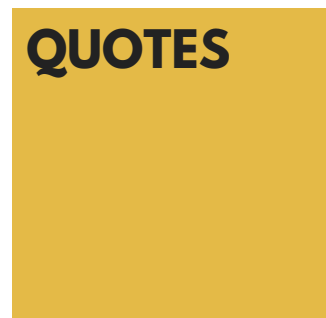
Arrange your items on your backdrop, don't be afraid to leave space, this can be useful for adding text later.

Don't be afraid if items fall out of the frame.

Think about positioning, which one do you want to draw the most focus on.

Add texture, layers and colour - these can be your brand colours.

# IDEAS FOR SOCIAL MEDIA





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*Have fun!*



Good luck and have fun creating images for your brand!

Let me know if I can help with anything.

Kathryn x



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MORE INFORMATION

*Bring your brand to life.*

*With relevant, authentic images that show your customers who you are and what your business is about.*

Let's Chat

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