

Branding

KATRINA CRAM
photography

Personal/Business Branding Sessions:

What are personal/business branding sessions?

These are designed for small business's who are wanting content for their social media and/or website. There are several genres that fall under branding sessions: Personal Branding, Business Branding, Portrait Branding, Commercial Branding, Head-shots and Content Creation.

Who are these sessions for?

These sessions are for small business owners. A Branding Session can create image content if your just starting, take your branding to the next level, re-brand your business and/or update head-shots.

How does it all work?

We have an intital meeting to dicuss your brand and the direction you would like to go. You then need to decide your outfits, props, products, etc. that are inkeeping with your brand asthetic. You will need to create a 'shot list' for the day of the photoshoot. There may be a few conversations prior to the photoshoot day if needed. The overall goal is to provide you with a library of brand appropriate images that you can use for your bussiness over time.

What if I am wanting something a bit different?

That is no worries at all. We can chat about your specific branding needs and I can help you to create your vision.

How long will the photoshoot go for?

Full branding sessions normally take approximately 3 hours. Sometimes we do go over time depending your specific needs. Top-up packges can take anywhere from 30 minutes to 1 hour, and head-shots (depending on your needs) can be 15 minutes to 1 hour.

Assisants to help on the day...

If your branding session is a big, I always suggest you have some helpers to assist you and help with design ect. if needed. This helps make the day run smoothly.

Hair and makeup services...

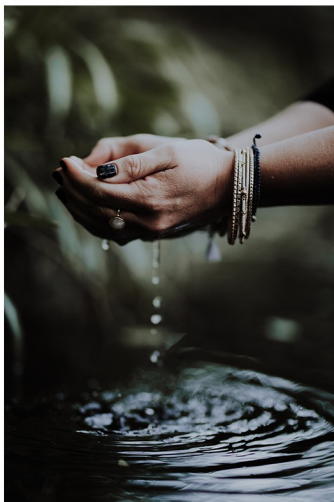
If you you are wanting hair and make-up, you are welcome to source your own or I can recommend some talented artists I have personally worked with to you.

How to book in a session?

You can contact me via email, phone, website or social media. We can then work out a date that suits and I will send you a session invoice. Once the non-refundable booking fee has been paid and digital agreement is signed, you will be officially booked in for your session. Contacts are below.
katrina@katrinacramphotography.com / 0432 258 587

Pricing

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Branding for Business

Base Branding Package - \$650

30 image branding package (up to 3 hours) You also have the option to purchase extra images from your session at \$10 per image or all extra images in your gallery for a package price. This is cost is individually calculated depending on how many extra there are.

THE PACKAGE INCLUSIONS - I will provide your library of images at high resolution which are then downloaded from the online gallery. There are a list of optional extras you can add on such as square crop for instagram and graphic design.

COMMERCIAL RELEASE - The commercial release is not available with my standard photo session, this is something unique to my branding photography. Commercial releases are one of the reason why branding photography sessions are more expensive than a standard photo session. This release allows you to do whatever you like with your images. You have the freedom to edit/alter the images to suit your brand the best. It also give you the freedom to not have to credit me as the photographer (it would be lovely to have a link to my social media or a credit or two but it is totally optional)

EDITING- I have 2 options for editing your images included; I can tailor the images to suit your vision and brand with mood and tone or I can edit in a clean basic style. The clean basic style is perfect if you already have a favourite instagram filter ect.

I do offer extra and creative editing, this is an option extra. Edits can include adding light rays, enhancing sunsets etc if needed. Airbrushing, colour changing ect.

Top Up Branding Package - \$380

15 image top up package (up to 1.5 hours) You also have the option to purchase extra images from your session at \$10 per image or all extra images in your gallery for a package price. This is cost is individually calculated depending on how many extra there are.

THE PACKAGE INCLUSIONS - Perfect for a new product or an in between session. I will provide your library of images at high resolution which are then downloaded from the online gallery. There are a list of optional extras you can add on such as square crop for instagram and graphic design.

COMMERCIAL RELEASE - The commercial release is not available with my standard photo session, this is something unique to my branding photography. Commercial releases are one of the reason why branding photography sessions are more expensive than a standard photo session. This release allows you to do whatever you like with your images. You have the freedom to edit/alter the images to suit your brand the best. It also give you the freedom to not have to credit me as the photographer (it would be lovely to have a link to my social media or a credit or two but it is totally optional)

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