BRAND IDENTITY

Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds. Together we can develop a unique brand identity and coherent message that sets you apart from others.

1. Professional photo shoot story board & scheduling
2. Mood board with brand colors, fonts and aesthetic for all material
3. Create or Recreate a cohesive brand logo
4. Solidify professional title and brand focus

Sample Newsletter Header using Brand Identity Assets

PROFESSIONAL PHOTO SHOOT, STORY BOARD & SCHEDULING

Story Board

Professional Photo Shoot

PROFESSIONAL PHOTO SHOOT, STORY BOARD & SCHEDULING

Story Board

Headshot & Photos

Traditional Classic Look

Lifestyle Photos

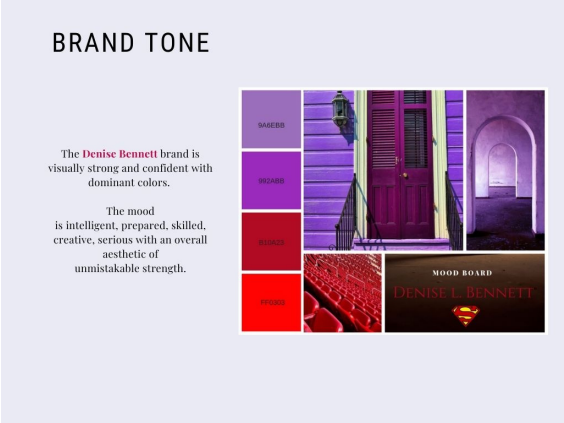
"Streets of Harlem" - 138th Street brownstone

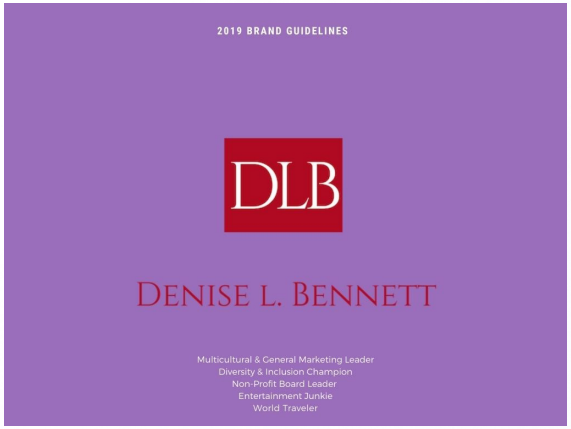
Professional Photo Shoot

BRAND IDENTITY

Brand Summary Guide with mood board with brand colors, fonts and aesthetic for all material

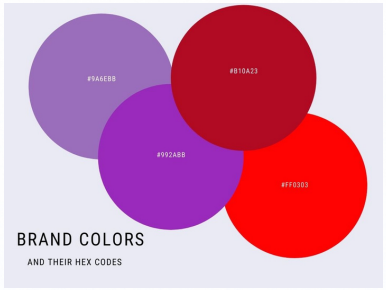
- Logo Design
- Color Palette
- Font Typography
- Brand Guide





Logo Design

Color Palette



Font Typography

Brand Guide