

Photography - August

- Identify the branding style that you want in your images. Do they fit a particular style? Is there a colour that should be prominent where possible? Is there a consistency to them which makes them identifiable as being your business? Create branding guidelines for your images that can be used by yourself and your team, so that there is consistency across the brand.
- Review current images and relate to needs. Do they cover PR/ sales/ reference/ social media uses for the next 6 months? If not, where are the gaps? Look to create a schedule across the next 6 months to highlight where these gaps can be filled.
- Look at whether headshots need updating. September is always an ideal time for new portraits as people tend to look healthier and happier after a period of longer days and drier weather. The weather in September is also often good making it a great time for location portraiture.
- If you have need of summer based images, look to take these now for use next year.
- If you sell products and have a Christmas market, look to have your product images ready for marketing in September. Look to have images which have a Christmas theme and also look at the potential of grouping items for website banners and also for social media.

Summary checklist

- **Branding guidelines for images completed and shared within company**
- **Image review completed and gaps identified**
- **Headshot updates planned for September**
- **Summer images shot for use in 2023**
- **Christmas and autumn seasonal images shot and ready for promotion September onwards**

