

# Branding Photoshooting – Master Checklist

This checklist helps you step into your branding photoshoot with clarity, ease, and confidence—so the images we create genuinely support your business.

Use it as a guide. Not everything applies—we'll decide together what's most relevant for your shoot

APPLIES TO ALL SESSIONS

1. For every branding photoshoot)

Brand & History

- Define 1–2 primary goals for this shoot—for example: website refresh, rebranding, campaign, social media content library, press images, or recruiting.
- Choose 3–5 words that describe your brand mood—for example: calm, clear, bold, minimal, warm, premium.
- Collect 8–12 inspiration images—from Pinterest or your own image material. Not to copy, but to clarify the desired feeling.
- Define your “must-have” shots (max. 10)—the images that will make you say, “This shoot was a success

Image Usage & Priorities

- Decide where the images will be used—for example: website, LinkedIn, social media, press, presentations, or newsletters.
- Clarify whether there are specific deadlines, campaigns, or planned publications to take into account.
- Consider which formats are important—portrait, landscape, banners, or cover images.

ORGANISATION

2. Logistics & Schedule)

- Confirm location(s), schedule, and all people involved.
- Make sure decision-makers are reachable on the day of the shoot.
- Inform your team about timing, location, dress code, and how the images will be used.

NOTES FOR THIS PHOTOSHOOTING


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3. People & Roles

- Who will be photographed? (individuals, team members, clients)
- What roles are involved? (e.g. decision-maker, spokesperson, support)
- Who needs to approve decisions on set?
- Are there sensitive people or situations that need special consideration?
- Clarify permissions and consent (especially for external participants).

4. Wardrobe & Styling

- Align clothing with brand values (colors, style, materials).
- Prepare multiple outfits (main look + backup option).
- Use or avoid logos, patterns, and large prints intentionally.
- Hair & make-up: natural, professional, brand-appropriate.
- Plan for wrinkles, lint, and small emergencies (backup items).

5. Location & Light

- Location confirmed (indoor / outdoor).
- Check lighting conditions (time of day, windows, shadows).
- Identify and remove distracting elements.
- Clarify alternatives in case of bad weather.

6. 24 - Hour Check

- Outfits and backup options prepared.
- Products / props complete (including packaging and labels).
- Location confirmed and access clarified.
- Team informed (time, meeting point, dress code).
- On-site contact person assigned.

7. Privacy & Permission

- Define where and how the images will be used (website, social media, press, print).
- Ensure all photographed individuals are informed and have given consent.
- Confirm whether model releases are required.
- Make sure no sensitive information is visible (e.g. screens, documents).
- Check if photography permits are required for external locations.
- Define storage, access, and usage duration of the image files.

NOTES FOR THIS PHOTOSHOOTING

Ready?

Not sure which points matter most for you?  
Get in touch — we'll prioritize everything  
together, calmly and clearly