

LOGO AND BRANDING ELEMENTS

LOGO



TAG LINE

TAKE A PHOTO MAKE IT A SHOW!

RELIABLE QUALITY AFFORDABLE PRICE!

FONT

Acumin Pro ExtraCondensed Regular

Acumin Pro ExtraCondensed Italic

Acumin Pro SemiCondensed Regular

Acumin Pro SemiCondensed Italic

UPPERCASE (IN THE TITLES MAINLY)

Sentence case and lower case will be used in the subtitles and the text.

COLORS

#LB61F24 red

#010101 black

#0D1232 blue

Orange, yellow gradients



Creative Brief

Project Summary: We offer photography sessions in original and diverse settings. It is a privately owned company. Our goal is to make the photography sessions fun and imaginative. We guarantee satisfaction with the quality of the photographs and the sessions. Our photographers are professionals that have a vast experience in their field and love doing their job! Professional photography sessions for everyone either it is for professional needs or just for fun! Flexible hours and original set ups. Indoor and outdoor photography experience. Open 7 days a week. We have great packages bonuses extras and discounts.
Reliable quality affordable price!

Audience: Everyone-young and old people, couples, families, children, newborns, pets.

Perception/Tone/Guidelines: Professional, quality and beautiful photos that show individuality and are affordable.

Communication strategy: No stress sessions where every member of the society is welcome. Take photographs to save the memories and have a great time!

Design Summary: To create an attractive design that would be welcomed by all the age groups. Include colors and professional photos to show the quality of the photos and also to include detailed description of what to expect during the sessions and the prices.