

# M<sup>C</sup>GLENCHY C<sup>O</sup>

• PHOTOGRAPHY •

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## HOW TO BRAND MYSELF AS A PHOTOGRAPHER!

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- What is the name of my photography business?  
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- Pick 5-10 adjectives that define my photographic style.  
*(Go back through some of the comments on your most engaged with Instagram posts, note down what the main comments have been; make note of their tone and the adjectives they have used too.)*  
.....
- Imagine MY photographic style as a person, what typefaces (fonts) do I think would suit that person?  
.....
- What typographic style fits my *photographic style*?
  - ROMANTIC PHOTOGRAPHY  
*romantic, whimsical and more fun in style, typefaces (fancy designer-speak for fonts) such as handwritten or script styles.*
  - TRADITIONAL PHOTOGRAPHY  
*traditional landscape or lifestyle kind of vibe, tradition serif typefaces are more suited to your photography.*
  - MODERN PHOTOGRAPHY  
*more clean and crisp interiors, modern architecture, product photography, or corporate environments, modern typefaces such as sans serif typefaces are more suited to your photography.*
  - ADVENTUROUS PHOTOGRAPHY  
*more brave, at the cutting edge (technically), do you travel near and far, to remote and rugged corners of the earth?*
- Keep my choice in check by asking myself the following questions
  1. Is this a design that *represents my work* and also *appeals to the right people* I would like to seek out as customers and clients?
  2. Is this the kind of design that *builds trust* with potential customers?
  3. Is this a design that could work with the *expansion of my business*, as my *photographic repertoire expands over time*.