

Brand photography
INFORMATION PACK





Welcome



Why's everyone making a big deal out of this whole "brand" thing?"

The most valuable asset in your business is you and your story.

A brand shoot is a wonderful way to visually tell this story and communicate your values to potential clients.

A brand photoshoot will help you discover your brand's vision and beautifully capture this via images of you and your service or products, as well as behind-the-scenes photos that give a fascinating glimpse of your working processes.

So why do I need brand images? ...

Before buying from your business, your ideal client wants to find out about you and why your product or service is the best fit for their needs. Having a tailored set of images that showcases you, your values and the emotion behind your brand is invaluable for helping to make this connection, effortlessly conveying exactly what you do and why you do it so well.



So why do I need brand images? continued...

Whether you're refreshing your brand, taking your business to the next level or just starting out, a shoot is a fantastic opportunity to step back and see your brand through my eyes and lens, increasing your confidence and self-worth. At the end of your brand shoot, you'll have a set of bespoke photographs you can use for your website, social media, newsletter and other marketing materials. And not just Insta-worthy or cliched shots, but ones that authentically tell the world your unique story.






Hello, I'm Nicky...

I'm brand photographer from Bristol, With over two decades of experience as a pro photographer. I take pride in capturing stunning images that empower and elevate female-led businesses and brands. Based in the vibrant city of Bristol, I'm passionate about using my skills to produce beautiful visual content.

My branding images have a fresh, natural and relaxed style, using a mix of styled shots and location work.

Here's a little about me...

- I live with my husband and two children
- I'm fuelled by proper coffee and would love to learn how to create coffee art!
- I believe the best time to run is on a late summer's evening in that beautiful golden light, and love taking in those sunsets pottering around in my garden too.
- A keen gardener who's still finding her feet, I can often be found wandering round a garden centre on a weekend and tend not leave without buying a plant or two!



*"Figure out who you
are and be it on
purpose"*

Dolly Parton

Happy Clients

These are absolutely wonderful!
You have captured the essence of my Sanctuary and all that I do and am!

Lisa

A Mothers
awakening Journey

IT WAS AN ABSOLUTE PLEASURE TO WORK WITH NICOLA, HER ORGANISATION AND ATTENTION TO DETAIL ARE FANTASTIC. SHE TRULY CARES ABOUT EVERY CLIENT SHE WORKS WITH AND SHOWS THIS THROUGH THE PLANNING AND PASSION SHE PUTS INTO HER BRANDING SHOOTS.

Bethany,

Awen Coaching

From start to finish, working with Nicola has been incredible. From the initial conversation and her brilliant vision boards to the shoot and the follow up - I cannot recommend her enough.

CJ

Vibing Social

OMG!!! I AM ABSOLUTELY BLOWN AWAY WITH THE PHOTOS!!! THEY ARE ALL AMAZING AND I CANNOT BELIEVE THAT I HAVE ENJOYED LOOKING AT PHOTOS OF MYSELF. YOU HAVE DONE THE MOST INCREDIBLE JOB AND I LOVE HOW THEY LOOK!!

Lucy S

Develerate

Nicky had a way of putting me at ease so the photos come back feeling really natural and not at all feeling staged.

Lucie,

Lucie Gray Creative

Investing in the subscription service has been one of the best investments for my biz this year & helped me become 'visible' not only in my business, but as a middle aged woman who only had pics of her kids on her phone.

Vanessa



My process

Step 1

The first step to creating unique brand images is to book a free 20 mins discovery call!. We'll chat about your business and what is needed from your brand shoot. It's also a great opportunity to see if we're the right fit! It's so important to choose a photographer who you feel gets you and your business and vice versa.

Step 2

If you decide I'm the right photographer for you, our next step is to design your shoot. I'll send you a brand blast work book, so I can find out more about you and your business, enabling us to then develop your shoot brief together. From here we'll book in a 45 min planning session on zoom. During the call, we'll go through all the elements of the shoot from locations, to props to clothing. I'll then put together your shoot schedule, which is sent through as a pdf for you to refer to when getting ready for the shoot.



Step 3

Shoot day! Time to have fun and capture your images. If the weather isn't as planned, we'll have a back up plan in place if your shoot features outdoor locations.

Step 4

Once the brand session is complete, I'll sit down and work my magic, carefully selecting and editing the images . Keep an eye out for a sneak peek! My target is to have the images polished and delivered to you within 2-3 weeks of your shoot date.

Locations

During our planning session we'll discuss photoshoot locations. This could be your office, workspace or another locally sourced location. Choosing the right location with the right vibe and great light is key!



Styling

Essentials for a Brand Photoshoot: Props and Clothing

Tips for Choosing Clothing & props that reflects Your Style and Brand:

Selecting clothing that makes you feel comfortable is crucial. If you are not at ease this will be evident. So, whether you prefer bold colours or a neutral palette, choose clothes and accessories that reflect you and your personality. You can add some variety by including textures, jewellery, or even a favourite hat.

Props such as brand-coloured stationery, a favourite mug, plants, books, or everyday work items are also excellent options to consider using.

If you're anxious about getting your photo taken, which is common, holding an item or wearing clothing with pockets will give you something to do with your hands and make you feel more relaxed and natural.

During your planning session, we'll discuss all the necessary details to ensure you're fully prepared for the big day. This will help calm any nerves you may have.





Price list 2024

BRAND PHOTOGRAPHY

Half-day brand shoot (3 hours shoot time)..... from £695

One Hour refresher shoot (1 hours shoot)..... from £415

All collections can be customized to meet your specific needs. The prices provided serve as a general reference to my fees, and each shoot will be curated based on the unique requirements of the client.

Price list 2024

SUBSCRIPTIONS

Yearly subscriptions from £1200

Ongoing collaboration from £95 per month

The Subscription service is a great option if you are a business that requires images updated regularly, or require seasonal content.

For more details on my Yearly subscription collections, please do contact the studio to book a discovery call, so we can find a collection that fits your needs.



What's included

PRE-SHOOT PLANNING

In-depth pre-planning session

SHOOT BRIEF

Together we'll design the brief for your shoot. This includes, locations, props, clothing and a detailed shot list.

PHOTO SHOOT

A bespoke shoot where we capture your brand story!

EDITING

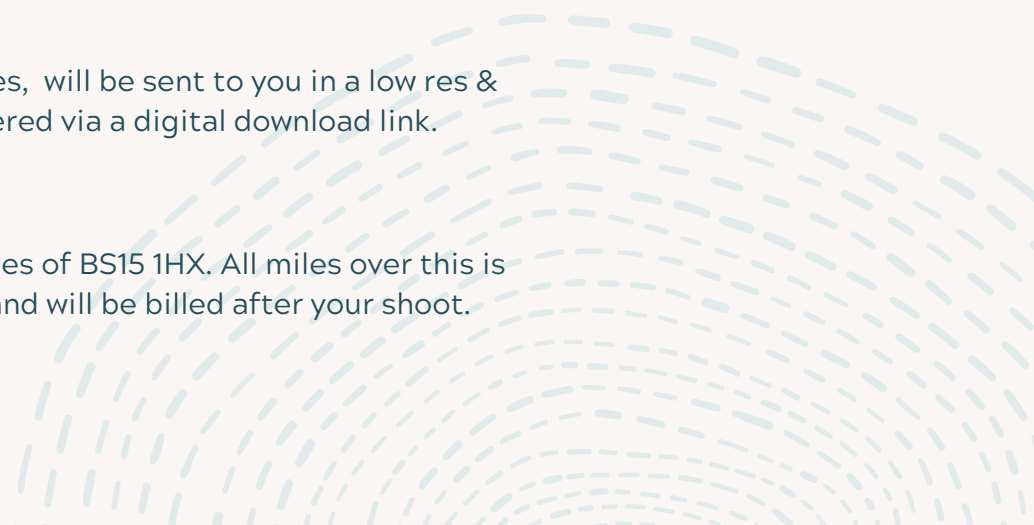
All editing is done in-house. The images are colour calibrated and edited in lightroom. Price includes basic retouching. Turn around takes between 2-3 weeks. If you require a faster turnaround I can offer a faster turn around for an additional fee.

GALLERY OF IMAGES

When ready, your edited images, will be sent to you in a low res & high res formats and are delivered via a digital download link.

TRAVEL

Travel is included within 20 miles of BS15 1HX. All miles over this is charged at 45 pence per mile and will be billed after your shoot.



Bespoke

Do you have a project that doesn't quite fit into my standard services? Don't hesitate to give me a call, and we can discuss the idea in more detail.



Am I the right fit for you?

TO SCHEDULE A DISCOVERY CALL, PLEASE FEEL FREE TO SEND ME A MESSAGE.

Email: nicolajanephoto@gmail.com

Tel: 07966450384

W: www.nicolajanephotography.co.uk

Book a discovery call: <https://online.lightbluesoftware.com/client-portal/njphoto/bookings/2A513E0F2372375F56ACD678EB3DD8E5.php>