Branding

What is branding, and why is it vital for photographers to establish a brand for themselves? Essentially, branding has two purposes: to differentiate yourself from others, and to communicate to your market who you are as a professional. In this section, we offer some tips to help you best represent yourself.

Examples of good branding

- Tiree Dawson: http://www.tireedawson.co.uk/
- Will Nicholls: http://www.willnicholls.co.uk/
- Martin Hobby: http://www.martinhobby.co.uk/
- Kel Murphy: http://www.kelmurphyphotography.com/
- Laura Tillinghast: http://lauratillinghast.com/
- Williams Studio: http://williamsstudio.com/

Top Tips

1. Building a unique and professional logo

Creating a logo is a good place to start in the branding process. Designing a logo can be an exciting yet daunting process, so it may be wise to seek help from a professional designer. You can create a single logo or a series of designs to be used for different platforms, such as one for invoices and one for your homepage. If you decide to design the logo yourself, make sure to reach out to trusted individuals for critical feedback; you want to represent yourself in the best light.

2. Creating consistency across all collateral and online channels

While it's important to focus on your website, the look and feel of your brand extends to the other areas of your business as well, such as invoices, emails, packaging and all client deliverables. Displaying your logo and reflecting your brand with consistent design and colors will communicate professionalism and a well-put together business.

3. Making yourself stand out

This is where you can get creative. The first thing to consider is color. The colors you choose will speak volumes about your personality, point of view and overall approach to your work as a photographer. The next thing to consider is carefully selecting a unique symbol or element that you love to best represent your personality. Featuring the most unique aspects about your photography from the forefront will draw more people in.

4. Expanding to every market outlet, including social media

It is important to communicate who you are to the masses. One way to do this is to display your professional logo on

your social media pages and website. Consider setting the profile picture as your logo, so that it is recognizable and your brand will slowly start to catch on.

5. Keeping your brand fresh and up-to-date

It is always good to keep your brand fresh. Over time, consider a redesign; the major themes and design choices of your brand do not need to change, but you can still update how you illustrate them. It's smart to update your website, blog and marketing materials every two to three years.

Check out this Photographer's Corner article on branding from the ZenBlog: http://bit.ly/1agqyU5

Discussion Questions

1. Does anyone want to volunteer how he/she has branded his or her business?

2. What does your brand say about you as a photographer? What do you want it to say?

3. How do the elements that make up your branding set you apart from your competition?

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