Branding Photoshoot Checklist

Business Name _____   _ _ / _ _ / _ _ _ _

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