

# PHOTOGRAPHY BRANDING GUIDE WORKSHEET

**Tip:** Before filling out this worksheet, dedicate some time toward looking through brand photography and recognize what you do and don't like. Take note of brands that you think have really strong branding photography and what your competitors are doing.

## CHOOSE A PHOTOGRAPHY STYLE:

- Dark and moody
- Bright and airy
- Vibrant and bold
- Retro/vintage
- Other: \_\_\_\_\_

## WHAT ARE 1-3 COLORS THAT YOU CAN CONSISTENTLY INCORPORATE INTO YOUR PHOTOS?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## WHAT SHOULD PEOPLE LEARN ABOUT YOUR BRAND THROUGH YOUR PHOTOGRAPHY?

(Example: That you are modern and pushing limits, happy and uplifting, minimalistic and simple, etc.)

---

---

---

---

## STYLED OR LIFESTYLE PHOTOGRAPHY?

- Styled (Example: flat lay of product on marble counter)
- Lifestyle (Example: portrait with product in hand, candid, etc.)

## ARE THERE ANY FILTERS OR PRESETS THAT YOU USE ON YOUR IMAGES?

---

---

**IF APPLICABLE, DOES YOUR LOGO (OR OTHER ASPECT OF PACKAGING) NEED TO BE CLEAR AND VISIBLE IN ALL IMAGES?**

- Yes
- No

**WHAT ARE SOME PHOTOGRAPHY DO'S?**

(Examples: subject centered, harsh shadows, lot's of white space, etc.)

---

---

---

---

**WHAT ARE SOME PHOTOTGRAPHY DON'TS?**

Keep in mind, these are not necessarily BAD things in photography, they are just things that are not consistent with your brands specific look.  
(Examples: certain angles, certain color, artificial/studio lighting, etc.)

---

---

---

---

**WILL YOU USE USER GENERATED CONTENT IN ANY MARKETING MATERIALS?**

- Yes
- No

**IF YES, WHAT OTHER RULES MAY NEED TO BE ESTABLISHED?**

(No competitor products in images, minimum image dimension requirements, etc.)

---

---

---

---