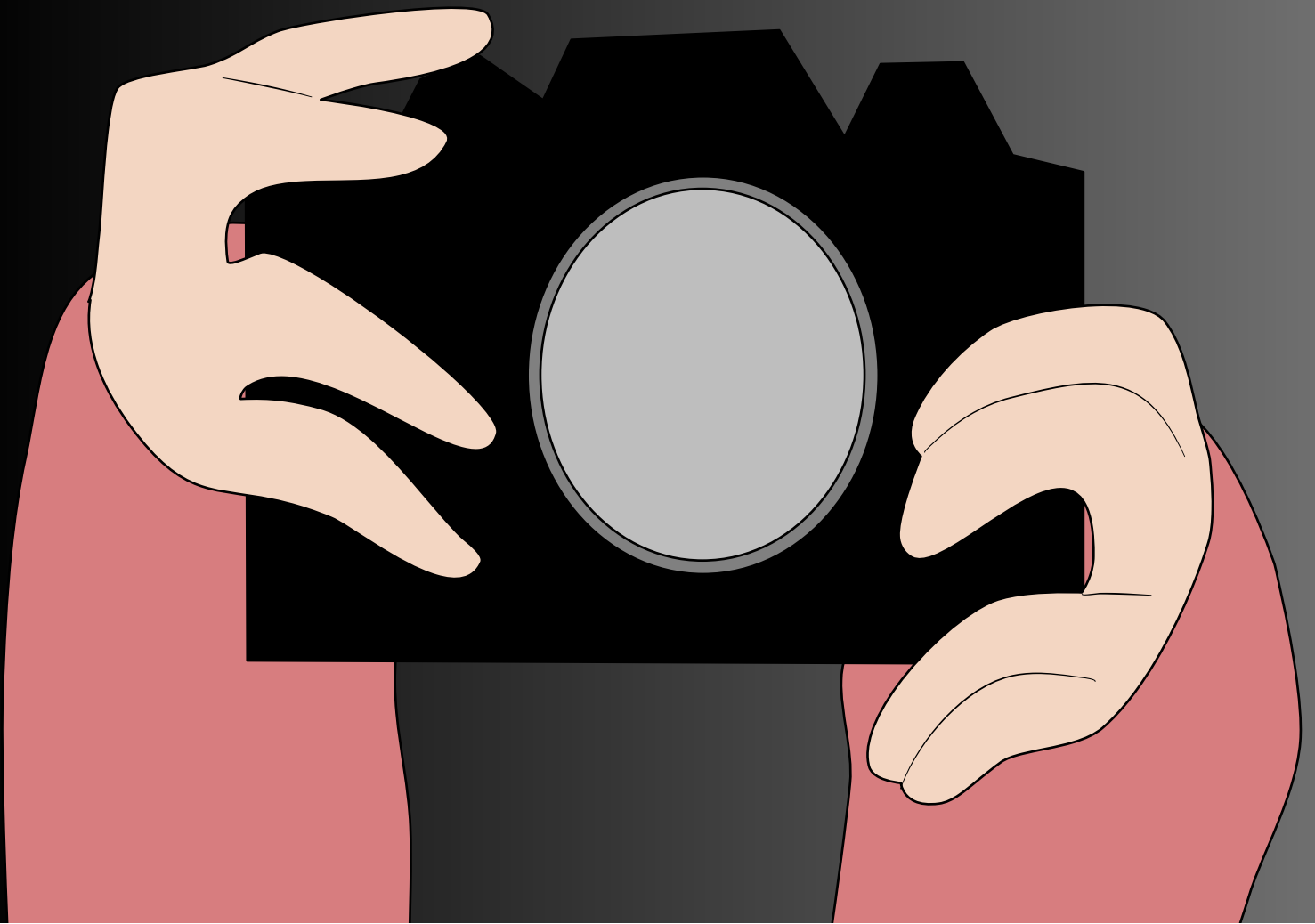


BRAND YOUR PHOTOGRAPHY BUSINESS LIKE A PRO

ATTRACT THE RIGHT CUSTOMERS, STAND
OUT FROM THE CROWD, AND MAKE MORE
MONEY



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WELCOME!

Welcome to the ultimate guide on mastering the art of branding your photography business like a pro.

This book is specifically crafted to empower you in creating a cohesive and compelling brand design that truly connects with your photography business.

No matter if you specialize in portrait photography, landscape photography, event photography, fine art photography, or any unique niche within the photography business, my strategic and purposeful approach will position your brand effectively.

By following the methods outlined in this book, you will gain the confidence, simplicity, and clarity needed to build a strong and distinctive photography brand identity. This, in turn, will enable you to maintain a consistent and captivating online presence, making your daily visual marketing tasks more streamlined.

BRANDING AND IDENTITY

The visual appearance of a photography business is the first thing potential clients see.

It plays a crucial role in creating a positive and enticing first impression. A visually appealing business can grab the attention of visitors, increase their interest, and encourage them to explore further.

The visual look of a photography business contributes to its branding and identity.

It allows photographers to showcase their unique style, creativity, and professionalism. Consistent branding elements, such as logos, color schemes, and imagery, help create a memorable and recognizable business, which can strengthen customer trust and loyalty.

PORTFOLIO SHOWCASE

The visual presentation of photography within a business is vital.

High-quality photos, appealing descriptions, and well-organized portfolio listings can significantly impact a client's decision-making process.

A visually pleasing and well-curated business can enhance the perceived value of photography services and increase the likelihood of booking a shoot.

*Photography captures moments, emotions, and stories,
turning them into timeless treasures that speak louder than
words.*

WHO ARE YOU?

- 1. Photography Business Owner:** This book is primarily targeted toward photography business owners who want to enhance their branding efforts and establish a strong presence in the industry.
- 2. New Photography Seller:** If you're a new seller in the photography business, this chapter will guide you in understanding the importance of branding and help you lay a solid foundation for your business right from the start.
- 3. Established Photography Seller:** Even if you already have an established photography business, this book can provide valuable insights and techniques to refine and elevate your brand identity, attracting a wider audience and increasing sales.
- 4. Photographers and Visual Artists:** Creative individuals who capture stunning moments and create visual masterpieces as photographers, artists, and visual creators will find this book useful in branding their unique creations effectively in the photography industry.
- 5. Small Photography Business Owner:** An entrepreneur who runs small photography businesses will gain valuable knowledge on how to brand their services and maximize their presence in the market, especially those specializing in beauty, fashion, home decor, or personalized photography.
- 6. Solopreneur Photographer:** Independent photographers who manage their photography businesses single-handedly will discover practical strategies to develop a professional brand image and create a cohesive identity that resonates with their target market.
- 7. Creative Seeking Income:** Individuals who are looking to generate income from their photography skills, whether as a full-time business or a side hustle, will find guidance in this book to establish a strong brand presence and monetize their talent in the photography industry.
- 8. Hobbyist Turned Photography Entrepreneurs:** Those who have turned their passion for photography into a business can use this chapter to understand the importance of branding and learn how to transform their creative passion into a successful brand.
- 9. Entrepreneur Selling Photos Online:** If you are currently selling your photos online through other platforms or your own website and are considering expanding your reach by entering the online photography market, this chapter will help you understand how to establish a compelling brand presence and effectively showcase your photography on various platforms.

CLARITY

chapter 1



BIG MESSAGE ANALYSIS

Your big goal: What do you want your photography business to bring you? Lifestyle change? Income rise? Archiving your dreams?

Vision: What is the vision of your photography business? Who and what does it serve?

Brand: What is the nature and the story of the photography business being created?

Products: What is it you are offering?

Keywords: Write down 5-10 keywords that describe your photography business and its products.

Features: What is the style of your photography business and the products you create?

YOUR GOALS

What is your big goal? What do you want to gain with your photography business? Who's life do you want to change, and how? How should your business change your lifestyle? How big should your business grow? Whom do you intend to work with, and how? What impression should your business leave on people?

Who are you? What are you offering, and why are you doing it? What part of your personality do you want to transfer to your photography business?

What value do you offer? What makes your business special? Why is your product/service the number one choice for your best customer?

What would you change? Would you make some changes to your existing photography business? Does your current customer see your offer as you would like it to be seen?

Do you leave the right first impression for your audience? Do your customers understand and value your skills?

If you're just starting, what obstacles are on your way now, and how can you overcome them? Where is your place in the market?

Does your product/service's price reflect where you would like to be? Do you need to improve your skills to get there? How do you differentiate yourself from your competitors, and what should you do to be the only possible choice for your ideal customer?

What is your creative style? Your customers want to buy your creative style. They prefer you to your competitors due to your unique perspective and innovative approach. Highlight your own style on your web and social media. Write down the keywords that describe your favorite work style.



YOUR IDEAL CUSTOMER

What drives your patrons to choose your services or products? Who are the clients that bring the most value to your business?

Can you elaborate on your target demographic for your products? Who are the loyal customers that continually patronize your business and endorse your products to their networks?

These are the clients that you should strive to engage and to do so, you must comprehend what they cherish the most about your photography business.

Provide detailed insights into the ideal customers who are naturally drawn to your shop, and explain why these individuals or businesses would find your offerings most valuable.

Who is your ideal client?

It is important to gather information about your target audience to tailor your branding and marketing efforts effectively.

To do this, you should consider factors such as age, gender, location, education level, marital status, and income. Additionally, think about their interests, hobbies, and travel destinations to gain a better understanding of their lifestyle and preferences.

Conducting surveys, focus groups, or analyzing data from your website or social media can help you gather this information. The more detailed your understanding of your target audience, the better you can craft your branding and messaging to appeal to them.

Create 2-5 ideal customer profiles.

Create a few fictional personas and give them names, ages, education, professions, and places of residence. Find photos from magazines or catalogs that closely reflect each persona and add pictures of clothing, accessories, and associated areas. Write down each persona's personality traits, preferences, values, and anything else relevant to your product/service.



YOUR MESSAGE

What kind of first impression should your business leave for your first-time visitors?

Write down 5-7 keywords that describe your business/product/service.

These keywords may include open, reserved, lively, earthy, trendy, nostalgic, romantic, playful, mystical, simple, natural, specific, friendly, innovative, classic, environmentally friendly, global, warm, engaging, luxurious, ethnic, cozy, etc.

Please choose from the words you put on your paper the three most intriguing keywords that describe your business and highlight them. These words describe you and the nature of your business - your creative style, goals, and values.

Furthermore, write down the ten keywords that indicate how you do not want to appear. It's an excellent way to clarify your true values and bring out the nuances that might otherwise be lost: maybe you want to look elegant but not overly feminine; perhaps concrete but not inflexible, etc.



KEYWORDS

Mark the keywords that reflect your brand best. Now choose 3-5 most vital keywords that will function as your guidelines throughout the brand's styling process.

GROUP 1	GROUP 2	GROUP 3	GROUP 4
friendly	detailed	abundant	self-assured
light	balanced	ambitious	cutting-edge
bright	beautiful	authentic	decisive
bubbly	creative	fighter	disciplined
clear	trustworthy	comforting	dramatic
communicative	effective	community	expensive
creative	elegant	earthy	expert
jumpy	gracious	effective	focused
lively	flowing	energetic	down to earth
open	gentle	enthusiastic	doer
fun	subconscious	fun	high-end
emotional	logical	spirited	luxury
innovative	organized	spiritual	market leader
improvising	attentive	focused	objective
free-style	perfectionist	friendly	over-flowing
inspiring	quality	focused on growth	precise
enthusiastic	calm	learning	realistic
youthful	cool	unusual	trustworthy
optimistic	responsible	historical	confident
positive	romantic	intense	serious
quick	sensible	fair	simple
simple	serious	learning	cohesive
emphatic	calming	nostalgic	specialist
spontaneous	supporting	organic	outstanding
warm	timeless	practical	strong
inviting	traditional	productive	inflexible
catchy	understated	strong	goal-minded
approachable	chic	warm	visionary

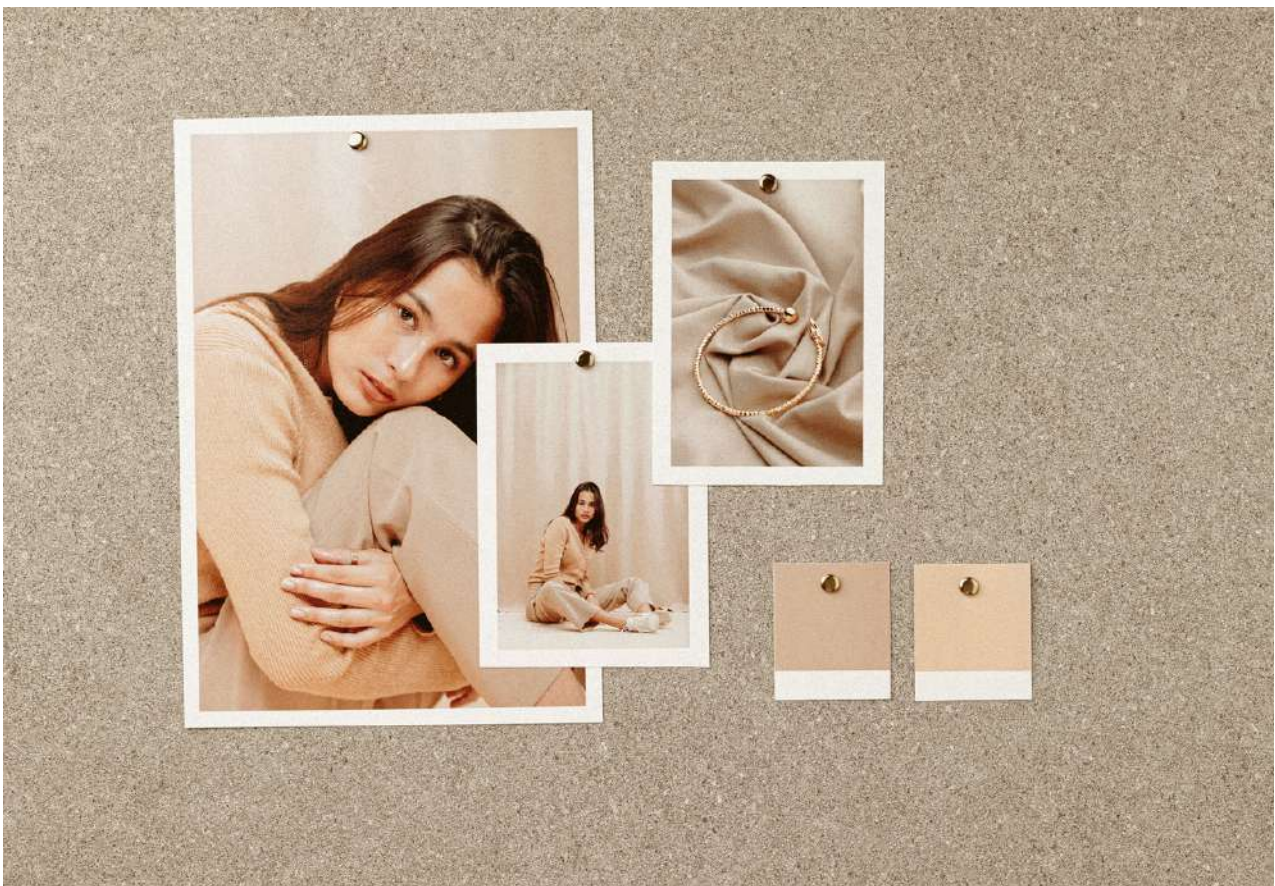
BRING YOUR MESSAGE TOGETHER

Refer back to what makes your business unique, distinctive, and engaging. Remember the words you've highlighted and your top-performing keywords for your business.

Condense your best words into one powerful sentence, your ultimate message from your business, and use it as the foundation for everything you will learn from this book.

Take your final message and the three keywords you wrote down earlier, and use them to guide the aesthetic side of your business.

Our visual psychology theory applies to every visual aspect of your business, including product appearance, packaging, website, photos, social media, and marketing materials. It also applies to the design of the selling space and the appearance of service staff.



COHESIVE BRAND ANATOMY

chapter 2

COHESIVE BRANDING STRATEGY

1.

Define your brand

Before you can create a branding strategy, you need to have a clear understanding of your brand's personality, values, and unique value proposition. This will help you create a clear and consistent message that resonates with your target audience.

2.

Understand your audience

You need to have a deep understanding of your target audience, including their demographics, psychographics, and behavior. This will help you tailor your branding strategy to their needs and preferences.

3.

Research your competitors

It's important to understand what your competitors are doing in terms of branding and messaging so that you can differentiate your brand and create a unique value proposition.

4.

Choose your branding style

Based on your brand's personality and target audience, choose a branding style that resonates with them and reflects your brand's values.

Develop your visual identity: Create a cohesive and consistent visual identity for your brand, including your logo design, color palette, typography, and other visual elements.

5.

Craft your messaging

Develop a messaging strategy that is consistent with your brand's personality and values and resonates with your target audience.

6.

Implement your branding strategy

Ensure that your branding strategy is consistently applied across all touchpoints, including your website, social media, advertising, and customer service.

Measure and adjust: Monitor the effectiveness of your branding strategy and make adjustments as needed to ensure that it is achieving your business goals.



THE ELEMENTS YOU NEED TO BRAND

When branding your photography business, you should consider several elements to create a cohesive and memorable brand identity. These elements include:

Logo and Visual Identity: Develop a visually appealing logo that represents your brand's personality and aesthetic. Consistency in colors, typography, and graphic elements across your brand, website, and promotional materials helps establish a recognizable visual identity.

Website Banners Create eye-catching banners that showcase your brand's style and sets the tone for the shopping experience. Incorporate your logo, relevant visuals, and attractive design elements to make a strong first impression.

Sample Photography: High-quality product photography is naturally crucial for capturing customers' attention. Present your services and products appealingly and consistently, highlighting their unique features, textures, and colors.

Packaging and Unboxing Experience: Create a memorable unboxing experience by using branded packaging materials, such as boxes, tissue paper, stickers, or personalized thank-you notes. Pay attention to the details and ensure that your packaging reflects the overall aesthetic of your brand.

Social Media Presence: Extend your brand's reach and engage with your audience through social media platforms. Maintain a consistent visual style and brand voice across your social media profiles, sharing behind-the-scenes content, product updates, and customer testimonials.

ELEMENTS OF VISUAL BRAND ANATOMY

A brand's graphic elements are the visual cues that help customers to identify a company by its brand vision and its products or services.

They can include logos, colors, packaging, and even typefaces. When used effectively, brand graphic elements can help to create a strong visual identity that differentiates a company from its competitors. Brand graphic elements can also help to build customer loyalty and recall, making it easier for customers to remember a company when they need its products or services.

Companies can create a powerful visual branding strategy by investing resources in high-quality elements to drive sales and support long-term business growth.

Example of a photography business branding board template by [amber&ink on Creative Market](#)



1. The brand name is one of the essential elements of branding. The name should be easily recognizable and memorable, and it should be relevant to the products or services that the business offers.

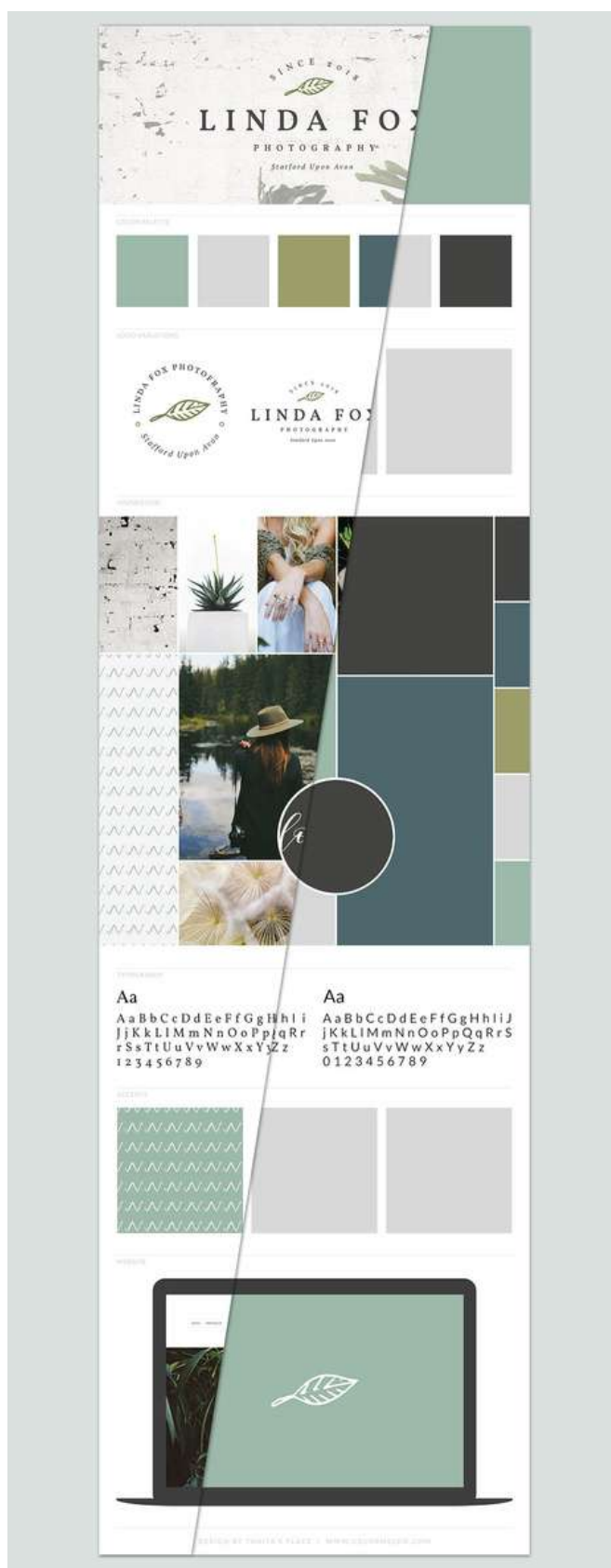
2. The logo is another vital element of a brand's identity. The brand logo should be simple and easy to understand, and it should be able to be used across a variety of mediums.

3. The tagline is another element of a brand board. The tagline should be concise and memorable, and it should capture the essence of what the brand is all about.

4. The colors should be eye-catching, relevant to the brand and mission, and used consistently across all marketing materials.

5. The fonts. The fonts should be easy to read, appropriate for the brand, and used consistently across all marketing materials.

Branding board template by [amber&ink on Creative Market](#)





COLOUR PALETTE



WORD MARKS



IMAGERY



TYPOGRAPHY



PHOTOGRAPHY



WEBSITE



6. The icons and devices for visual texture. Icons are an essential part of the visual representation of any visual brand. Icons can take many forms, from simple geometric shapes to more complex illustrations.

7. The photographs. Brand photography is about creating visuals that capture the essence of your brand and communicate it to your target audience. It's not just about taking pretty pictures – although that's a part of it. Photography is about telling the world a story, your brand story through images that connect with your audience on an emotional level.

8. The illustrations can be essential components in establishing and reinforcing a brand's identity. By creating a visual language unique to a particular company, illustrations can help to make a brand instantly recognizable.

Brand anatomy – branding board template by [amber&ink](http://www.amberandink.com) on [Creative Market](http://www.creative-market.com)

Here's why you should NEVER use any other fonts, colors, icons, and photo styles than the ones already decided in the brand identity:

BRAND RECOGNITION:

Consistency in visual elements reinforces brand recognition. When customers see consistent fonts, colors, icons, and photo styles across various platforms, they can easily associate them with your brand, building trust and familiarity.

PROFESSIONALISM:

A consistent brand identity demonstrates professionalism and attention to detail. It shows that your business is well-organized and cares about its visual representation, making a positive impression on potential customers.

BRAND COHESION:

A unified brand identity creates a cohesive and harmonious brand experience. When all visual elements work together seamlessly, it strengthens the brand's message and values, delivering a clear and compelling story to the audience.

AVOIDING CONFUSION:

Using different fonts, colors, icons, and photo styles can lead to confusion among customers. They may not recognize your brand immediately, leading to missed opportunities and a weaker brand presence.

BUILDING BRAND TRUST:

Consistency builds trust. Customers are more likely to trust a brand that maintains a consistent image, as it signals stability and reliability.

DIFFERENTIATION:

Consistent branding sets your business apart from competitors. It allows you to establish a unique and recognizable visual identity that distinguishes you in the market.

Using fonts, colors, icons, and photo styles consistently is a fundamental principle of maintaining a strong and cohesive brand identity.

BRANDING PERSONALITIES

chapter 3

THE FOUR PERSONALITIES OF VISUAL PSYCHOLOGY

Now, I am going to introduce you to four different branding styles - let's call them Group 1, Group 2, Group 3, and Group 4.

When choosing a personality group for your photography business, it's crucial to create a cohesive and unified visual image. Ideally, you should align your brand with one primary group and, at most, incorporate elements from one additional group.

It's important to note that each personality group and photographic style has both positive and negative features. By selecting one personality group as the primary focus for your brand, you can highlight and leverage its positive elements while avoiding potential negative aspects.

For instance, if you opt for Group 2 with its elegant and feminine characteristics, you can emphasize its positive attributes like sophistication, softness, and grace. At the same time, you can be mindful of any negative associations or limitations that may be less relevant to your brand identity.

By narrowing your focus to one personality group, you can create a strong and consistent visual identity that resonates with your target audience, enabling you to convey a clear brand message and establish a memorable presence in the photography market.

But first, let's learn a bit about colors!

COLOR PALETTE

Learn how to distinguish tints, tones, and shades: <https://youtu.be/DoWod-Nle2E>



COLOR THEORY

- **Tints**
- **Tones**
- **Shades**
- **Pure colors/ hues**

Color theory is the study of how colors can be combined and used to create effective designs. Tints, tones, shades, and pure colors (also known as hues) are important concepts in color theory:

- **Tints** are created by adding white to a pure color, resulting in a lighter version of the original color.
- **Tones** are created by adding gray to a pure color, resulting in a muted version of the original color.
- **Shades** are created by adding black to a pure color, resulting in a darker version of the original color.
- **Pure colors, also known as hues**, are the basic colors of the spectrum without any white, black, or gray added.

Comprehending these concepts is instrumental in crafting harmonious color palettes that effectively convey the brand's message and elicit desired emotions or responses from the audience.

By skillfully employing tints, tones, shades, and pure colors, designers can masterfully create an array of visual effects.

These effects can range from gentle and soothing to vibrant and striking, aligning with the brand's desired aesthetic and personality.

COLOR BLACK IN BRANDING

In any industry, black holds significant potential for creating impactful and meaningful brand identities. While the color black is widely loved in branding, think carefully before using it yourself.

1. Luxury Photography Businesses: Black is synonymous with sophistication and elegance, making it an ideal choice for luxury photo brands. By incorporating black into their branding, high-end businesses can convey a sense of exclusivity, indulgence, and timeless beauty.

2. Minimalist and Modern Photography Businesses: The sleek and refined nature of black lends itself well to minimalist and modern photography brands. These brands focus on clean aesthetics and simplicity, creating a sense of sophistication and contemporary appeal. Black can be used in packaging, logos, and marketing materials to convey a sense of simplicity, effectiveness, and modernity.

3. Edgy and Alternative Photography Businesses: For businesses targeting a more rebellious or alternative audience, black can be a powerful choice. This includes brands specializing in alternative styles, edgy products, or unconventional products. Black can represent individuality, mystery, and a sense of breaking the norms in the crafting industry.

4. Professional Photography Businesses: Black is often associated with professionalism and authority, making it suitable for photo businesses offering luxury items. This includes businesses that prioritize expertise, quality, and a sophisticated ambiance. Black can be incorporated into branding elements such as logos, product photos, and packaging design to establish a sense of trust, professionalism, and luxury.

While black can be a powerful color in branding, it's important to consider how it aligns with the personality and target audience of your specific photography business.

GROUP 1

**A YOUTHFUL
PHOTO BUSINESS**



The products, services, and branding aesthetics of your business invoke the **freshness, vitality, and openness of spring**. The visual branding, customer targeting, and product nature embody positivity, approachability, and occasionally, a dash of wit.

Group 1 aesthetics are designed to appeal to a broad customer base, ranging from the young to the more mature. Generally, the products are set at a mid-tier price point (unless you've opted to align with the personality of Group 4).



PLAYFUL AND COLORFUL PHOTO BUSINESSES:

Youthful Portrait Studios: Photography businesses that specialize in capturing vibrant and lively portraits of children and adolescents. These studios create delightful and whimsical photo sessions that showcase the exuberance and energy of young subjects, making the photography experience enjoyable for both kids and their parents.

Fashion and Lifestyle Photographers: Photography businesses focused on crafting vibrant and youthful fashion and lifestyle photography. These photographers work with fashion-forward individuals seeking to express their colorful personalities through bold and lively imagery.

Joyful Event Photography: Photography businesses dedicated to capturing the vibrant atmosphere of celebrations, parties, and events. These photographers use their skills to document the colorful and playful moments of special occasions, making the memories last a lifetime.

Youth-Centric Product Photography: Talented photographers who specialize in capturing images of products designed for children and adolescents. Their photography showcases the playful packaging, colorful formulations, and youthful appeal of skincare, makeup, fashion accessories, and other products targeted at a younger demographic.

Whimsical Graphic Design Photography: Photography businesses that collaborate with graphic designers and artists to capture images of colorful prints, posters, and illustrations. Their photography highlights the energetic and playful essence of these designs, making them visually appealing to a younger audience.

Unique Fashion Photoshoots: Photography businesses that create dynamic and vibrant photoshoots featuring one-of-a-kind clothing and accessories. These photographers work with fashion designers and brands to showcase bold and expressive fashion items that cater to the young and young at heart.

Incorporating a playful and colorful perspective into photography businesses can attract clients seeking lively and engaging visuals that resonate with their youthful spirit.

GROUP 1 - YOUTHFUL PHOTO BRAND

Optimistic, lively, and moving.

Positive, youthful, surprising, personal, welcoming, informal, enthusiastic, warm, soft, fun, cute, fresh, clean, clear, simple.

Strengths: The youthful branding style is energetic, fun, and playful, making it ideal for photography brands targeting a younger demographic. It can be used to create a sense of excitement and enthusiasm around a brand.

Weaknesses: One of the main weaknesses of the youthful branding style is that it may not be appropriate for all types of businesses. Brands in more serious or professional industries may struggle to convey a sense of credibility and authority with a youthful branding style. Additionally, if not executed properly, the youthful branding style can come across as unprofessional or immature.

Ideal business types: Brands targeting Gen Z and millennials, particularly in the entertainment, fashion, and beauty industries.

STYLE

Non-formal, bright, clear, soft, fun, simple, fresh, lively, warm, open, creative.

Shapes and textures

Circles, dots, asymmetrical patterns. Clean textures. Sparkle and shine. Fine lines, and patterns have movement in them.

Typefaces and fonts

The fonts are clear, and their shapes are round, moving, and "light." The texts are predominantly in sans serif type, which is quick and easy to read.

Design style

Soft and friendly, flowing italic fonts, sans serifs. Soft colors, fun, cute, and happy. White space, simplicity, lively patterns, fine lines, simple shapes, and illustrative styles are almost naive.

COLORS

Tints are colors with plenty of white, creating a more pastel or lighter version of color than a tone. Warm and vibrant.

Color palette

The colors are warm and light. Clear and bright basic colors. Here are the colors we call: coral, watermelon, peach, sky blue, violet, apple, aquamarine, turquoise, and cobalt blue. Supportive neutrals are cream, camel beige, and light gray.

In principle, there are no dark colors in this palette. There are gray tones here, but warmth is in them, making them fit with the delicate and pure colors.

The group 1 palette is vibrant, bright, and straightforward.



PRIMARY WORDMARK

Stephanie
Creekmur

A Paper Boutique Specializing in Personalization & Southern Charm

BRAND TYPOGRAPHY

HEAVENS TO BETSY
GOODNESS GRACIOUS
Well, Thank You Kindly

COLOR PALETTE



ALTERNATE MARKS



GRAPHIC ELEMENTS



PATTERNS & TEXTURES





THE PLAYFUL PHOTOGRAPHER

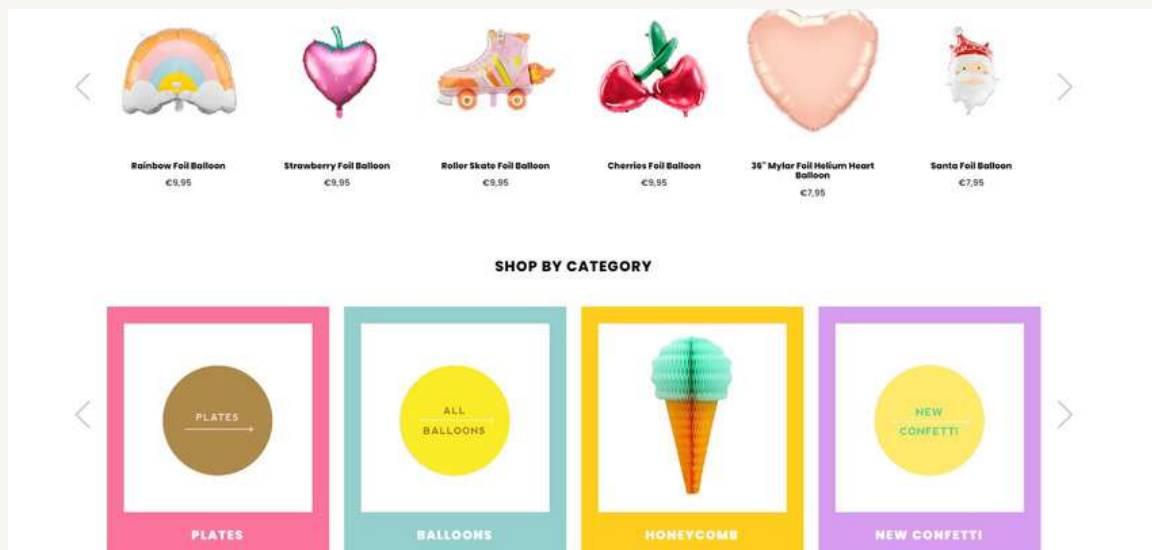
EXAMPLES OF GROUP 1 PHOTOGRAPHY BRANDS



SODA MAKEUP



STARBUCKS JAPAN



OH HAPPY DAY

SPRING

Bright and colorful, youthful, and fresh.

In the air, you will feel a new life, the return of light and heat. Nature is full of life.

The birds sing, the snow has gone, and the earth breathes deeply. The trees remind us of bright green leafy clouds. The flowers shine in their yellow, blue, and purple shades.

The tonalities and the mood of group 1 personality correspond to nature seen in the Springtime.



GROUP 2

**AN ELEGANT
PHOTO BUSINESS**



The character of a Group 2 photography brand and its offerings exude an aura of refinement and subtlety.

The color palette echoes the soft, muted tones found in a summer landscape, embodying tranquility and mirrored in the brand's marketing efforts.

Group 2 caters predominantly to a female demographic, and with astutely crafted branding, it subtly prepares the consumer for a premium pricing category, indicative of the high quality of the products.



FASHION AND ACCESSORIES:

- **Elegant and Timeless Fashion Portraits:** Photography businesses offering elegant and minimalist fashion portraits, focusing on clean lines, muted colors, and simple yet refined poses. These photographers capture timeless and versatile images that exude a sense of sophistication and understated beauty.
- **Delicate and Minimalist Jewelry Photography:** Photography businesses specializing in capturing the subtle charm of delicate and dainty jewelry. These photographers showcase minimalist designs, fine details, and subtle gemstone accents, appealing to customers who appreciate the understated elegance of jewelry.
- **Handmade Accessories with a Feminine Touch:** Photography businesses dedicated to showcasing the artistry of handmade accessories, such as hair accessories, scarves, and bags, with delicate floral patterns and feminine details. These photographers present subtle and refined accessory images that add a touch of femininity to visual branding.

HOME DECOR AND FURNISHINGS:

- **Serene and Calming Home Decor Images:** Photography businesses featuring home decor items with soft and muted color palettes, understated patterns, and minimalist designs. These photographers capture decor pieces that create a serene and calming atmosphere in living spaces, enhancing the visual appeal of interior design.
- **Nature-Inspired Art and Decor Photography:** Photography businesses specializing in capturing the organic beauty of nature-inspired art, botanical prints, and decor made from natural materials. These photographers produce images that bring a sense of tranquility and the outdoors into home environments.
- **Feminine Textiles and Linens Photography:** Photography businesses offering images of soft and luxurious textiles, such as linen bedding, delicate lace curtains, and embroidered cushions. These photographers present understated and feminine options to enhance the comfort and aesthetics of living spaces, creating appealing visual content for businesses in the home decor industry.

HANDCRAFTED AND ARTISANAL PRODUCTS:

- **Handmade Ceramics and Pottery Photography:** Photography businesses featuring images of handmade ceramics and pottery with organic shapes, soft hues, and delicate textures. These photographers capture the artisanal beauty of each piece, showcasing craftsmanship and celebrating the allure of imperfections.

- **Elegant and Understated Stationery Photography:** Photography businesses specializing in capturing the subtlety and grace of elegant stationery, including minimalistic greeting cards, refined notebooks, and subtle watercolor prints. These photographers present images that embody a sense of sophistication and simplicity in stationery design.

- **Natural and Organic Beauty Products Photography:** Photography businesses dedicated to showcasing natural and organic beauty products with gentle formulas, subtle scents, and minimalist packaging. These photographers capture images that prioritize simplicity, purity, and the overall well-being of the skin, appealing to customers seeking natural skincare options.

- **Handcrafted Candles and Fragrances Photography:** Photography businesses showcasing handcrafted candles and fragrances with soft and delicate scents, minimalist packaging, and understated designs. These photographers present images that portray refined and subtle aromas, creating a visual ambiance that conveys soothing and comforting feelings.



GROUP 2 - ELEGANT AND FEMININE PHOTO BUSINESSES

Calm, efficient, elegant.

Punctual, practical, relaxed. Elegant, romantic, graceful, delicate, soft.

Strengths: The elegant branding style is sophisticated, refined, and luxurious, making it ideal for high-end brands targeting an affluent demographic. It can create a sense of exclusivity and status around a brand and can be particularly effective for brands in the fashion, jewelry, and hospitality industries.

Weaknesses: One of the main weaknesses of the elegant branding style is that it can come across as elitist or snobbish if not executed properly. It may also be difficult for some brands to effectively convey their values and personality with an elegant branding style.

Ideal business types: High-end luxury brands targeting affluent consumers, particularly in the fashion, jewelry, and hospitality industries.

STYLE

Understated, soft, timeless, delicate, romantic, graceful, elegant, and traditional.

Shapes and textures

Flowing and elegant lines, delicate flower patterns, watercolors, scattered flowers, vintage style. High-quality fine textured paper or fabric. All sorts of sparkling and shiny textures should be left out.

Typefaces and fonts

Elegant calligraphic scripts and traditional serif fonts with grace. The formality of serif style typefaces and their cursive fonts emphasize the flow and elegance of group 2 personality.

Design style

Detailed illustrations – botanical styles, fine lines. Even the dark and formal tones are calm and confident. Colors are delicate, cool, and reserved, formal in style with a good sense of grace and elegance.

COLORS

Tones. The tone of a color is based on the amount of gray added, creating a more pure or subtle result. Cool and formal.

Color palette

The colors in this palette are cool and pastel.

They have a high percentage of gray in them - and there are no primary colors here. The keyword is muteness. You can find maroon, old pink, plum, bottle green, powder green, and lavender tones. Supportive neutrals are, for example, oysters, cool navy, and medium gray.

There are no extremes in the palette of group 2. The tones are light in their weight. There are also dark tones, but they are rather delicate and understated.

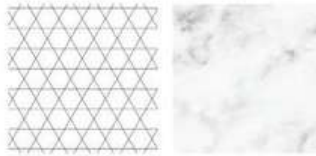


PRIMARY WORDMARK

olive
& oak
CREATIVE STUDIO



BRAND ELEMENTS



SECONDARY MARKS



OLIVE & OAK
CREATIVE STUDIO

BRAND TYPOGRAPHY

OSWALD | ALL CAPS
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0

Lora | Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Josefin Sans | Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0





Natural Insect Repellent | Insect Repell...
 EUR 13.04



Glamping Insect Repellent | Natural Ins...
 EUR 13.04



Exfoliating Soap Bar | Natural Body and...
 EUR 10.87

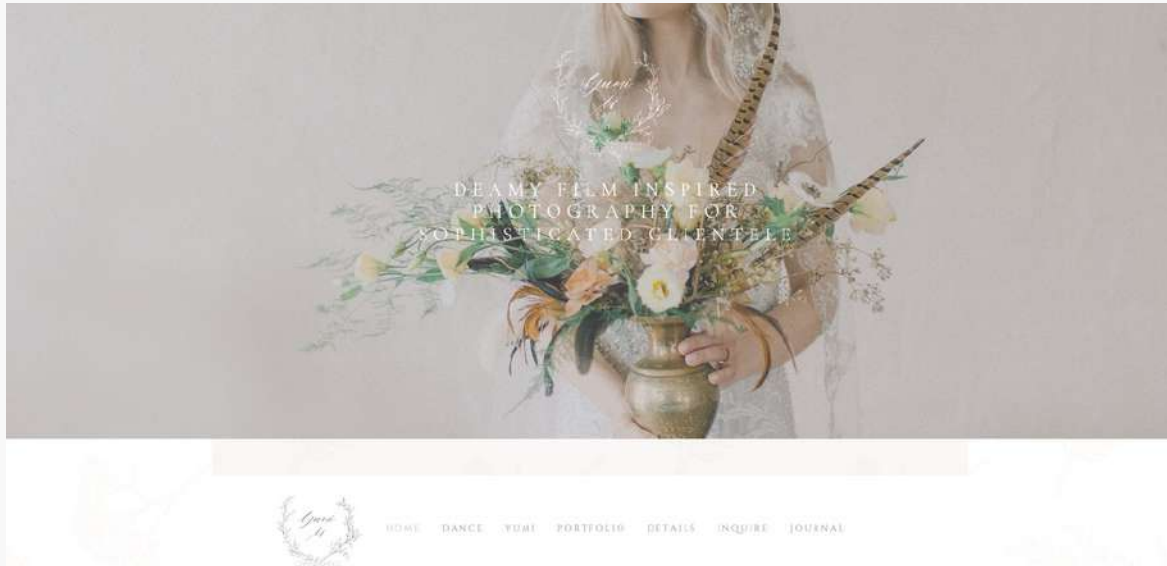


Bath bombs set | self care gift box - spa...
 EUR 47.81



LAMARCOTTERIE ETSY SHOP

EXAMPLES OF GROUP 2 PHOTOGRAPHY BRANDS



YUMI M. PHOTOGRAPHY

SUMMER

Summer in its muted and understated elegance.

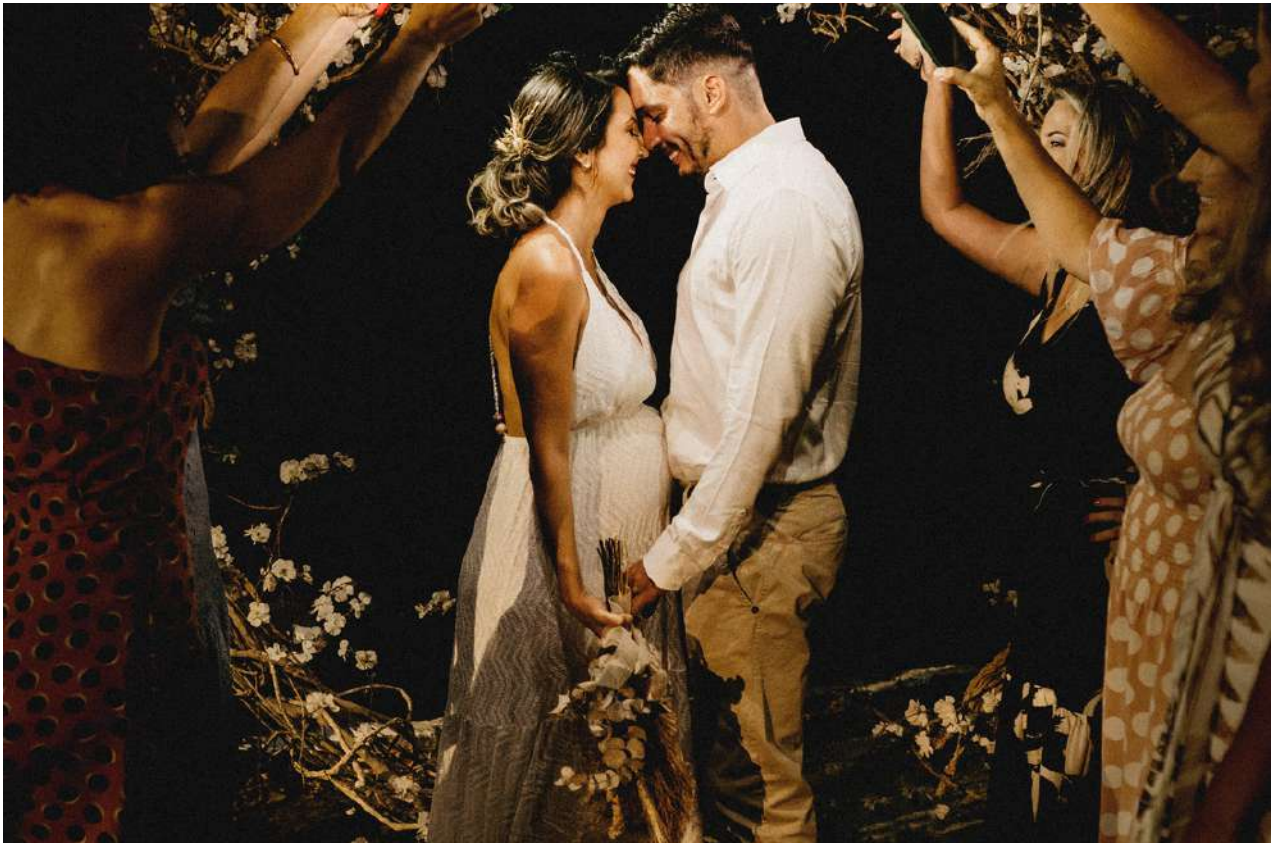
The earth begins to dry, and the atmosphere changes. Everything gets softer, and nature calms down and lets the spring go.

The greenery of trees loses its brightness, and it becomes diminished, along with the colors of the summer flowers. Roses and lupines differ in their gentle tonality from the spring energy bombs, such as daffodils.



GROUP 3

AN EARTHY, ORGANIC PHOTO BUSINESS



The persona of a Group 3 photography brand evokes the richness, subtlety, and warmth of autumn.

The brand visuals embody intense hues, reminiscent of the autumnal landscape, spanning from vibrant purples to deep browns. The brand's marketing strategy exudes warmth, openness, and a strong emphasis on proficiency and quality. Group 3's visual identity resonates with both female and male audiences.

The visual strategy of Group 3 sets the expectation for a mid to slightly above-average price range unless it's coupled with the characteristics of another group to target a different pricing segment.



FASHION AND ACCESSORIES:

- **Cozy Knitwear and Scarves Photography:** A photography business focusing on capturing the warmth and comfort of handmade knit sweaters, cardigans, and scarves in rich autumnal colors. These photographers showcase the inviting feeling of fall in their images, making the clothing items evoke coziness and charm.
- **Rustic Leather Accessories Photography:** A photography business specializing in capturing the earthy tones and textured finishes of handcrafted leather bags, wallets, and accessories. These photographers showcase the timeless appeal of autumn, adding a touch of warmth and rustic charm to the visual representation of the products.
- **Nature-Inspired Jewelry Photography:** A photography business featuring jewelry inspired by the beauty of autumn leaves, acorns, and woodland elements. These photographers present intricate designs crafted from metals, gemstones, or natural materials, celebrating the richness and organic beauty of the season in their images.

HOME DECOR AND FURNISHINGS:

- **Earthy-Themed Decor Photography:** A photography business showcasing images of home decor items that embrace the essence of nature and earthiness. These photographers capture the beauty of fall-inspired decor, such as rustic candle holders, cozy throw blankets, and organic-themed elements, creating a warm and inviting atmosphere in their visuals.
- **Nature-Inspired Artwork Photography:** A photography business specializing in capturing the colors, textures, and serenity of nature-inspired artwork. These photographers present images of landscape paintings, botanical prints, and nature photography that bring the natural beauty of the fall season into homes, adding an organic touch to the walls.

HANDCRAFTED AND ARTISANAL PRODUCTS

- **Hand-Poured Soy Candles Photography:** A photography business showcasing images of handmade soy candles with fragrances reminiscent of autumn, such as spiced apple, pumpkin, and cinnamon. These photographers capture the cozy and comforting atmosphere of the season, presenting scents that evoke a sense of warmth and relaxation.

- **Harvest-Inspired Bath and Body Products Photography:** A photography business specializing in capturing images of bath and body products infused with natural ingredients like pumpkin, cranberry, and spices. These photographers showcase luxurious self-care options that indulge the senses and evoke the richness of autumn, presenting the products in an earthy and organic style.

- **Rustic Pottery and Ceramics Photography:** A photography business featuring images of handcrafted pottery and ceramics in warm earth tones and rustic textures. These photographers present functional and decorative pieces that bring the natural beauty and warmth of autumn to everyday life, capturing the essence of earthiness in their visuals.



GROUP 3 - DOWN-TO-EARTH PHOTO BRANDS

Earthy, organic, natural.

Ambitious, authentic, friendly, nostalgic, nature-focused, organic, energetic.

Strengths: The earthy branding style is natural, organic, and eco-friendly, making it ideal for brands that value sustainability and environmentalism. It can create a sense of authenticity and transparency around a brand, and can be particularly effective for brands in the natural beauty industries targeting men and boys.

Weaknesses: One of the main weaknesses of the earthy branding style is that it may not be suitable for all types of businesses. Brands in more traditional or corporate industries may struggle to effectively communicate their values and personality with an earthy branding style.

Ideal business types: Brands that value sustainability and environmentalism, particularly in the natural beauty, health, and wellness industries.

STYLE

Warm, nature, spirituality, arts, craft, ethnic, history, antique, robust.

Shapes and textures

Squares with rounded corners, patterns of natural texture and nature, and informal illustrative styles. Acrylic or gouache paints, natural surfaces, and preferably recycled or textured paper. Linen cord and textiles, brown paper, handmade paper, and wood.

Typefaces and fonts

Fonts have non-formality over them. Slab serifs and sans serifs as long as they have a degree of heaviness. Headlines in thick lettering and scripts that remind handwriting, giving an impression of openness and a friendly approach.

Design style

Intensive but subtle shades, natural and rustic textures. Natural materials. Friendly and warm, rounded corners and edges. Illustrations are robust and earthy.

COLORS

Shades. The hues have some black added. The more black is added, the darker and less intense the result is. Warm, subtle colors.

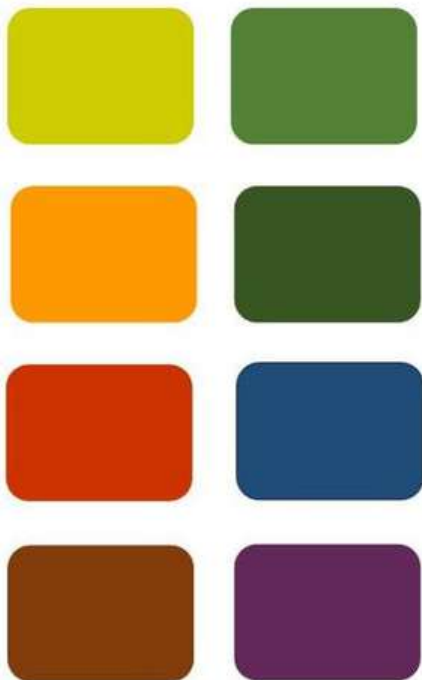
Color palette

The group 3 palette is again warm, but it is intense and rich this time - definitely not the primary colors.

The shades here are varied between very strong and, at the same time, quenched tonalities, for example, burnt orange, mustard yellow, butter yellow, olive green, forest green, peacock, petrol, aubergine, and warm burgundy.

Supported neutrals are warm browns in any shade.

The colors of this group have a strong bond with the countryside and naturalness. The palette has depth, substance, and maturity.





Ice Blocks made from Recycle...
53
have this in their cart



Cufflinks & Tie Clip Set-Handmade fro...
EUR 43.85
5 people have this in their cart



Irish whiskey barrel wooden cufflinks - ...
EUR 29.23



Square Irish Whiskey Barrel Woc...
EUR 29.23
13 people have this in their cart



WHICKEYWOODCRAFT ETSY SHOP

EXAMPLES OF GROUP 3 PHOTOGRAPHY BRANDS



CHRISTINA GREVE PHOTOGRAPHY

AUTUMN

Autumn in its intense colors and abundance.

We see a lot of colors in nature, and again are they in perfect harmony. But now, the shades of colors are entirely different from the previous two seasons.

This time, the northern part of the world is not very flowery.

Still, the colors are everywhere - in falling leaves that turn yellow, red, purple, and eventually brown, in ripe berries and fruits, and in red and purple branches that appear nude after the leaves have fallen off.

GROUP 4

A HIGH-END, LUXURIOUS PHOTO BUSINESSES



The Group 4 photography brand embodies an unmistakable sense of purpose and determination, reminiscent of the stark extremes of winter.

In terms of color palettes, Group 4 chooses straightforward and distinct tones - cool, clear, and pristine. The marketing approach is assertive and bold, either gravitating towards super-minimalism or extravagantly lavish.

The Group 4 personality resonates with both female and male consumers, making it a suitable choice for photographers catering to a high-end customer base. While not directly targeted at children, it could appeal to parents seeking exclusive and premium products for their kids.



FASHION AND ACCESSORIES

- **Luxury Fashion and Accessories Photography:** Photography businesses showcasing high-end fashion items, including designer clothing, handbags, shoes, and accessories. These photographers focus on capturing the exquisite craftsmanship, premium materials, and exclusive designs of luxury fashion, catering to clients seeking visual representations of luxury and sophistication.

- **Fine Jewelry and Luxury Watches Photography:** Photography businesses specializing in capturing images of fine jewelry and luxury watches, showcasing intricate designs, high-quality gemstones, and precious metals. These photographers present the craftsmanship and elegance of luxury jewelry and watches, appealing to customers who appreciate the beauty and luxury of these items.

- **Bespoke and Custom-Made Products Photography:** Photography businesses offering images of bespoke and custom-made products tailored to individual customer preferences. These photographers showcase personalized luxury items, such as tailored clothing, custom jewelry, and handcrafted accessories, providing clients with visual representations of unique and exclusive creations.

HOME DECOR AND FURNISHINGS

- **High-End Home Decor Photography:** Photography businesses showcasing images of high-end home decor items, including luxury furniture, elegant home accessories, and decorative accents. These photographers focus on capturing the sophistication and opulence of upscale living spaces, providing visual representations that enhance the aesthetics and ambiance of luxury homes.

- **Art and Collectibles Photography:** Photography businesses specializing in capturing images of high-end art and collectibles, showcasing works by renowned artists or unique and rare collectible items. These photographers cater to clients who appreciate fine art and exclusive collectibles as a statement of their refined taste and style, presenting visual representations that reflect the exclusivity and value of these pieces.

LUXURY ESTATE PHOTOGRAPHY:

- **Prestigious Real Estate Properties:** Photography businesses specializing in capturing images of prestigious and luxurious real estate properties. These photographers showcase high-end homes, luxurious estates, and opulent residences, providing visual representations that highlight the grandeur and exclusivity of these properties.
- **Luxury Interior Design and Decor:** Photography businesses focusing on capturing the exquisite interior design and decor of luxury homes and estates. These photographers present images that showcase sophisticated furnishings, elegant decor, and upscale living spaces.

LUXURY TRAVEL:

- **Exclusive Destinations and Experiences:** Photography businesses featuring images of exclusive travel destinations and extraordinary experiences. These photographers capture the allure and beauty of luxurious travel experiences.
- **High-End Luxury Accommodations:** Photography businesses showcasing images of high-end luxury hotels, resorts, and villas. These photographers present visual representations that showcase the lavish amenities, impeccable service, and luxurious accommodations offered by these exclusive properties.

LUXURY EVENTS AND WEDDINGS:

- **Lavish Events and Galas:** Photography businesses specializing in capturing images of lavish events, galas, and soirées. These photographers present visual representations that reflect the sophistication and elegance of luxury gatherings, creating timeless memories of unforgettable celebrations.
- **Opulent Weddings and Celebrations:** Photography businesses offering images of opulent weddings and grand celebrations. These photographers capture the romance and splendor of luxury weddings, providing visual representations that document the joyous moments and exquisite details of these special occasions.

GROUP 4 - HIGH-END PHOTO BRANDS

Specific, exclusive, self-confident.

Outstanding, confident, luxurious, extremes, inflexible, intense, dramatic, glamorous, practical.

Strengths: The luxury branding style is opulent, extravagant, and indulgent, making it ideal for high-end brands targeting an affluent demographic. It can create a sense of exclusivity and status around a brand.

Weaknesses: One of the main weaknesses of the luxury branding style is that it can come across as ostentatious or out-of-touch if not executed properly. It may also be difficult for some brands to differentiate themselves from competitors with a luxury branding style.

Ideal business types: High-end luxury brands targeting affluent consumers.

STYLE

Powerful, bold, dramatic, geometric, extremes, clean lines.

Shapes and textures

Geometric patterns, strong and straightforward patterns. Sharp shapes and forms.

Typefaces and fonts

The typography here can be sharp, minimalist, or overflowing calligraphy. Body texts: sans serifs or serif typefaces that are instinctive and relatively inflexible.

Design style

The design here leaves a bold and strong impression. Intense colors and layouts are presented powerfully. Pure, intense, and cold colors and visuals are dramatic and geometric. Calligraphy and scripts are very expressive and purposeful. Illustrations can be detailed and simple, but they are impressive.

COLORS

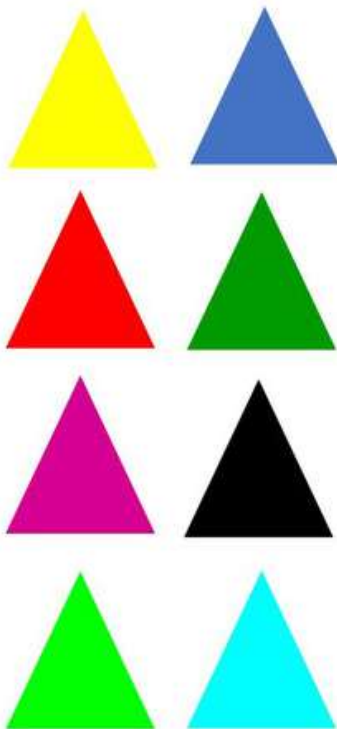
Pure hues with no white, gray, or black added. Cool, clear, crispy colors.

Color palette

This palette consists mainly of very clear hues, and the overall impression is cool. There is a strong contrast between pure colors, extreme shades, and tints. Pastels are not found here. This is the only group that includes black, polar white and neon colors.

You can find magenta, shocking pink, Persian orange, pistachio, lemon yellow, cyan, royal blue, ice blue, midnight blue, indigo, and royal purple. Supporting neutrals are black, white, charcoal, and silver-gray. No beige, cream, or other subtle tones.

The group 4 palette is dramatic and powerful. Nothing subtle is found, only crystal clarity and strength.



01

IDENTITY

With an air of sophistication and luxury at its core, we developed a brand for the residential and commercial sections of the development. We introduced two logos for flexibility, both focused around large decorative letterforms with delicate and elegant ligatures.

Typography was kept clean and simple, with a contemporary sans serif for headlines and a serif reserved for body copy and decorative numbering.

To bring the scheme together, we developed a polished colour palette around rich navy and champagne gold with cobalt details to enhance the luxury feel.

one

SEYMOUR STREET
MARYLEBONE

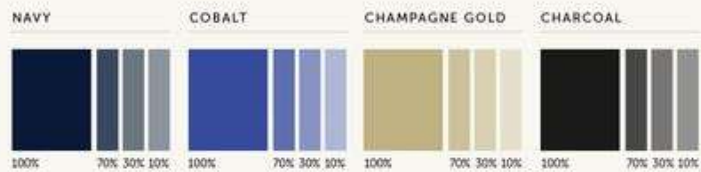
*Residential
Development*

seven

SEYMOUR STREET
MARYLEBONE

*Commercial
Development*

COLOUR SCHEME



TYPEFACES

MUSEO
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@E\$%^&*()

Chronicle
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@E\$%^&*()



Engagement Moonstone Gold Ring Ge...
EUR 3,000.00
FREE shipping



Made to order: Aquamarine Crystal Rin...
EUR 7,000.00
FREE shipping



Bespoke: Champagne Diamond Ring G...
EUR 5,000.00
FREE shipping



Large Azurite Gold Pendant Natural Blu...
EUR 12,000.00
FREE shipping



EXAMPLES OF GROUP 4 PHOTOGRAPHY BRANDS



SUE BRYCE PHOTOGRAPHY & THE PORTRAIT SYSTEM

WINTER

Group 4 is comparable with winter in its inflexibility, drama, and extremes. Suddenly, the whole color palette in nature is gone, and the winter landscape takes power.

Everything is under the layer of snow or simply frozen earth to rest and gather strength for the new season in winter.

The winter nature is quiet most of the time - until the storm clouds appear, and branches break—drama, extremes, and coolness.



CAN YOU COMBINE DIFFERENT PERSONALITIES?

Absolutely! In fact, you see it often all around you. Feminine brands with a touch of luxury, organic brands with a feeling of elegance...

Combining different branding personalities can add depth and uniqueness to your photography business. However, never combine more than two personalities (unless you are a highly skilled designer).

GROUP 1 + GROUP 2:

Merge the playful and carefree nature of Group 1 with the elegance and sophistication of Group 2. This combination can work wonders for **photography brands** that aim to strike a **balance between fun and sophistication, appealing to customers who appreciate both lightheartedness and refinement.**

GROUP 2 + GROUP 3:

Blend the refined and modest essence of Group 2 with the natural and authentic feel of Group 3. This fusion can be a great fit for photography brands that wish to convey a **sense of elegance while emphasizing their commitment to nature, sustainability, and organic beauty.**

GROUP 3 + GROUP 4:

Fuse the warmth and earthy appeal of Group 3 with the bold and assertive traits of Group 4. This combination can be ideal for photography brands seeking to project an image of **natural confidence and dynamism, attracting customers who appreciate both approachability and high-end quality.**

GROUP 1 + GROUP 4:

Combine the spirited energy of Group 1 with the powerful and self-assured nature of Group 4. This pairing can work effectively for photography brands that want to exude **excitement, adventure, and a touch of luxury, capturing the attention of customers seeking a bold and captivating experience.**

SUMMARY

It's rare that a photography brand aligns with only one of the four personality groups. More commonly, brands will choose one primary personality group, supplemented by elements from another.

For instance, your photo business may primarily align with Group 2's elegant, feminine personality, yet also incorporate elements of Group 4's luxury and assertiveness.

Imagine a high-end fashion line with upscale pricing; this positioning is communicated through your brand's visuals, such as the website and social media platforms.

Your brand might radiate the luxury, elegance, and style associated with a Group 4 personality, while still retaining the softer, more subtle essence of Group 2.

However, it's crucial to select one dominant personality to guide your brand's color scheme.

Avoid blending color tonalities from multiple personality groups, as this can create a cheap and unprofessional impression.

After determining your dominant personality, you can begin to incorporate shapes and details from your secondary personality group.

Remember, it's important not to let personal preferences overshadow what's best for your brand's visual identity.

Always choose a branding strategy that suits your business's persona and appeals to your target audience.

BRAND ELEMENTS

chapter 4

SHAPES

GROUP 1

Shapes in Group 1 branding are characterized by playfulness, fluidity, and organic forms.

Curved and rounded shapes dominate, creating a sense of softness, comfort, and approachability. These shapes evoke a friendly and inviting atmosphere, conveying a sense of joy and creativity.

Geometric shapes are often simplified and stylized to maintain a whimsical and lighthearted aesthetic.

They may be asymmetrical and be placed here and there without real symmetry. It creates an open and friendly impression on people's subconsciousness and, combined with bright colors, creates a happy and uplifting result.



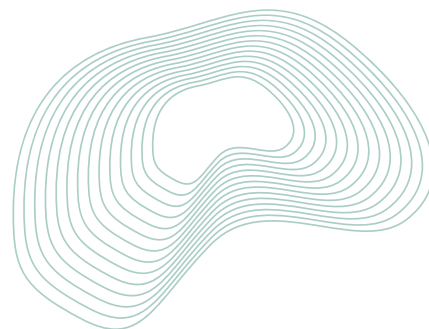
GROUP 2

Shapes in Group 2 branding are characterized by a sense of calmness, elegance, and refinement.

This personality group is best suited for Etsthat aim to convey a serene and sophisticated image, emphasizing high-quality products and smooth, flowing visuals. Curved lines take on a gentle and subtle form, adding a touch of grace and softness to the overall design.

In Group 2 branding, rectangular shapes are often utilized to maintain a clean and structured appearance without appearing overly bulky.

These shapes contribute to a sense of order and stability, aligning with the elegant and composed nature of the brand. It is essential to keep the use of shapes simple and understated, ensuring they complement the overall aesthetic without overpowering it.



GROUP 3

Shapes in Group 3 branding are characterized by a bold and energetic visual style.

This personality group exudes a sense of warmth, friendliness, and approachability. The shapes used in Group 3 branding feature rounded edges and corners, creating a soft and inviting aesthetic. The emphasis is on creating a comforting and nurturing environment.

In Group 3 branding, the materials and textures employed have a rough and natural quality, giving a tactile and grounded feel.

These textures add depth and authenticity to the visual elements, reflecting the group's affinity for earthy and organic characteristics. The use of heavy textures further enhances the sense of substance and reliability.

To maintain the warm and friendly nature of Group 3, it is important to avoid sharp and harsh shapes. Instead, opt for rounded and gentle forms that evoke a sense of harmony and approachability.



GROUP 4

Shapes in Group 4 branding are characterized by a self-confident and assertive personality.

Symmetry plays a significant role in this group, with a preference for balanced and proportional designs. The use of geometric shapes and patterns is prominent, reflecting a sense of order, precision, and modernity.

In Group 4 branding, sharp corners, and angles are embraced, creating a bold and impactful visual presence.

These sharp edges convey strength and edginess, adding a touch of drama and intensity to the design. Arrows and directional elements may be incorporated to further emphasize the group's dynamic and forward-thinking nature.

Details play a crucial role in Group 4 branding, with both minimalistic and oversized elements being embraced. Attention is given to intricate and precise details that add depth and interest to the design. Whether it's small, meticulously crafted elements or gigantic, attention-grabbing elements, Group 4 branding embraces extremes and drama.



ILLUSTRATIONS

Illustrations offer businesses a chance to create memorable and engaging visuals.

Unlike photography, which can only capture certain moments in a particular environment, hand-drawn visuals can tell stories and depict abstract concepts, allowing businesses to create a fantasy world that is not constrained by reality.

Tiny details in illustrations can show the level of thought that goes into the finished design.

For example, an illustrated hairdresser salon for men can transport customers into a new world where everyday worries disappear. Illustrated packaging can also provide a unique experience for customers, with the outer design giving an idea of the product's nature and the inner reflective layer revealing the product upon opening.

Illustrations offer flexibility in creating unique solutions tailored to different dimensions and shapes. Budget-friendly illustrations can be found on Creative Market, such as those by [Lisima](#):



GROUP 1

Group 1 illustrations are playful and full of movement, expressing youthfulness and lightness. The tonality is bright and light.

GROUP 2

Minimalistic use of group 2 illustrations is in a refined, understated style. They are detailed and usually have fine lines.

GROUP 3

Illustrations for group 3 personality: the natural-looking product is presented by using earthy, bold, open, and warm images.

GROUP 4

Group 4 illustrative style is a blend of minimalism and, on the other hand, drama in dominating, dramatic color splashes.

In photography branding, illustrations play a vital role in creating the desired personality group for your brand and establishing a harmonious visual identity.

For instance, if your photography business aims to convey a sense of amusement and playfulness, incorporating hand-drawn funny characters in your illustrations can be highly effective.

On the other hand, if your brand seeks to project a calm, self-confident, and elegantly understated image, botanical-style drawings with fine lines and watercolor coloring can help achieve that desired aesthetic.

For photography businesses offering organic products and striving to appear serious, open, and friendly, a warm, bold, and subtle illustrative style with strong and precise lines and minimal details can be utilized.

In contrast, for brands emphasizing their high-end positioning, rich and detailed art pieces that represent traditions and classics can effectively convey a sense of sophistication and exclusivity.

PATTERNS

In photography branding, it's essential to understand that different patterns have distinct effects on our subconscious. Utilizing the appropriate patterns in the right context is crucial to avoid creating a cheap or underwhelming impression of your business. It is important to choose patterns that align with your products' color palette and tonality.

Embrace the versatility of patterns by combining large and small-scale designs. Don't hesitate to explore various pattern types such as dots, stripes, squares, flowers, or geometric shapes. However, it is vital to ensure that these patterns align with the fundamental characteristics of your business's personality group.

By selecting patterns that complement your brand's overall aesthetic and personality, you can create a visually engaging and cohesive brand identity that resonates with your target audience.

You can find many great patterns in most image stock websites, but also in Creative Market.



GROUP 1

Patterns are often asymmetrical, bright, and full of movement. You can find symmetrical, dotted patterns here, but the dots are in different colors. Flowery patterns are abundant and full of activity. This gives a warm and open impression and a comfortable and welcoming mood.

GROUP 2

Patterns are calm, and finely drawn. Small florals, pastel romantic, rose patterns: gentle squares, dots, calligraphic decorative text. There is gracefulness in the patterns, even for baby products. Tonality is muted and pastel. You find no brightness here.

GROUP 3

In group 3, you find earthy, nature-reflecting patterns, and hand-drawn details with bold lines.

Large-scale botanical patterns, imitation of natural materials. The colors are subtle and warm.

GROUP 4

Regularity, geometry, clarity. Golden and shine on a dark or white background. Crispness, coolness.

Sharp angles, confident straight lines, overexposed details, or relatively tiny objects. Extremes, drama.

TYPEFACES

In the realm of photography business's social media branding, typefaces play a crucial role in shaping a business's visual identity.

Effective visual communication is essential, considering the overwhelming amount of information we encounter daily. Fonts, colors, and shapes serve as the initial signals that potential customers notice in a brand's presentation, and their appearance swiftly influences the subconscious perception of the product or service.

Each typeface possesses its own unique personality and can convey messages in varying ways. One typeface may convey a formal and informative tone, while another can evoke a softer, more instructive feeling. Understanding the impact of different typefaces allows photography brands to effectively communicate their message to their target audience.

Typefaces represent a captivating world that opens our eyes to the profound influence of letters and shapes in our daily lives. For instance, if a photography business aims to convey that its product is user-friendly, it can employ easy-to-read, sans-serif fonts in its texts. On the other hand, if the goal is to create an impression of sophistication and skillfulness, fonts with serifs can be utilized, requiring a bit more focus from the reader.

By carefully selecting and utilizing appropriate typefaces, photography businesses can shape the perception of their offerings and effectively convey their brand's essence to their audience.

GROUP 1

Group 1 personality scripts require an open, simple and playful handwriting typeface. Fun and friendly typefaces. Sunshine, Happy Tum, Happy Dance.



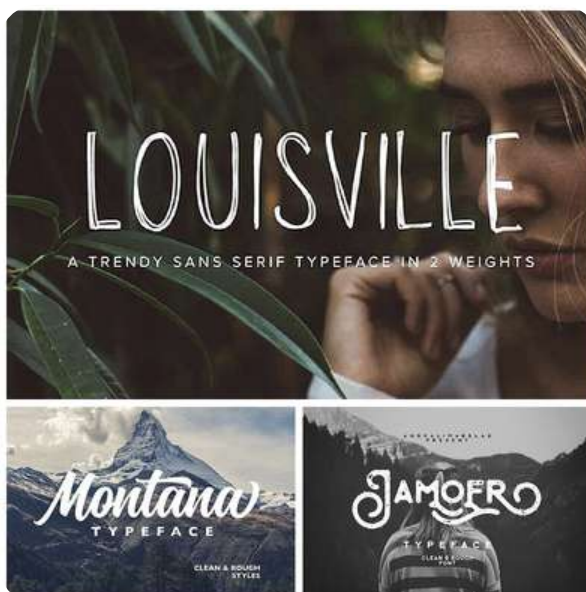
GROUP 2

Delicate and modest group 2 personality is open for elegant calligraphy or feminine, flowing handwriting typefaces. Hunter, Coast & Co, Opulent.



GROUP 3

Bold, open, and friendly scripts as handwriting or a retro-style letterhead, stamp style, or other nostalgic, earthy variation. Louisville, Montana, Jamofr.



GROUP 4

Bold and self-secure, and you need to use dramatic scripts. Oversized, minimalistic calligraphy or handwriting. Hermes, Quick, Gaze.



HOW TO CHOOSE TYPEFACE FOR YOUR LOGO

When it comes to photography business branding, your logo holds significant importance. To make it truly stand out, opt for a unique and prominent typeface that is exclusive to your logo and not used elsewhere in your business's materials. This choice ensures that your logo becomes instantly recognizable and distinctively represents your brand.

If you decide to incorporate different texts within your logo, consider playing with contrasting elements to create visual interest. For example, you can juxtapose a serif typeface for the main text, which conveys a sense of elegance and sophistication, with a sans serif typeface for the subtext, which adds a touch of modernity and simplicity. This interplay of opposites can make your logo visually captivating and memorable.

In addition to contrasting typefaces, experiment with text sizes to establish a sense of hierarchy. Make the main text sizeable and prominent to draw attention and establish a focal point. On the other hand, use a very small subtext to add a delicate touch or provide additional information. This variation in text size further enhances the visual impact of your logo.

By carefully selecting a unique typeface and skillfully combining contrasting elements, you can create a stunning logo that embodies the essence of your photography brand, leaving a lasting impression on your audience.

You can find many great logo templates in [Creative Market](#), like this one by [Eclectic Anthropology](#).



GROUP 1 LOGOS

Group 1 logos in have a playful, open, and simple design style.

They feature handwritten typefaces that are easy to read and evoke a whimsical and creative vibe. These logos add a personal touch, making the brand approachable and friendly.

It's important to choose typefaces and illustrations that reflect the brand's values and ensure legibility across different sizes and media.



GROUP 2 LOGOS

Group 2 logos are ideal for photography business brands aiming to project delicacy and modesty.

They embrace elegant calligraphy, feminine handwriting typefaces, and intricate illustrations. Calligraphy and flowing typefaces bring a sense of movement, fluidity, and elegance to your brand. Detailed illustrations convey sophistication and refinement.

When creating a Group 2 logo, it's crucial to select typography and illustrations that reflect your brand's personality and values. Ensure they remain legible and distinct across different sizes and platforms. This guarantees that your logo resonates with your target audience and effectively communicates your brand's essence.



Vogelius

The logo for 'Vogelius' features the brand name in a classic serif font. The 'V' and 's' are notably larger and more ornate than the other letters. Two horizontal lines are positioned below the 'V' and 's' respectively, adding a touch of elegance and balance to the design.

BERRICHI
Natural age defence

The logo for 'BERRICHI' consists of the brand name in a tall, thin, red sans-serif font. Below it, the tagline 'Natural age defence' is written in a smaller, lowercase, red sans-serif font.

Magnolia
ROUGE

The logo for 'Magnolia ROUGE' features the word 'Magnolia' in a flowing, cursive script font. Below it, the word 'ROUGE' is written in a bold, uppercase, serif font.

GOOSEBERRY MOON
ILLUSTRATION & DESIGN

The logo for 'GOOSEBERRY MOON' features a small, stylized leaf icon above the brand name. The brand name is in a serif font, and the tagline 'ILLUSTRATION & DESIGN' is in a smaller, uppercase, sans-serif font below it.

KEUNE
HAIRCOSMETICS

The logo for 'KEUNE HAIRCOSMETICS' features the brand name in a bold, uppercase, sans-serif font. A small, stylized crown icon is positioned above the 'E' in 'KEUNE'. Below the brand name, the word 'HAIRCOSMETICS' is written in a smaller, uppercase, sans-serif font.

BL

The logo for 'BL' features a stylized, gold-colored 'b' and 'l' intertwined within a circular shape. To the right of this graphic, the letters 'BL' are written in a bold, uppercase, sans-serif font.

GROUP 3 LOGOS

Group 3 logos are perfect for photography business brands aiming to exude boldness, openness, and friendliness.

They embrace various styles, including handwriting or retro-inspired letterheads, stamp-like designs, and other nostalgic or earthy variations. Bold illustrations with fewer details convey energy and dynamism, ideal for brands seeking a vibrant and active image.

When creating a Group 3 logo, it's important to experiment with typography and illustrations to strike the right balance between boldness and simplicity.

Remember to prioritize legibility and scalability to ensure your logo effectively captures the essence of your brand.



RAW • ROOTS
Naturlig · Økologisk · Håndlavet



GROUP 4 LOGOS

Group 4 logos are an excellent fit for photography businesses with bold and self-assured personalities.

Typography in these logos is characterized by dramatic oversized lettering or minimalistic calligraphy and handwriting.

Illustrations in Group 4 logos are bold, impactful, and full of energy or incredibly simple. These logos are ideal for businesses aiming to make a powerful statement and distinguish themselves from the competition.

If you seek a logo that exudes confidence and power, a Group 4 logo is the perfect choice for your photography brand.

DIOR

Aēsop®



ESTÉE LAUDER



BYREDO

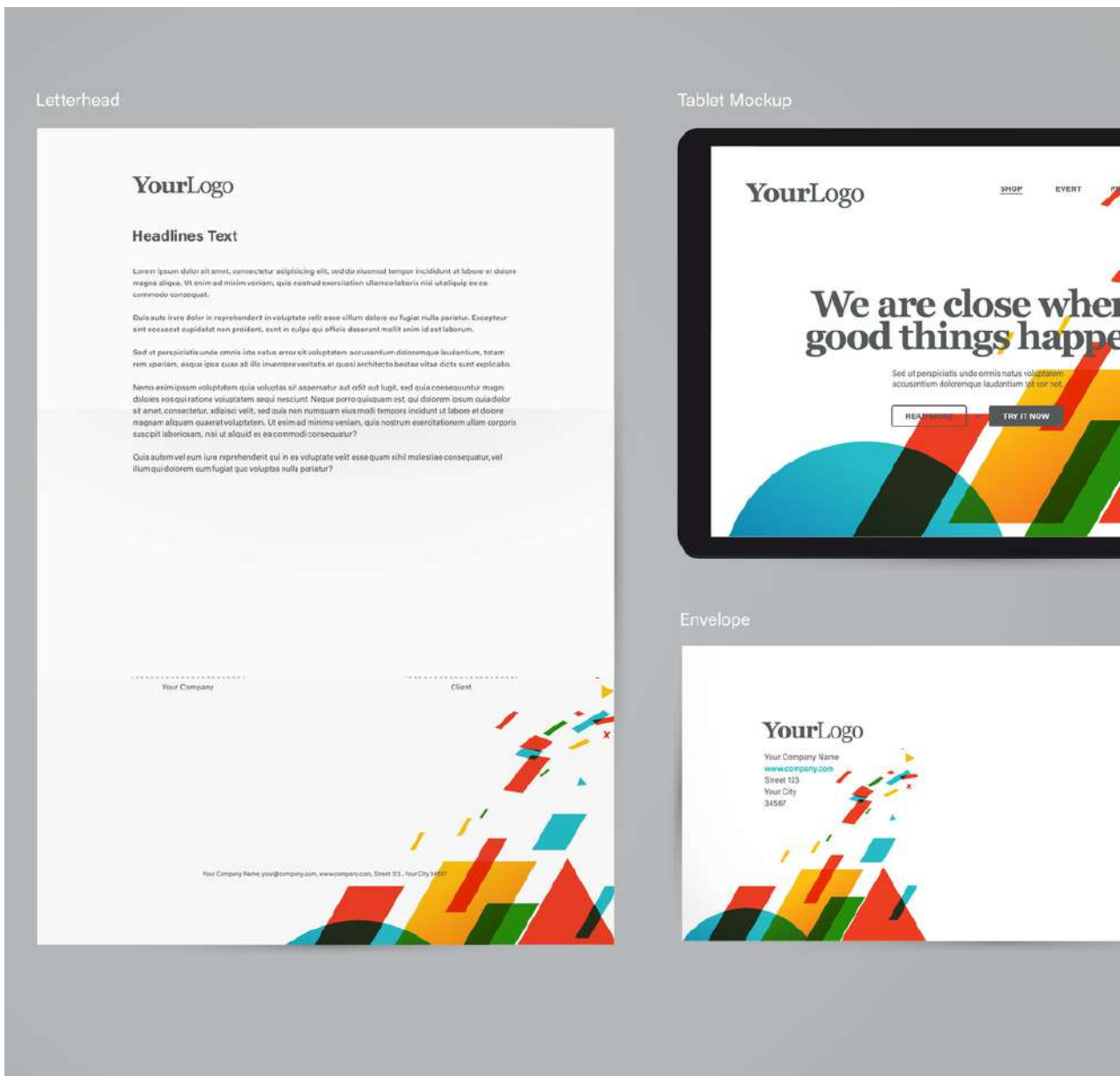
RH//MD



WEB AND PRINT

Choose two or three different font types for your texts, and use them in various thicknesses and sizes, if necessary. In some cases, you may need one or two different types, especially if your business has large amounts of text, and therefore you should keep a comprehensive system.

You may need one, at least two, for letterhead titles and one font for the main text. Consider the specifics of the font mentioned above for readability when selecting the font type appropriate for your business.



Sans serifs

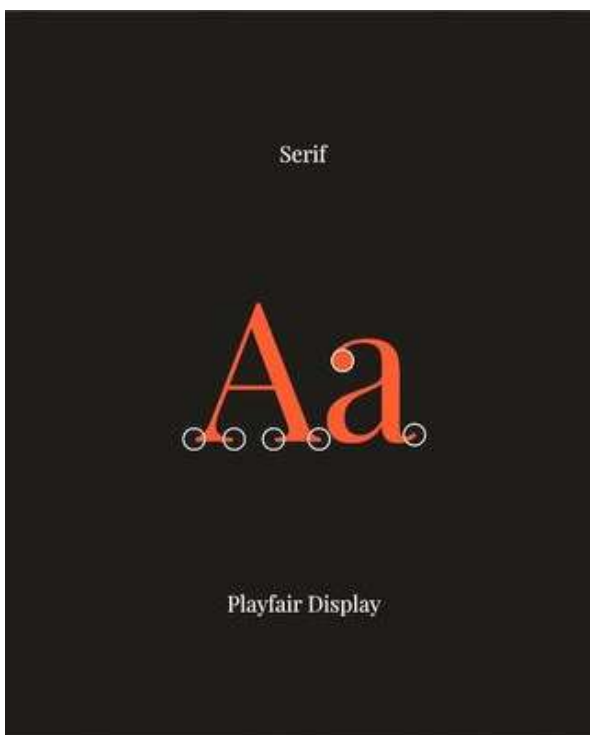
There are no "ears" on the letters, and the texts in this typeface look simple and are easy to read.

Therefore, such fonts can be used in texts where content does not require much concentration.

These fonts may, if properly used, give texts a modern and innovative look. Perfect for group 1 personality, paired with a vivid tone palette and supported by illustrations or photography with an open and playful nature.

Examples: Folio, Modernica light, Heavy, Bailey Sans, Bold, Transat Text, Helvetica, Arial, Verdana.

Images from fantastic source: [Serif vs. Sans Serif](#)



Serifs

Serif fonts have little "ears" at the end of the strokes, giving the text an intelligent and formal look. Serif fonts can leave a traditional impression, and some look very elegant.

Longer texts written in serif fonts require focused reading, and serifs are, therefore, often used for texts that contain educational information. Also, serif fonts give the text a self-confident and "expert" look.

Examples: Bodoni, Didot, Palantino, Times, Bell, Sabon, Garamond, Baskerville.



BRAND PHOTOGRAPHY

In the realm of photo business branding through photography, it's important to recognize that not all photos are created equal, even when capturing the same subject. Each image has the potential to evoke a different mood and impact the viewer in unique ways.

The selection of photos used to showcase your products has a significant impact on how your target audience perceives the nature and value of your offerings. If your marketing heavily relies on visual platforms like Instagram, blogs, and Facebook, it becomes crucial to carefully curate your visual style.

To create a cohesive and impactful photography brand, it's advisable to align your business with a specific group of personalities and select a corresponding photographic style for your product photos. This ensures that the visual representation of your brand is consistent and resonates with your target audience.

By deliberately choosing a photographic style that matches your brand's personality and aligns with your target audience's preferences, you can effectively communicate the unique nature and value of your photography products through captivating visuals.

GROUP 1

Fresh and clean, moving and lively, joyful and bright images.

GROUP 2

Soft and romantic, pastel and formal, feminine and hazy. Elegant and relaxed feel.

GROUP 3

Earthy, authentic, and warm. Can also be bold, masculine, and moody.

GROUP 4

Geometric and clean, intense and crisp. Here you can also see edgy and abundant photographs.



STYLING PHOTOS

Background and environment are crucial. You can add accessories and textures that reflect your business's personality group to the right background, adding life and purpose to your pictures. I can not count the times I've seen images damaged only because of bad background choices.

The suitable backgrounds and accessories support your message and help you bring up your audience's emotions. For example, if you take pictures of a delicate lace shawl and have a winter landscape in the background, the viewer feels cold and uncomfortable. However, if you choose a mild and "soft" environment that gives a delicate sense, the product will immediately reach a completely different emotional quality.

If you use flowers and plants for styling your pictures, choose the nature of these plants carefully. For example, delicate English roses are not suitable for a masculine product photo but do well in a romantic image in group 2 branding.

Exercises

1. Choose one group out of the four personalities and create two mini-galleries, each of which characterizes the selected group, but each one in its way. Each personality group has several keywords; you can use them.
2. Pick out a specific theme, for example, a garden party or coffee shop- and put together four mini-galleries, each with one personality.



GROUP 1 PHOTOGRAPHY

Warm, bright, and gentle colors. The main thing is to create a light and welcoming impression. Avoid heaviness, darkness, and dominance.

Dots and spring flowers, colored buttons, and balloons - anything that adds warm cheerfulness is welcome.

Colored plastic, paper, painted wood, ribbons, and textiles are all excellent background choices.

When you shoot outdoors, a flower garden, colorful façades in happy colors. Avoid dominant, sharp angles, iron fences, and sharp objects.



GROUP 2 PHOTOGRAPHY

The tonality of the colors is cool but delicate and muted. There is a soft haziness over the images.

Your goal is to create a calm and graceful atmosphere that is breathtaking in quality.

When shooting, you can use a very open aperture, creating a beautifully blurry background with sharp details of the subject.

Let the light play, creating a blurry glow around your pictures. You can create bright and light images, but darker and moodier photos work well too.

Simply make sure that the elegance, balance, and softness pass through. Flowers, leaves, houseplants! So in all its naturalness as textiles, paper, or anything else.

High-quality fabrics, pastel tones, naturally treated wood, silk ribbons, white porcelain, etc.

Bright, gray-chestnut, cool dark pink and blueish shades of greenery, cool beige, silver, light vanilla yellow.



GROUP 3 PHOTOGRAPHY

Abundant, cozy, nostalgic, and warm.

The supporting details are natural wood, natural linen, antique, and old books - whatever emphasizes rustic coziness.

On the other hand, very intense tones are present in this group (but also profound and subtle).

Any ethnic theme is right here, whether it is folk textiles or other elements of Siberian, Guatemalan, or Indian origin.



Autumn fruits and vegetables, abundant autumn flowers, and all kinds of wildlife.

When shooting outdoors, this personality is ideal for taking advantage of the old buildings' magic—wood, limestone, and stone walls.



GROUP 4 PHOTOGRAPHY

Be bold and be intense. Dark, sharp shadows and details, dominating heaviness, cement, marble. Or lightful photos full of gold and sparkle.

Or you can choose minimalism in its direct meaning, leaving clear lines and minimal colors to the pictures. Colors are clean, black colored accessories or backgrounds can be in place.

Geometry, sharp objects, cool overall impression. Excellent styling and perfectly arranged images.



It's time to find old factory buildings, high fences, shady streets, and tall glass buildings in the outdoor environment. A heavy stone, massive glass, stormy sea, high mountains, busy metropolitan train station, snow-covered fields, etc., are excellent choices.

The group 4 photos can be divided into two extremes: very sharp and clear pictures or misty, gray images. Generally, there is no midway.

STYLING YOUR PROJECT

chapter 5

HOW TO MAKE A MOOD BOARD

A mood board (or vision board) is a valuable tool for:

Foundation. It helps to establish a strong foundation of what the end result could ideally look like.

Inspiration. In working out your brand identity, a mood board will help bring things into focus and offer clarification.

Guidance. A mood board that accurately reflects your brand can act as a guide to keep you focused on your brand identity when creating your logo, business cards, website, or other marketing materials.

Easy collaboration. A mood board ensures that your designer, team members, and stakeholders immediately understand your brand and vision.

Mood boards can be literal and practical (featuring fonts, color schemes, and images you plan to use in the final project) or more about exploring tone and mood. A mood board is about inspiration and research, so don't get too attached to a particular direction. It's essential to keep an open mind about the right solution.

A mood board (or inspiration board) can be either physical or digital - use the method that suits you best.

Conducting an online image search and collecting **a digital mood board** is easier with any of these online tools:

[Canva](#)

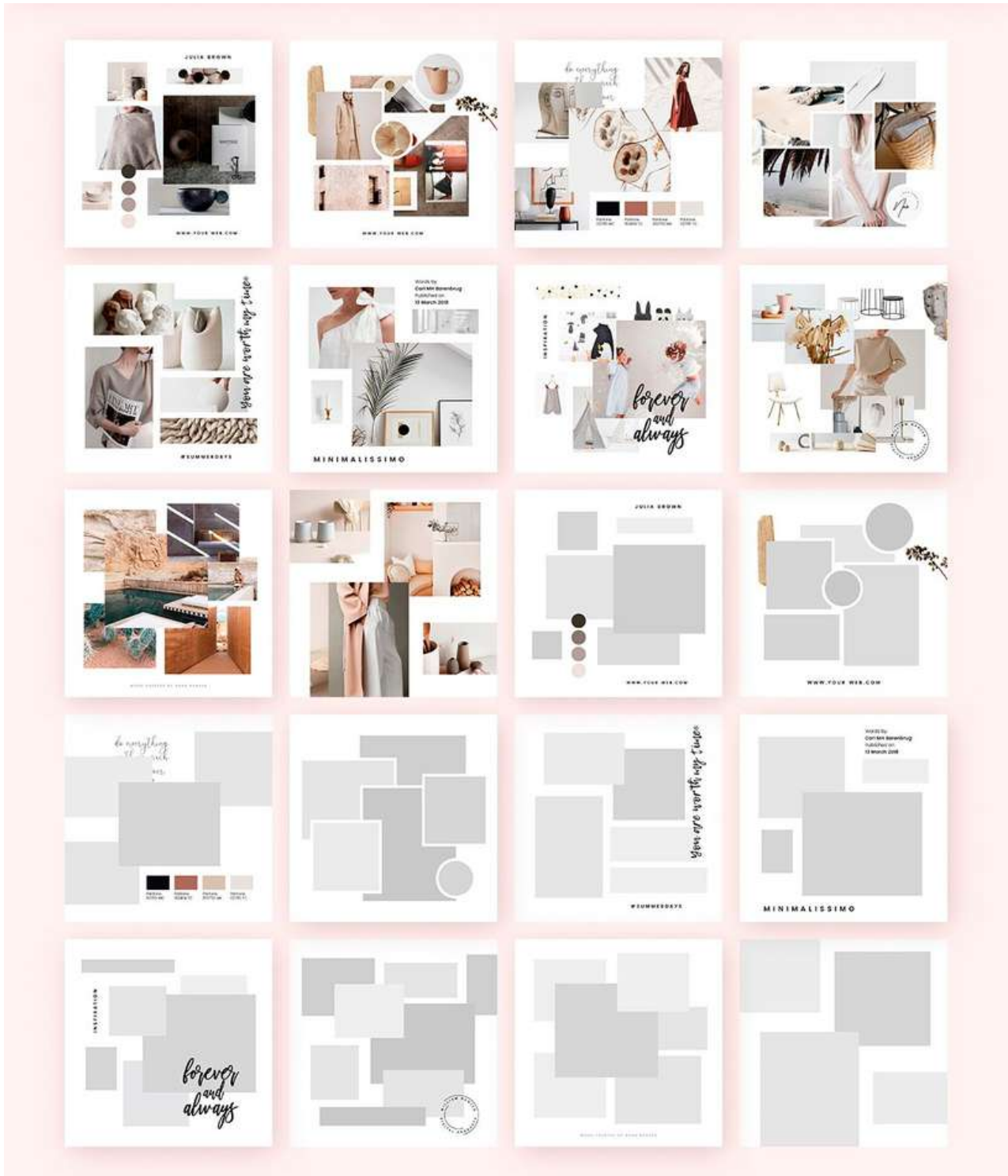
[Pinterest](#)

[Moodboard and Moodboard Lite](#)

[Sampleboard](#)

You can also choose to purchase mood board templates from [Creative Market](#).

The template below is from [William Hansen at Creative Market](#):



TO CREATE A PHYSICAL MOOD BOARD:

Use a foam board base and a stash of images and materials from magazines and catalogs.

Use your own photos or materials from a craft/art supply store and fabric store

As for colors, use Pantone chips or paint chips.

You may find glue, pins, washi tape, and scissors helpful.

Create a visual interpretation of all your focus work until now, and be ready to get stricken by massive inspiration. Start by reminding yourself of the three to five power keywords you chose for your brand.

With those words in mind, gather all types of materials - colors, images, fonts, illustrations, patterns, and any other items you feel like adding. Don't analyze too much as yet.

Now take a little break or even a day before returning to your work. This time you can start eliminating images and elements that don't seem right. Be bold and remove everything that does not speak to your heart. Look at the end result, and repeat the round of elimination, if needed, until you feel satisfied with the outcome.

Keep your mood board near, hanging it next to your desk. In the case of a digital mood board, you can save it as a screensaver while styling your brand.

Feel free to create a mood board for your website, product development, or any other creative project you are working on.

HOW TO CREATE A COLOR PALETTE

Colors can give us a certain feeling. Happy, energetic, flourishing, and creative; calm, balanced, and controlled; passionate, efficient, and self-confident; successful, determined, and grounded. Colors can bring out subconscious feelings.

While color can be a very personal, emotional choice, the principles of our color theory will help you make smarter and more objective choices that deliver your message precisely in the way you want it to happen.

As stated before, each of the above groups includes almost all colors; they are just in different tonalities.

Exceptions are black, snow-white, and fluorescent colors, which do not harmonize with any other group's tonalities but the fourth.

GROUP 1 - PLAYFUL

Live, vivid, and bright tints act as friendly, open, and energetic.

GROUP 2 - CALM

Understated, and elegant., pastel, muted, and cool tones act as calm,

GROUP 3 - EARTHY

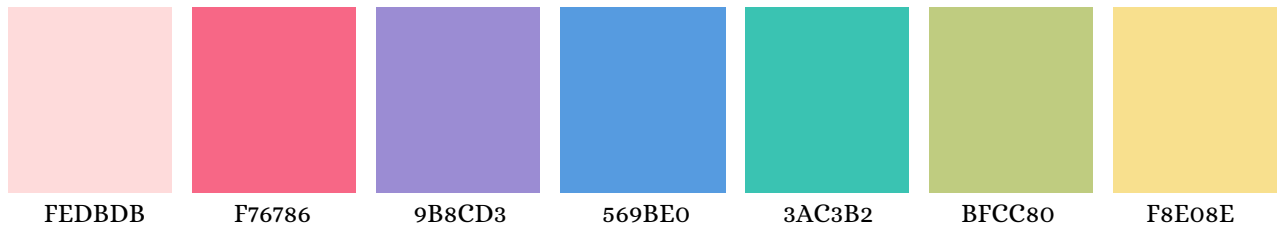
Intense, deep, and warm shades give you a sense of abundance, passion, and knowledge.

GROUP 4 - BOLD

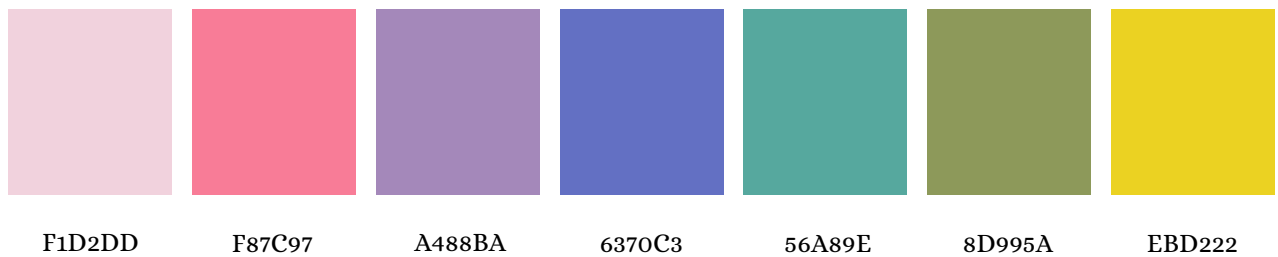
Clear, cold, and intense colors reflect our confidence, determination, and unfussiness.

INSPIRATIONAL PAlettes FOR THE FOUR PERSONALITIES

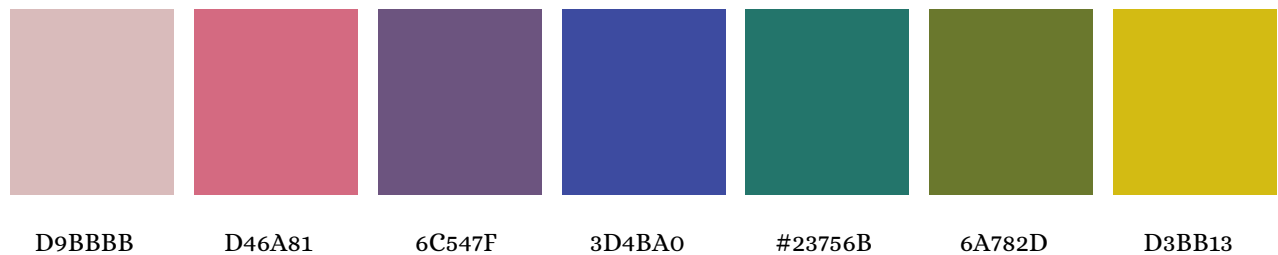
Group 1 - warm, bright, clear and light tints



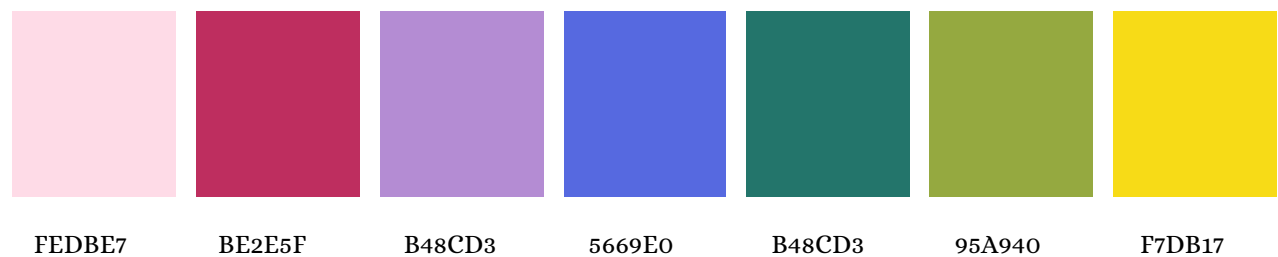
Group 2 - cool, delicate, understated tones



Group 3 - warm, muted, subtle, intense shades



Group 4 - cool, bold, clear and intense hues



THE RIGHT COLORS FOR YOUR BUSINESS

Turn back to your big goal and message and look through what's right for your business and its products-services.

Do you remember those 3-5 power keywords you chose for your branding? When selecting your brand colors, it is time to take those words into practice again,

If you have any shade cards available, then it will help. Start picking out the colors you have in your mind.

Avoid mixing tonalities that belong to various personality groups.

Perhaps you have decided to use only one single color, such as is done by bensasso.com? Or maybe you want to create a broad color selection of 10-20 - in any case, take your time, and have a good reason for every chosen color.

If your business does not belong to a group 4 personality but desires to use black, then find another color with a very dark tonality as a suitable alternative to coal black. These can be, for example, dark blue, dark gray, dark green, brown, and dark purple. When you have made your choices, test them – as your first step, try a black color card beside the other chosen colors for your palette. Now swap the black card with the dark alternatives – which one looks best?

P.S. Get inspired with these color palette generators:

[Coolors](#)

[Canva Color Palette Generator](#)

[Colormind](#)

[Pantone Connect](#)

STEP ONE

Pick the colors that look right for you. Choose as many colors as you want, and keep in mind the totality of your chosen personality group:

Group 1: bright, warm, and light.

Group 2: soft, pastel, calm and cool.

Group 3: intense, subtle, and warm.

Group 4: clear, crisp, and cool.

Use Pinterest for inspiration and research - enter one of your power keywords + color + palette and see what shows up. Maybe you pin a few favorite images to a dedicated board for later use. Repeat this process for all your keywords.

STEP TWO

Select the colors that do not seem to fit together with the rest of the chosen colors. Use the exclusion technique until you have reached a harmonious color palette. Fasten the final selection of color cards on a sheet of paper or enter them into your digital color palette.

STEP THREE

Create your digital color palette. If you used Pantone cards to create your original palette, you can quickly enter the Pantone system's corresponding color number and find it on your computer.

If you have used color cards from some paint brand, find the selected colors from the manufacturer's website and their color codes using a color picker tool in Adobe Photoshop or other similar programs.

Then, create a color palette template with [Canva](#), Adobe Photoshop, or Illustrator (or in some alternative software such as Blogstomp). Shape and size the template, so it is suitable to use as a color palette, and place the desired colors in it with the color codes you have.

STEP FOUR

Within your color palette, you will need the following:

- 2 core colors,
- 2 action colors
- 2 grounding colors.

The core colors can be your brand colors, the darker colors in your palette, or the colors from your logo, photos, etc.

The action colors will provide a little "pop" to highlight essential items and can be used for buttons and CTAs. These colors can be brighter or bolder, so they command a little more attention across all the colors when grouped together.

The grounding colors are less prominent and could vary from the two core colors you selected. These colors will provide excellent background solutions and offer some color to balance your design.



Picking the right colors for your brand's color palette is not easy and can seem quite overwhelming. You may feel that you have to take into consideration too many theories all at once:

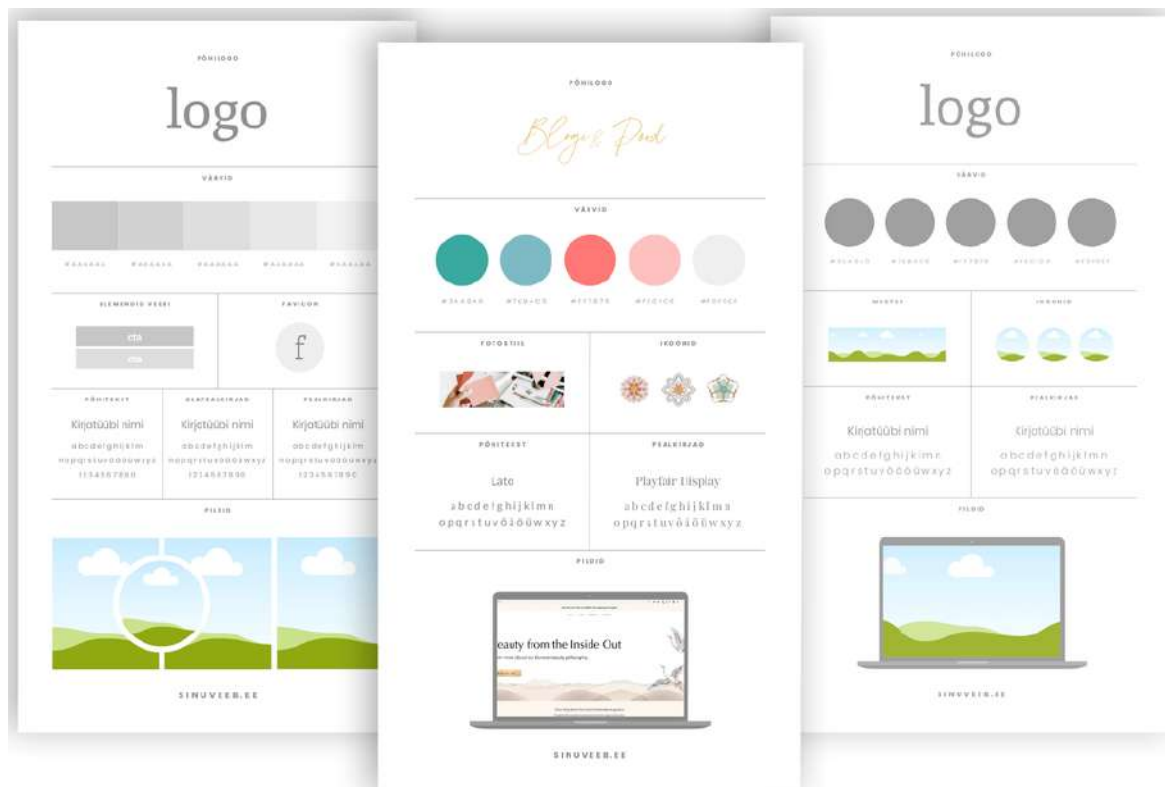
- Psychology of color
- Why different colors work better for different topics
- Evoke specific feelings - the meaning of color

Most designers focus on the color wheel and consider what colors should go together - using the rules of primary, secondary, and tertiary colors. And here, we are focusing on tints, tones, and shades. That's a lot to handle.

But you should know that to truly connect with your brand and attract the right kind of customers, you'll need to consider your brand's voice and personal style and preferences.

All of the above play a vital part in how color impacts a brand. Just to make things less complicated, we are focusing most on how tints, tones, and shades work with our four personalities and take it as a starting point. This book is helping you create your color palette with confidence in knowing that you are selecting a great set of colors that can be adjusted as you continue to define your brand identity.

You can purchase a ready-made color palette template from [Creative Market brand board selection](#).



HOW TO CREATE YOUR BRAND BOARD

Now it is time to implement what you have learned and created so far and put them together, creating a beautiful and cohesive brand board.

Brand boards show the client every element of their visual brand in one neat document. They're essential because they help convey a brand's values, attributes, and personality in one glance.

When you've designed graphics, prints, or anything else for your business (or for your clients), it is helpful to look at the brand board and check that what you've designed is in line with the colors, fonts, graphics, and overall identity that is on the board.

Canva Brand sheets by [Imagination Area on CreativeMarket](#)



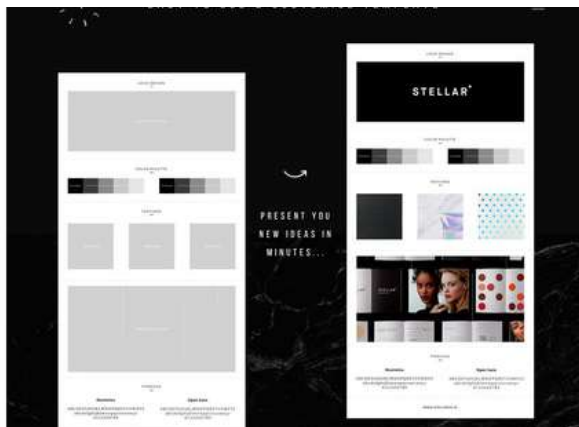
BRAND BOARD EXAMPLES

A playful-looking brand board template from Creative Market by Katie Harp Creative. The sample image expresses group 1 personality.



This brand board template is from Creative Market by Pretty Bloom Designs. Right now, it looks like a group 2 personality branding board.

I chose this brand board template from Creative Market by AndrewPixel for personality 3 - as it expresses earthiness, nature, and subtleness.



A brand board template from Creative Market by William Hansen. The sample image has a minimalistic feel and certain coolness about it.

SUMMARY

From an photography business branding perspective, this book aims to enhance your understanding of how colors, shapes, typefaces, and photographic styles can influence the subconscious minds of your target audience, ultimately impacting your business's success.

While this book doesn't provide specific visuals for your business, it emphasizes the importance of aligning visual elements with your brand identity. It highlights that even though exceptional products may not guarantee sales success, a well-crafted visual design can be rendered useless if the product fails to meet the expected quality. It's crucial to ensure that your product packaging and marketing identity accurately represent the reality of your offerings to avoid any negative backlash.

To fully benefit from this book, it is recommended to revisit the material and answer the questions provided, taking into account how the theories and principles apply not only to your business but also to other aspects of your life, including your personal style, home decor, garden, and overall environment.

Wishing you an abundance of beautiful results as you apply these insights to your
Et

**“In nature, light creates
the color. In the picture,
color creates the light.” –
Hans Hofmann**

HELPFUL TOOLS

CANVA

[Colors](#)

[Canva Color Palette Generator](#)

[Colormind](#)

[Colorhunt](#)

[MyColorSpace](#)

[Pinterest](#)

[Moodboard and Moodboard Lite](#)

[Sampleboard](#)

[Adobe Color](#)



COLORS

[schemecolor.com](#)

[maketintsandshades.com](#)

CREATIVE MARKET

Brand boards

Mood boards

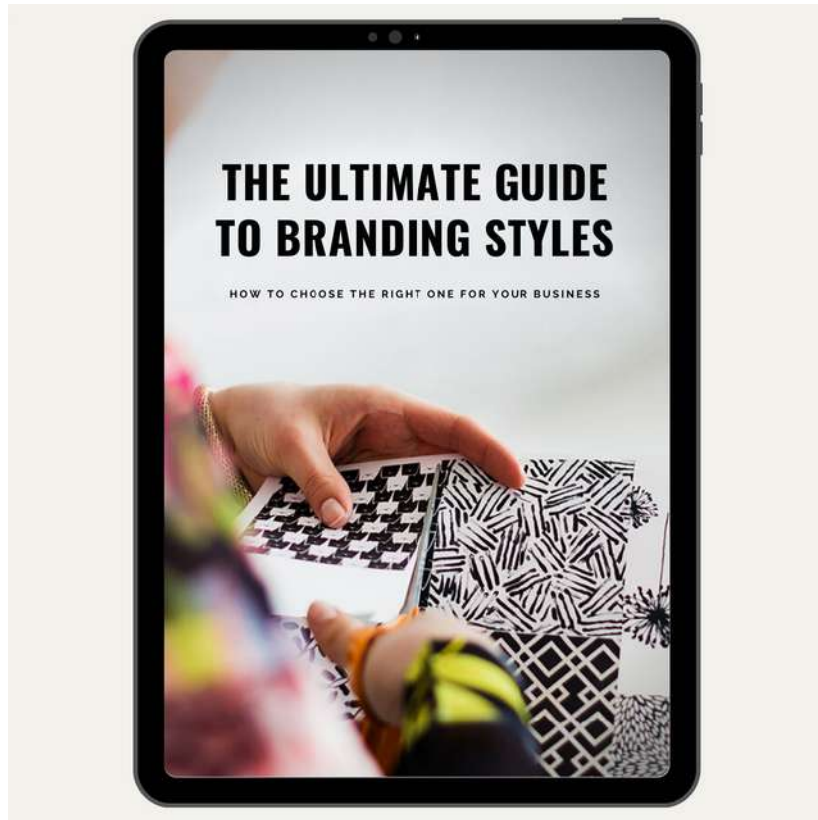
Logo templates

Fonts and typefaces

Illustrations

Patterns





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