PORTRAITS

VOLUME 1

4 STEPS TO SUCCESS

TYPES OF SHOTS
COLOR CHART
SAMPLE IMAGES

Is my office space BIG enough?

COMPANY PORTRAITS:
why consistency matters

Staying within brand guidlines

PLUS:

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PROFESSIONAL PORTRAITS

ROADMAP TO SUCCESS

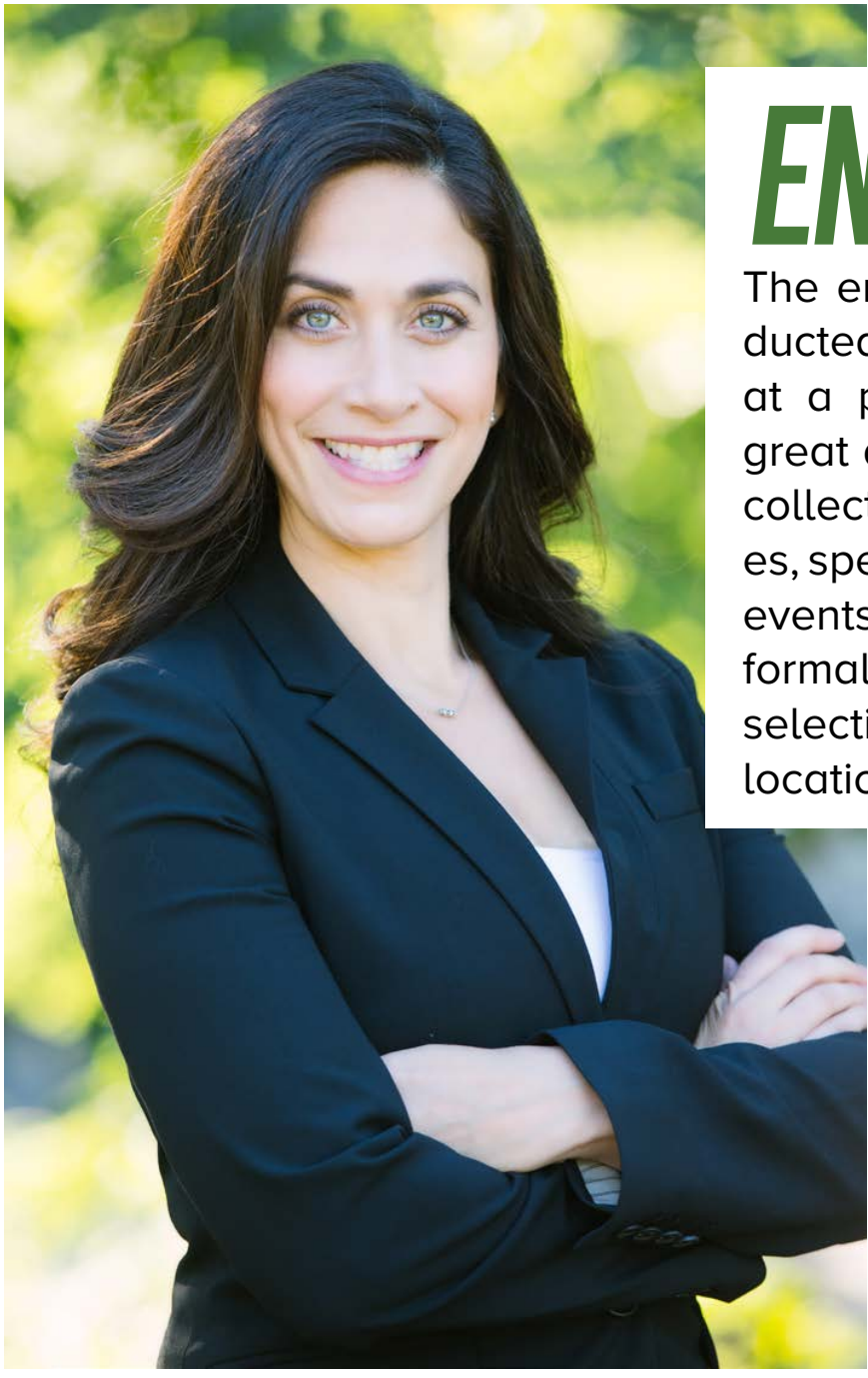
PRE-PRODUCTION

1 IDENTIFY YOUR NEEDS

The first step is identifying all of the needs you have for the portait, and determining if one shot will cover all the bases. Sometimes, a portrait that's appropriate for the website, doesn't quite fit for a press release or speaking engagement. Sometimes it's simply nice to have various images for different ocassions. Very often, in portrait sessions, we shoot a variety of shots to cover all of these needs. Gather a list of all the areas where you will potentially need a professional portrait (company website, LinkedIn, networking affililations, press releases, speaking engagements, marketing material, award ceremonies..etc) and then move onto step two.

2. CHOOSE YOUR SHOT

Once you have that list defined, then it's time to choose the type of shot you want or need for each outlet. The most common types of professional portraits are environmental, studio, office, team, and action. Each of these types of shots help to shape the look and feel of the portrait, convey a different message, and serve different needs. With enough time scheduled, we can do a combination of each of these shots, if needed. See below for a brief description of each shot.



ENVIRONMENTAL

The environmental portrait is usually conducted outside the place of business, or at a particularly relevant location. It's a great addition to your professional portrait collection and is often used for press releases, speaking engagements, and networking events, as they can tend to feel a bit less formal. The main things to consider when selecting an environmental portrait is the location, time of day and background. Each of these shape the feeling of the image, as the natural lighting becomes a factor in the image. Do you want something dark and intriguing, or more bright and inviting? Let us know your vision and end use for the image and we'll source the perfect shoot location.

STUDIO

The studio portrait is the most classic type of business portrait. Professional lighting is used to finely shape and control the image and ensure your best self is captured. The studio shot can be conducted either in our studio, or your office location. We have worked in a wide variety of spaces and have different portrait setups for just about any size space. We are fully insured to work in any commercial space and only need a minimal footprint to operate. The main things to consider when selecting a studio shot is the color of the background, the width of the shot (full body, half, or chest up), and whether you would like hair and make-up services. See section four below for color background options.

OFFICE

The office shot is a similar approach to the studio shoot, but integrates an element of your working environment into the image, instead of a plain backdrop. The office shot brings the viewer into your world a bit, and can help integrate some corporate or personal branding into your image. Maybe there's an interesting design element in your space, a certain energy you want to capture, a view, a texture, a body of work, or a unique working

space that you would like to include into your portrait. The office shot is commonly used for editorial and press needs as it can help to visually support a featured story.

TEAM

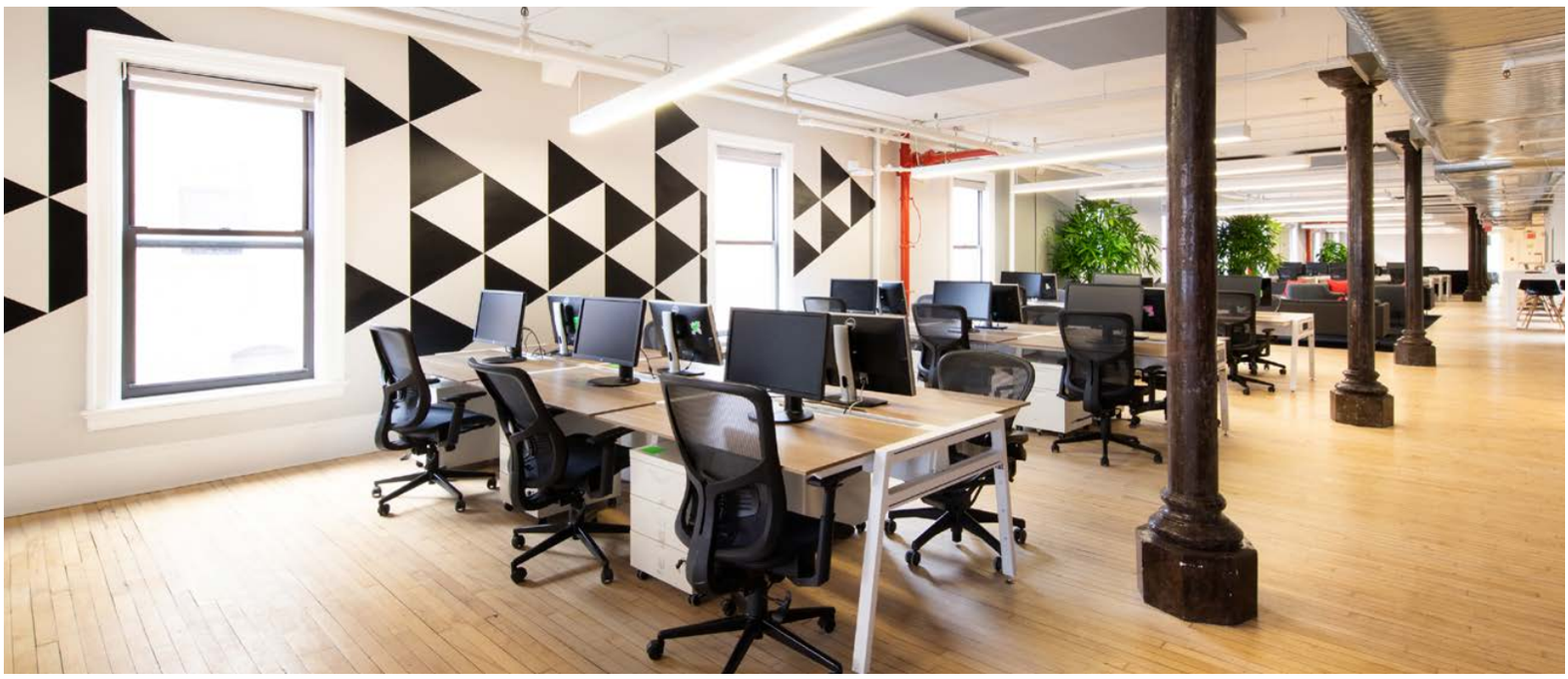
The team shot is a great way to highlight the culture, teamwork, solidarity, and diversity of your company, small business or start-up. We can take a similar approach to any of the above shots to make sure the aesthetic stays within brand guidelines.

ACTION

The action portrait captures you in your element, and helps portray a sense of story. Whether it's in the office space, at a business meeting, a job site, or in the field, the action shot is a great way to showcase your skill set in action and integrate another level of storytelling into your image.

3. LOCATION SCOUT

The location scout is an easy way to ensure a smooth and sucesfsul shoot day. If we're shooting at your office location, we can either do a quick in-person or virtual scout. Ideally, we're looking for a working space of 5-7 feet in width, 7 feet in height, and 10 feet in depth, but we can accommodate to smaller spaces. The space should be semi-private to allow each of the subjects to feel comfortable. For location shoots, the scout allows us to find a variety of location options, so we can maximize our time the day of the shoot and have a seamless experience.



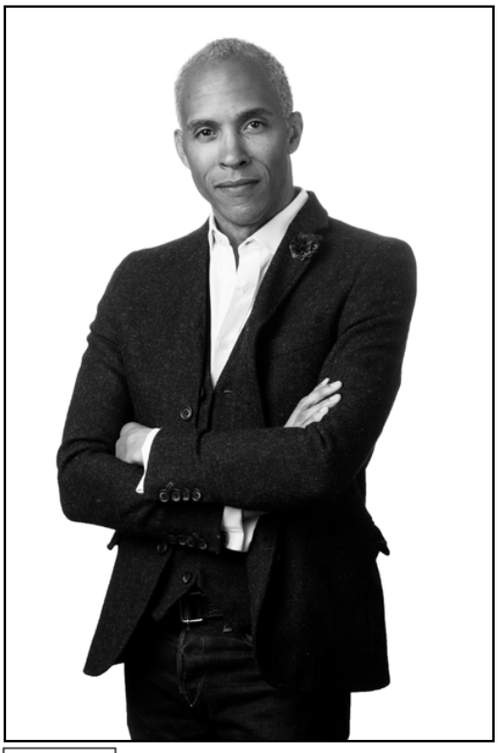
4. CHOOSE BACKGROUND

If choosing a traditional studio portrait, with a paper backgound, you have the option to select a color, or a variety of colors. The most commonly used colors, for corporate portraits, are white, grey and black, but adding a color can help integrate company branding and give your image an eye-popping effect. The color chart below represents the most commonly used backdrop colors. All of these colors can be refined during the shoot, with lighting techniques, and also in post production, if your trying to match a specific hue. Selecting multiple colors is a fun way to integrate different outfits, and build an arsenal of images. See the color chart below, along with specfic shoot examples.

1 SUPER WHITE	66 PURE WHITE	50 WHITE	79 ALMOND	76 MOCHA	3 CORAL	93 LEMONADE	29 ORCHID	41 BLUE MIST	2 SKY BLUE	83 TURQUOISE	40 MINT GREEN
12 STUDIO GRAY	51 BONE	19 EGG NOG	25 BEIGE	53 PECAN	37 TULIP	38 CANARY	91 PLUM	47 BABY BLUE	30 GULF BLUE	68 TEAL	46 TECH GREEN
57 GRAY TINT	61 TV GRAY	60 FOCUS GRAY	17 SIENNA	67 RUBY	92 FLAMINGO	4 SAND	62 PURPLE	75 TRUE BLUE	58 STUDIO BLUE	5 ULTRAMARINE	23 SEA GREEN
9 STONE GRAY	70 STORM GRAY	56 FASHION GRAY	80 COCOA	81 RUSTIC	82 TANGELO	71 DEEP YELLOW	43 MARMALADE	31 BLUE JAY	64 BLUE JEAN	18 EVERGREEN	34 OLIVE GREEN
20 BLACK	27 THUNDER GRAY	74 SMOKE GRAY	16 CHESTNUT	6 CRIMSON	8 PRIMARY RED	24 ORANGE					

56 FASHION GRAY

20 BLACK



1 SUPER WHITE

38 CANARY

82 TANGELO

58 STUDIO BLUE

91 PLUM

46 TECH GREEN

9 STONE GRAY

* Color Modified in Post Production

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