

Denise Karis Photography

BRANDING GUIDE



WHAT TO WEAR



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I'm a big believer that when we look at a photo, we see the color palette first. As you scroll through my Instagram or your branding Pinterest board, you'll likely start to notice a recurring color theme.

If you're drawn to my work, it's very likely in part because you're drawn to the colors and the light you're seeing in my photos. I'm personally a big fan of denim, beige, blush, neutral tones, pops of mustard, linen textures, soft blues, shades of gray, and accents of brown leather.

I encourage you to check out my Instagram feed and see if you can

find someone wearing brighter colors and see how it changes the vibe of the photo. Scroll through and see what images you're most drawn to. Is there a recurring color palette there?

Use color to light your path toward choosing your wardrobe and remember to choose something you feel good in!

FAQ: HOW MANY OUTFIT CHANGES CAN I HAVE?

Typically a 30 minute session allows for two total outfits and a 60 minute session allows for three total outfits.



WARDROBE

CHOOSING A LOCATION





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IT'S ALL ABOUT THAT LIGHT!

In the same way you'll notice color in my portfolio, you'll also notice lots of clean backgrounds with soft, even lighting on both the subject and the background.

If you're choosing an indoor space to shoot in, we will want to shoot as soon as the sun has cleared the windows for the day. This usually happens at around 11 or 12.

If we're shooting at an outdoor space, an hour before sunset is usually the best time for flattering light.

Take another look around social media and see how big of a role background plays in the photos you're drawn to. You can also find a list of location ideas at denisekaris.com/locations



FAQ: DO I HAVE TO ASK PERMISSION IF I WANT TO SHOOT IN A RESTAURANT OR HOTEL LOBBY?

If we are going inside and using a space for photos, it's best to have permission first. Some places have designated times they allow for shoots and others will charge a fee.

WHAT TO BRING



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It's tricky to complete a full branding session of just you with nothing to do or no way to communicate what you do. I'm a big fan of interactive props. A personal chef might bring a few kitchen items to both give them something to do and also give their clients a way to imagine them in the role they're hoping to be hired for. If you're a photographer, bring your camera! If you're a florist, bring some flowers to arrange! Anything that will show you in the space you want to be.

SETUP

Keep in mind that sometimes setup can cut into your time, especially if you've booked a studio that has a set time we need to be out! Try to bring props that are well thought out and easy to arrange and easy to clean up!



SOME EASY IDEAS

A laptop, pens, notebooks, a coffee mug, or any printable materials you give to clients are all easy props that fit into an array of industries.

STUMPED?

No problem! You only need 2-3 props so don't stress too much! Try thinking of five things you naturally talk about on your social media and see if that leads to a few ideas. Someone who talks a lot about nutrition might bring their favorite meal planning guides, most recommended cookbook, or ingredients for their favorite lunch!

WHAT TO BRING



POSING

BEING IN FRONT OF THE CAMERA

I'll be the very first to admit, being in front of a camera can be super intimidating! It might set you at ease to know that I give really strong direction and will never leave you hanging when it comes to posing.

We will be sure to work through together to find the best angles and framing for you!

With that in mind, no amount of photographer hype will convince you to feel great when you just don't. All too often I hear "I should have's"

throughout the session. "I should have gotten my eyebrows waxed" or "I should have done my nails."

I want you to feel great when you get to your session because your energy will show in the final images, so sometimes that means taking time to do all those little things like exfoliating or using a teeth whitening strip or whatever your go-to self care task is.

If there's ever a time to show up as the most curated version of yourself, it's at a photo shoot!



YOUR ENERGY



HOW YOU ARRIVE MATTERS

Give yourself plenty of time and don't leave anything for the last minute. When you arrive flustered and upset that your top was wrinkled and you had to iron it, or you forgot your favorite notebook because you meant to look for it the night before but just didn't get around to it, that flustered energy comes through in the photos. Have everything set and ready so that you have very little to do the morning of. When you arrive 5 minutes early and allow yourself a minute to relax in your car until your session starts, I promise you will have better images than if you're texting me frantically hitting every red light on the way over. How you arrive matters, so set yourself up for a shoot with great energy!

HAIR AND MAKEUP

As you may have guessed by now, a great shoot isn't just a great location, or a great outfit, or even a great photographer; it's all those pieces combined.

On the next page, you'll find referrals for hair, makeup, and even stylists who will help you shop for outfits if you're so inclined!

TWO LAST PRO TIPS

Don't give yourself the opportunity to spill coffee on yourself on the way over (this has happened before!), and be sure to take off your sunglasses at least 15 minutes before the session to avoid marks on your face!



REFERRALS

Hair & Makeup

Morgan

IG @beautybymorganhickerson

Contact: DM on Instagram

Hair & Makeup

Whitney

IG @makeupandglowbywhitney

Contact: Text 480-427-0040 or

Email: makeupbywhitneyr@gmail.com

*Note: Whitney does full makeup but only simple hairstyles.

Hair

Dry Bar

While I love supporting small business owners, if you're looking for a last minute blow out, Dry Bar is a great option! Contact at drybar.com

Stylist:

Stephanie

IG @stephgstyle

Contact : DM on Instagram

Steph will create 3 digital outfits after a one-on-one zoom consult and an in depth questionnaire. You'll go over each style together in a second zoom meeting when your looks are presented to you!

Stylist:

Dulce Badillo

IG: [dulcebadillo_](https://www.instagram.com/dulcebadillo_)

Contact: dulcebadillo.com



THANK YOU!

Contact me anytime with questions at
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IG @DeniseKaris