

STEPH McGLENCHY PHOTOGRAPHY

HOW TO BRAND MYSELF AS A PHOTOGRAPHER!

○ 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.)

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○ Imagine MY photographic style as a person, what typefaces (fonts) do I think would suit that person?

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○ 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*?