

THE
BRANDING
babe

the
BRAND VISUAL
blueprint



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hey, babe HERE'S THE DEAL

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THE BRANDING
babe

YOUR BRAND'S VISUAL IDENTITY IS THE KEY TO YOUR SUCCESS

Have you ever judged a book by its cover? The truth is that we are psychologically programmed to be drawn to what appeals to the eye. Your brand's visual identity is the first impression you will have on clients & customers.

That's why you need visuals that translate your mission, represent your personality, and set you apart from competitors. Follow my blueprint for brand visuals, and you'll be one step closer to building the brand of your dreams.

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Essential Elements OF YOUR BRAND'S VISUAL IDENTITY

A POWERFUL COLOR PALETTE

A strong palette will use color psychology to appeal to your audience and set the mood for your visuals.

FABULOUS FONTS

A cleverly chosen font library will help you to send the right message to potential clients. Try using a maximum of three fonts to keep things simple: a header, sub-header, and body font.

AN INTELLIGENT LOGO & SUBMARKS

A series of symbols or typographic designs to identify your products & services. Your logo & submarks should be unique to your business and set you apart from your competitors.

PERSONALITY-DRIVEN PHOTOS & VIDEO

Photos help tell your story and put a human face to your brand. A good image will make your brand feel relatable and create intimacy with your audience.

Strong Personal Brand

PHOTOGRAPHY CHECKLIST

Brand photography elevates your business not only by making you look more professional, but by allowing you to connect to your audience on a deeper, more personal level.

Here are the different types of images you should be creating and utilizing to grow your brand.

- **HEADSHOT** – A quality photo of you smiling at the camera! Traditionally, headshots focus on your face and are taken from the waist up.
- **LIFESTYLE** – Show off your personality! What does your day-to-day life look like? Capture it!
- **INSPIRATION** – Grab photos of what inspires you (a location, resource, books, magazines, a person, etc.)
- **WORKSPACE** – Your audience wants to see WHERE the action happens! Your desk, your bed, your couch, a full office space... anything goes!
- **CREATIVE PROCESS** – HOW do you get your work done? This can be a photo of you on your computer, writing ideas on a whiteboard, organizing materials, etc.
- **PROPS** – Show off some fun props! Cozy slippers, gift boxes, mugs with funny quotes, etc.
- **TOOLS OF YOUR TRADE** – What are your go-to supplies? A planner, writing/drawing utensils, makeup brushes, etc.
- **PRODUCTS** – Show us what you sell! Packaging & all. If you offer a service, get photos of happy clients instead.
- **UNIQUENESS** – What makes you different and interesting? Do you love to hula hoop? Collect graphic tees? Have a hidden talent? Share it with your tribe!
- **SEASONAL** – Snap new photos at the start of the season to stay relevant all year long (Tanning by the pool for summer photos, Christmas tree decorating for winter, etc.)

If you want to... DO IT YOURSELF

DESIGN YOUR LOGO, SUBMARKS & GRAPHICS SUITE



Purchase an [Adobe Cloud](#) subscription and use Illustrator to create your own logo, submarks and more. OR purchase a premium subscription to [Canva](#), and use their templates as a starting point to build out your design suite. Find tutorials on Youtube for guidance, or hire a strategist ([like me!](#)) to show you the ropes when it comes to using design software.

TAKE BRAND PHOTOS THAT LOOK PROFESSIONAL

Invest in a high-quality [DSLR camera](#) or [attachable lenses](#) for your smart phone. If you can, find a friend willing to swap photos with you on a regular basis (you take some photos for their brand, and they take some for you!). You can also take selfies using your camera's self timer (or remote trigger) with a tripod for stabilization.



If you want to... OUTSOURCE VISUALS

HIRE A BRAND DESIGNER OR DESIGN AGENCY

An experienced brand designer or design team will be able to translate your passion & purpose into visuals your ideal audience won't be able to resist. My brand identity & website was designed by the ladies at [Peanut Butter Creative](#).

HIRE A PROFESSIONAL BRAND PHOTOGRAPHER

A professional brand photographer will help you to develop an overall strategy for your photographic content in addition to capturing images that make your brand shine. Their artistic eye & technical prowess will take your content to the next level! [The Branding Babe](#) is based in Washington D.C., but will travel to serve you & your brand!





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