

PROJECT OVERVIEW / THE BRAND MESSAGE

- We are revamping a client's website with the new brand message - 'a personal touch'
- The client has arranged for 12 of their clients to be photographed engaging in their business activity
- The photographs will be closeups of hands 'doing work'. We have a watchmaker, a chef, a lawyer etc
- The overall brand message is care and attention
- Our brand style guidelines can be found here [link or attached]

THE SPECS OF THE WEBSITE IMAGES

- We need 10 individual 'hero' images - these will be in the background of each section's home page, at full height
- We also need approximately 24 supplementary images for other areas of the website, and these will also be repurposed on social media (and need to work on smaller mobile screens)
- Close up images of the clients' hands as standard landscape images should suit this purpose

DEMOGRAPHICS OF THE SUBJECTS

- The client has chosen a range of their clients, so we have a good range of ages and genders
- Please ensure an approximately equal number of images of each pair of hands is provided to choose from

COMPOSITION GUIDANCE

- Where possible, aim to keep the hands in the centre of the frame
- Allow for a reasonable amount of space all the way around, so we can crop to suit the varied uses listed above

LIGHTING AND COLOUR GUIDANCE

- Our brand visual identity is traditional and calm - we'd like the photographs to accentuate this
- We'd prefer slightly darker images overall

EXAMPLES OF WHAT WE'RE LOOKING FOR (OR WANTING TO AVOID)

- We like the feel of the following websites:
- [list example website links or include as attachments with reasons]

BOOKING DETAILS

- We will arrange a call to discuss the finer details, such as logistics, location, timings and contacts on the day.