

OUR DESIGN BRIEF



Overview

The Birdson Images business is a studio that specializes in capturing memorable moments for individuals, families, and businesses. The studio aims to provide high-quality photography services that tell a unique story and capture the essence of the subjects.

Target Audience:

The primary target audience for the photography business includes families, couples, individuals, and businesses that are looking to capture special moments and memories. The business will focus on attracting clients who value high-quality photography services and are willing to invest in capturing their memories.



Brand Identity:

The photography business wants to project a professional and modern image while still feeling approachable and welcoming. The business name and logo should be simple and easy to remember while also conveying the essence of the brand. The logo should be designed to be used across all marketing channels including social media, website, and print materials.

Services

The photography business will offer a variety of services, including but not limited to, portrait photography, event photography, product photography, and commercial photography. The services will be designed to meet the unique needs of each client while providing a consistent level of quality across all projects.

WHAT
WE DO

Design Elements:

The design elements should be clean and modern with a focus on showcasing the business's photography work. The website design should be responsive and easy to navigate. The color palette should be muted with pops of color to highlight the photography. The use of white space is important to ensure the photography takes center stage.



Marketing Strategies

The marketing strategy for the photography business should include social media, email marketing, and word-of-mouth referrals. Social media channels such as Instagram and Facebook will be used to showcase the photography work and promote new services. Email marketing will be used to keep clients informed of new services, promotions, and events. The business will rely heavily on word-of-mouth referrals as satisfied clients are the best source of new business.

A woman with dark skin is sitting on a boat, wearing a colorful, patterned swimsuit. She is looking upwards and to the right, with her right hand raised near her face. The background shows a body of water and a distant shoreline under a clear sky. The image is overlaid with a semi-transparent white box containing text.

Deliverables:

The deliverables for this project will include a brand identity package that includes a logo, business card design, website design, and marketing materials. The website design should be responsive and include a portfolio of the business's photography work. The marketing materials should include social media templates, email templates, and print materials such as brochures and flyers.