

Branding Photoshoot Checklist

Business Name

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1 Define your brand Identity

- Define your brands Values & Mission
- Define your visual brand identity

2 Establish your goals

- Define objectives you want to achieve from the branding shoot
eg. updating website imagery

3 Select your Photographer

- Research portfolios and reviews of photographers
- Choose a photographer and discuss project scope and timeline.

4 Develop a shot list

- Consult your photographer & designer on images required
- Outline the specific images you need to capture

5 Choose locations

- Decide on appropriate locations that reflect you brand identity
- Respond to questions and engage in conversations.

6 Consider the Environment

- Discuss lighting preferences with photographer
- Choose optimal time for photo shoot

7 Organise your wardrobe and props

- Plan your outfits, does it work with your brand?
- Gather props that align with your brand

8 Communicate brand guidelines

- Share your brand guidelines with your Photographer
- Share any specific requirements with your Photographer

9 Arrange Logistics

- Work with photographer to schedule the shoot date and time
- If required, organise any permits required for the shoot location.

10 Prepare products and materials

- Ensure products are ready for shoot if applicable
- Ensure promotional/relevant materials are organised for the shoot

11 Plan for post production

- Discuss editing preferences and timeline for editing with photographer
- Discuss timelines receiving final images with photographer

12 Selections of images

- Once shoot completed, review and choose images with final editings



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