



HEADSHOT AND BRANDING CONSIDERATIONS

How do I prepare for my headshots or corporate branding session?

Headshots and corporate branding is selling your company and product. These images may include close-up shots (for headshots) and positioning of negative space (blank areas) to allow for incorporating messaging and logos (depending on your needs and marketing approach).

Headshots are pretty straightforward: Close-up, ¾ shot, full length (as needed/desired). The goal is to present your image in the best light for your needs, whether it be your website, brochures, or other marketing materials.

Corporate Branding shots are about capturing you and your business. I will work to provide a variety of shots that can be used in multiple ways to help you sell or market your business. Corporate branding will also include on-site shots (at your business site or incorporating your product line) and may include your clients.

The following will help you prepare for your headshot and/or corporate branding session(s). Corporate branding might require multiple sessions in order to capture all of the images you might want.

- **Headshots**

- Be well-rested. You will look your best when well-rested.
- Be well-groomed. I will be zooming in with the camera!
 - If you wear makeup, the makeup should enhance the look you are trying to achieve. It should not distract from your messaging, your company, or you.
 - For men, shave/“manscape” in time for your skin to be its normal tone. Look in the mirror and cleanup nose and ear hairs. Groom eyebrows as needed.
 - Style your hair for your best look. I recommend any haircuts be done a week prior to the session to allow for the cut to settle.
 - Jewelry: Just like makeup, jewelry should enhance the look you are trying to achieve, not distract from your messaging, your company, or you.

- Dress for Success. Headshots are used to represent your professional self. Pick appropriate clothing. Wear solid colors for best results. Avoid clothes with busy patterns, large lines, bold stripes, or distracting “non-business” logos. Solid colors and materials with texture work best to add visual interest without being overwhelming.
 - Logos: Smartly using your business logo will maximize impact. Professionals with the ability to display your business logo on your attire should be used and brought to the session.
 - All outfits should be either ironed or steamed to reduce wrinkles. Wrinkles are very noticeable on camera!
 - Collars should be crisp, clean, and well-fitted
 - Choose clothing colors that compliment your skin tone and eye color. Avoid white, yellow, red, and bright orange that impact your skin tones. Earth tones or softer jewel tones (aqua, maroon, blue, emerald, plum) to best flatter your eyes.
 - If not wearing a jacket with a shirt, long sleeves are preferred to avoid the distraction of your skin above the elbow with short sleeves or sleeveless tops.
 - If your business involves body art, then dress to show that off.
 - If you normally wear glasses, feel free to wear them in the photo. While there is sometimes a glare, I can usually eliminate or greatly reduce it.
 - Bottom line: Bring multiple clothing options to maximize the number of images provided and for different looks.
- **Corporate Branding**
 - Corporate branding sessions will normally include a series of headshots; please review all of the headshot guidance above.
 - Focus will be on your brand, so logos and props are essential to market your brand
 - 2/3rd and 3/4 shots will be provided (as desired) to hopefully capture attire with your logo or business attire.
 - I will work to incorporate props that speak to your business
 - While I discuss dressing for success for headshots, this takes on a different focus for your corporate branding. Every image should speak to your business. If you are a heavily stylistic hair stylist focusing on grit or punk, a shot in bright lighting and pastel colors will be a mismatch!
 - Corporate branding sessions require more discussion and prep to ensure that I match and capture the vibe of your business and speak to your clients.

- Corporate branding is all about matching you to your clients.
- A complete corporate branding portfolio will include a number of business/environment/product shots for your marketing materials.
 - We will discuss having clients available at your business location to capture those shots.
 - Model releases will be needed for all people that I shoot for your business. I will provide the forms needed for this.
- Do your best to think through how you will want to use these images, not only for today, but for moving your business into the future!
 - Composition is key in order to provide the negative space needed to overlay text and other images for various marketing use.
 - We will discuss this at length prior to our session(s).
- Finally, look around the internet and see what images and marketing speaks to you and your business.
 - Look/consider how you stand out from the crowd. We need to focus on how you are different or better.