

BOOST *Your* **BRAND**

WITH STACIE HUBBARD





Boost Your Brand



MAXIMIZE THE USE OF YOUR BRAND PHOTOS



Zoom In!

One of the easiest ways to maximize the use of your brand photos is to zoom in! With this easy edit you can take one photo and create almost endless versions for your website, social media and print materials.

See more on page 5

Add Words

This may seem obvious but lots of clients forget they can use that valuable negative space in their images to add content. Create sales images, share tips or favorite quotes using your own personal branding images. Forget stock photos get personal and use your branding images. They will make a bigger impact with your audience.

See more on page 4



Delete the background

One of my favorite ways to utilize brand images is to delete the background. Canva makes this really easy! Once you upload an image to Canva you can click on the "edit image" feature and choose remove background. This feature is gold for maximizing your images.

see more on page 5





Zoom In!



Don't forget about the Crop!

My brand clients receive high quality images so they won't lose quality when they utilize the crop feature. One image can become 5 or more images depending on how you crop. This allows you to use the same image multiple times for different purposes. Website headers can be Instagram squares. Or zoom in on a particular part of a full frame picture to draw attention to the details of your products. Don't be afraid to crop!



Add Words!



Add some words!

One of the most common images I give clients are ones which have some great negative space. This allows them to add content right on top of their images for post, ads, sales and even website content. This negative space allows you to use a photo over and over again with different content. Add this with a crop and you've got even more options!



Delete the Background!



Create something fun!

This easy and simple feature in Canva can be a real game changer. Go back and take a peek at the cover of this guide. By simply using the background remover tool I was able to create a great looking cover for my brand. This is probably one of the most fun features to play with. It's also a great way to elevate your images to the next level. As fabulous as the backgrounds are in the original images at the top of this page look at how I was able to take one image and produce 3 completely different images with one click of the button. The options for this one are endless!



Book Your Session



NEED UPDATED BRANDING IMAGES? LET'S CHAT!



Dream

When you book a session with Stacie Hubbard Photography we will spend time dreaming about what you want your branding images to look like, the story you want them to tell and the goals you want to reach.

Plan

Next we will enter the planning phase where we will create a strategic shooting plan before the camera even appears on the scene. We will discuss location, wardrobe, props and anything else we may need to bring your dream to life.



Do

Finally we will get to work and enjoy a fabulous time together creating relevant and timeless images for your brand.

There are package options for every need. Ready to book? Click [here](#) to get started.

