

KIM WARD

---

P H O T O G R A P H Y

## BRAND GUIDE

V.01.01 (Updated 2/18/2020)





## TABLE OF CONTENTS

Defining Brand  
Value Proposition  
Target Personas  
Marketing Message  
Marketing Voice  
Logo Usage  
Color Theory  
Patterns  
Type Treatment  
Image Selection  
Brand In Action



# YOUR BRAND IS MORE THAN A LOGO.

(It is the identity of your business).

## VALUE PROPOSITION WHAT SETS YOU APART?

The defining benefits of Kim Ward Photography that most resonate with your desired clients, are: High-end Photography, Positive experience, Creative ideas, Competitive pricing.

You demonstrate the confidence and creativity to make portrait clients comfortable in front of the camera, and commercial clients trust your expertise and professionalism. Your customers are at ease, knowing you will bring high production value at a competitive price.

## BRAND PERCEPTION WHAT DO YOUR CLIENTS THINK?

You can't control and shouldn't manipulate client response.

Perception can only really be influenced by the quality of your service. Your identity strategy exists to reinforce the existing reputation of Kim Ward Photography, and benchmark your goals by defining the aspects of your service that customers most relate to, for use in communications, market approach & actions.





## BRAND EXPECTATIONS

### HOW DO YOU DEFINE SUCCESS?

The goal is to reposition Kim Ward Photography in the Denton community, around superior quality and experience, while introducing your brand to the business community, for commercial work. These repositioning efforts, as support tasks to an applied marketing strategy, should better target your business for commercial work and more diverse portrait sessions that align with your creative goals. This approach is designed to help you say "no" to the wrong clients, by focusing on higher margins per session, and catering to a more loyal client base.

## BRAND PERSONA

### WHAT DO YOU SOUND LIKE?

Your tone is best described as "personal advisor."  
Copy should be crafted to be comforting, creative and confident.

## BRAND ELEMENTS

### WHAT IS YOUR LOOK & FEEL?

The logo, colors, typography, images that follow will reinforce the core attributes of comfort, creativity & confidence, through a bold+neutral color palette, sophisticated use of architectural patterning, and an intentional approach to photographs and typography.



VALUE  
PROP.

# MAKE BUYING EASY.

What sets your service apart  
in a competitive market?

## UNIQUE SERVICE **PROPOSITION**

COMFORT  
CREATIVITY  
CONFIDENCE

## OPERATIONAL **VALUES**

GIVE GLORY TO GOD (Psalm 98, Colossians 3:23)

PUT PEOPLE FIRST (1 Peter 4:8-10)

TRUST GOD TO PROVIDE (Psalm 23)

EXPRESS CREATIVE JOY (Exodus 35:35)

LET LESS BE MORE (1 Timothy 6:6-10)

SET GOALS—NOT COMPARISONS (James 3:16)

TARGET  
PERSONAS



First Things, First:

**GET TO KNOW  
YOUR CLIENTS.**



## TARGET PERSONAS

In order to help gauge the success of any marketing materials created on behalf of Kim Ward Photography, reference these Target Personas.

Each persona represents a segment of Kim Ward Photography' client base.

TARGET PERSONAS ARE APPROXIMATIONS OF A TYPICAL CLIENT.



## "JASON"

### CONTRACTOR

**AGE:** 42

**FAMILY:** Married with 2 children,

**CHILDREN:** 6 & 4,

**CONTRACTING BUSINESS** ≥\$800K/year

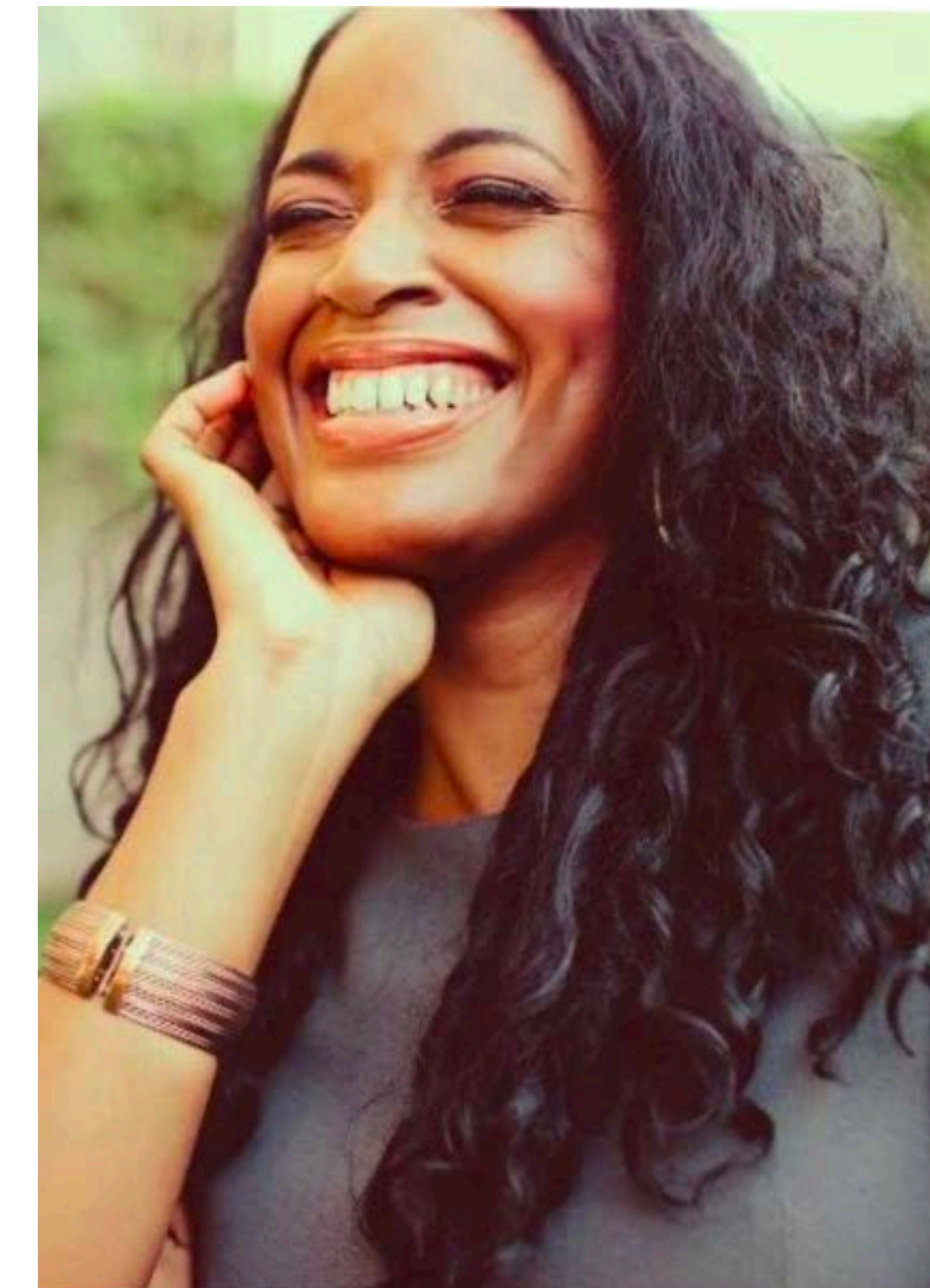
**NEEDS:** Interior photography to document

**INTERESTS:** Faith, Snap-on tools

Dallas Cowboys, Texas Rangers

Health & Exercise, Ford Trucks

**PURCHASE BEHAVIOR:** Large contracts, about every 8-12 weeks.



## "MELANIE"

### MOTHER

**AGE:** 36

**FAMILY:** Married with 3 children

**CHILDREN:** 14, 12 & 9

Parents live within 30 miles.

**OCCUPATION:** Office Administrator

**INTERESTS:** Faith, Mercedes-Benz, Zoe's Kitchen, Costco, Keller-Williams Realty, Denton Middle School baseball, Denton Middle School Band, Local charities, Chocolate Laboradors, Denton Black Film Festival

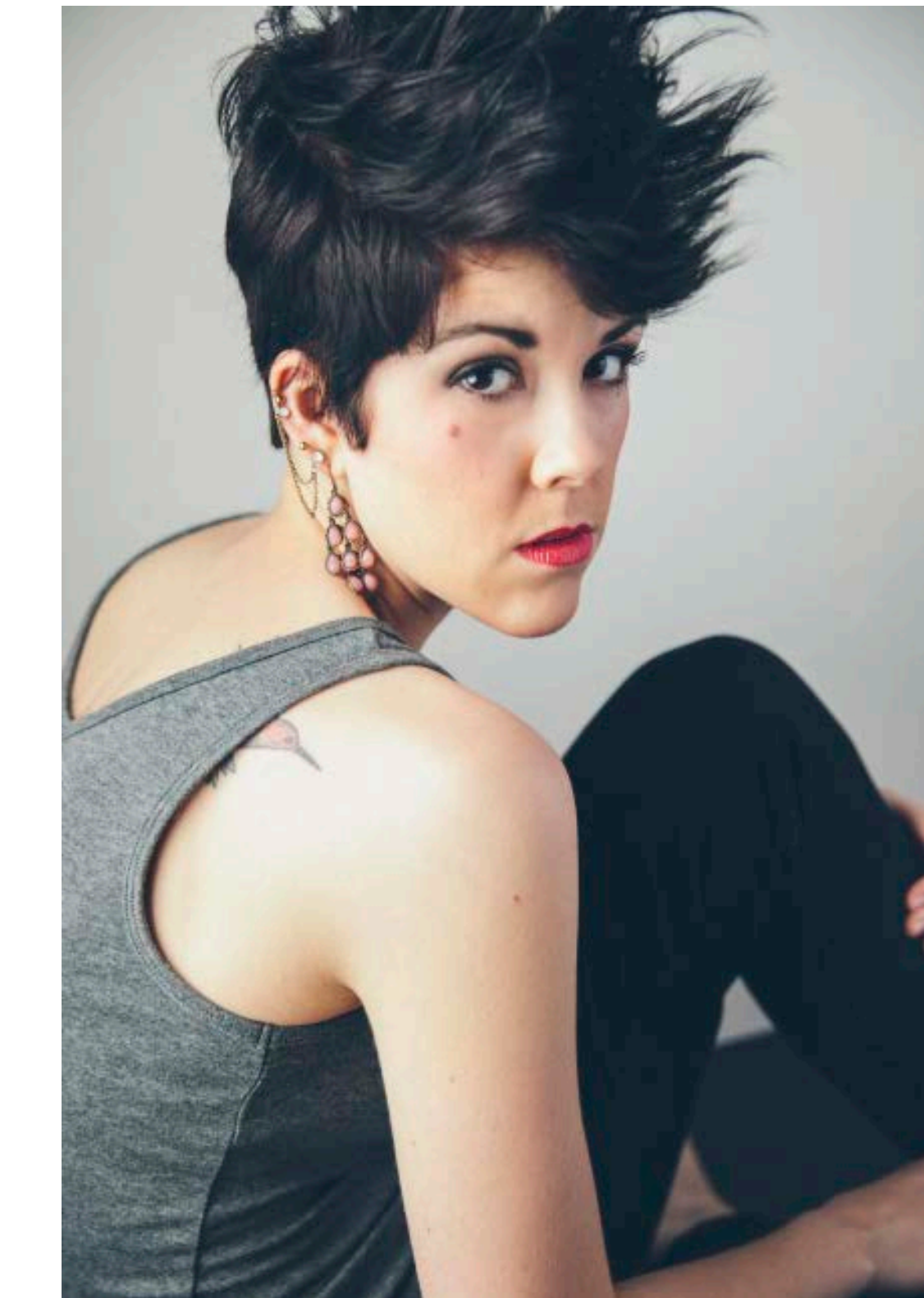


# SPEAKING WITH RELEVANCE

Your brand voice is best described as "personal advisor," because of your ability to empathize with and reach your clients with expertise that addresses their pain. Your Go-to-Market Messaging is not to be used as marketing copy, directly, but serves as a rubric for assessing the relevance of your marketing message. As your target audience and their needs shift, your go-to-market messaging may need to be reassessed, to address the needs of your market.

These statements are developed by answering the following questions:

- **WHO IS THIS FOR?**
- **WHAT DO THEY WANT?**
- **WHAT DO YOU OFFER?**
- **WHAT SETS YOU APART?**
- **HOW DOES YOUR CUSTOMER WIN BY CHOOSING YOU?**



## COMPREHENSIVE GO-TO-MARKET MESSAGE

Hiring professional photography is less common than it used to be. Between the increasing pace of business, and the perceived affordability of DIY photography, it may seem like professional photos are a luxury, reserved for wealthy families and well-established businesses. But, this could not be further from the truth. Kim Ward Photography serves families and small-to-mid-sized businesses in need of quality, creative photos without fuss. Whether commemorating family milestones, or promoting the sale or service of a property, it takes publication-quality photography to cut through the noise of social media and communicate the needs of the client in a way that others can relate to. By guiding clients through the process, you are able to set them at ease and draw out the client's unique voice. Clients can expect a positive experience, and consistent, beautiful images, at a competitive rate.





## MARKETING MESSAGE

# PORTRAITS

## GO-TO-MARKET MESSAGE

Hiring a photographer can be uncomfortable for many people today. With a constant stream of photography available through social media, and constant access to cameras in their pockets, most of the middle class is assaulted on multiple fronts—First, by the best possible photos of strangers online, and Second, by the expectation that they should deliver their own photography, using the tools within reach. After all, the logic goes: “What if we invest in a photographer, and don’t like the results?”

Kim Ward Photography serves small families in need of quality, creative family photos without fuss. These families often need to commemorate family milestones through celebrity-quality photos, at a competitive price. I offer authentic portraiture that helps subjects share how they see themselves, with their communities. By guiding them through the process, I am able to help clients feel comfortable in front of the camera, yielding quality images they can’t wait to share. While I cannot fix body image issues, I am usually able to ease that pressure, through the process. Clients can expect a positive experience, where they receive quality service and high-end photography that meets their needs.



# COMMERCIAL

## GO-TO-MARKET MESSAGE

Hiring commercial photographers can be a challenge for business leaders. Unfortunately, some creatives have helped perpetuate a stereotype that artistry is fluid, unpredictable, and cannot be held to time or budget constraints. High performing Real Estate agents, Renovations contractors and Interior Designers often need magazine-worthy, show-stopping imagery to help sell a home, or to sell their work in someone’s home or space. They are looking for someone consistent and reliable, who requires minimal oversight, to guide them through the process and highlight the best features of the space through quality images that bring out the highest sales potential. Kim Ward Photography offers quality commercial photography, capturing the best representation of a property or service.

I value my clients’ trust and communicate openly throughout the process, so that they can spend less time managing the photoshoot, and more time making money for the business. Clients can trust that I will consistently deliver beautiful images, at a competitive rate, to drive sales.



A "PERSONAL ADVISOR" MIGHT SOUND A BIT LIKE

# CARRIE FISCHER



“ Do not let what you think they think of you make you stop and question everything you are. ”

## COMFORTING

- She sets others at ease by demonstrating her own confidence.
- She is a mentor. Having blazed her own trail, she is equipped to show others the way.

## CREATIVE

- She faces creative challenges with boldness and passion.

## CONFIDENT

- She speaks in bold truths, designed to bring others forward through her experience.

"I don't want my life to imitate art,  
I want my life to be art."

"You can't find any true closeness  
in Hollywood, because everybody  
does the fake closeness so well."



# INTEGRITY IS ESSENTIAL.

Brand integrity can be managed  
by following established guidelines.

**KIM WARD**  
P H O T O G R A P H Y

## THE LOGO:

YOUR LOGO HAS BEEN CAREFULLY DESIGNED TO INCLUDE  
THE FOLLOWING ELEMENTS:

### WORDMARK

FONT: BLAIR – SERIF, INTELLIGENT, PRECISE,  
VERSTILE & MODERN

TYPE TREATMENT: ALL CAPS IS AUTHORITATIVE

LETTERSPACING: TRACKED OUT FOR A COMFORTABLE READ.



1-COLOR LOGO

KIM WARD  
PHOTOGRAPHY

KIM  
WARD  
PHOTOGRAPHY

2-COLOR LOGO

KIM WARD  
PHOTOGRAPHY

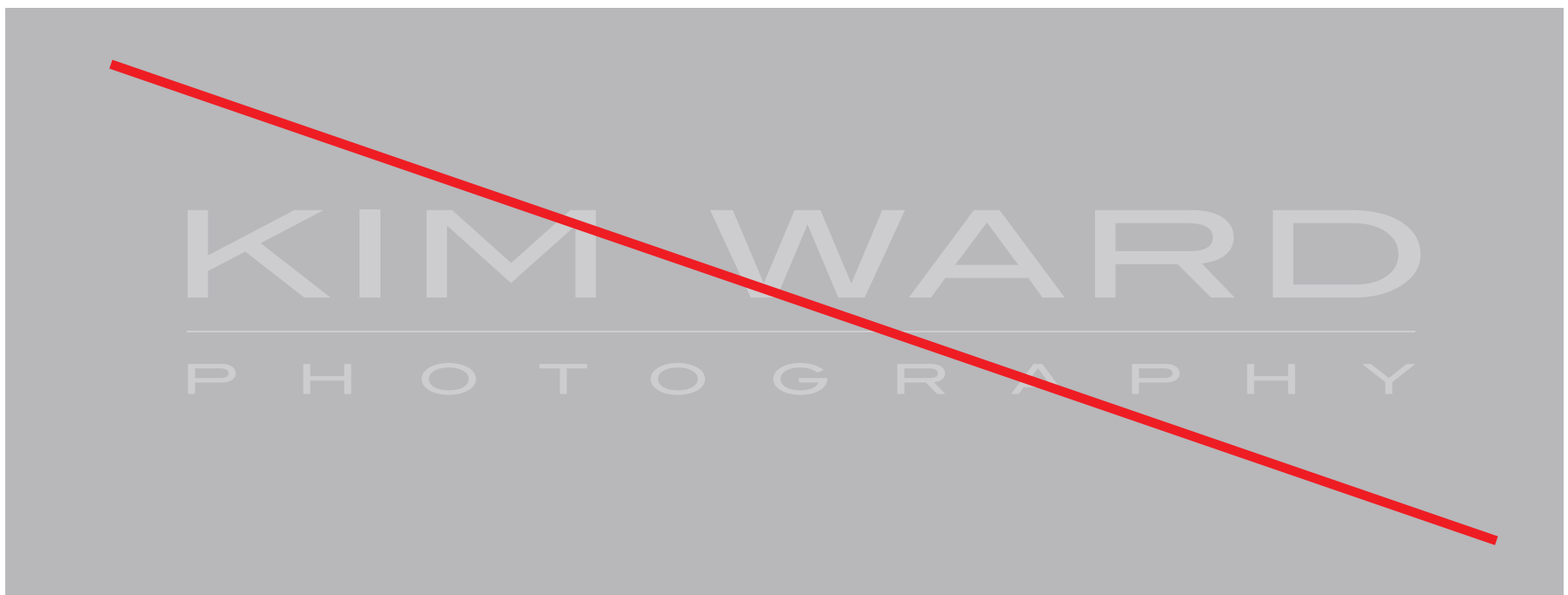
KIM  
WARD  
PHOTOGRAPHY



DO NOTS

DO NOTS

~~KIM WARD  
PHOTOGRAPHY~~



~~KIM WARD  
PHOTOGRAPHY~~

~~KIM WARD  
PHOTOGRAPHY~~

~~KIM WARD  
PHOTOGRAPHY~~

DO NOT USE LOGO AS A  
WATERMARK.

~~KIM WARD  
PHOTOGRAPHY~~

~~KIM WARD  
PHOTOGRAPHY~~

~~KIM WARD  
PHOTOGRAPHY~~



DO NOT CROP OR  
DISFIGURE THE LOGO.

~~KIM WARD  
PHOTOGRAPHY~~

DO NOT STRETCH OR  
SKEW THE LOGO.

DO NOT ADD GRAPHIC  
ELEMENTS TO THE LOGO.

~~KIM WARD  
PHOTOGRAPHY~~



DO NOT ATTEMPT TO  
RECREATE THE LOGO. THIS  
INCLUDES ANY CHANGES  
TO FONTS, COLORS, SHAPES  
OR PATTERNS.

DO NOT APPLY DROP  
SHADOWS OR SPECIAL  
EFFECTS TO THE LOGO

DO NOT USE LOGO OVER  
BUSY PATTERNS OR  
CLASHING COLORS.



LOGO

DOS

KIM WARD  
P H O T O G R A P H Y

KIM  
WARD  
P H O T O G R A P H Y

KIM WARD  
P H O T O G R A P H Y

KIM  
WARD  
P H O T O G R A P H Y

**DO** USE THE APPROVED LOGOS, AS PROVIDED



**DO** ALLOW AT LEAST 1X CLEARANCE AROUND THE LOGO.

**DO** CONTACT REINECKE DESIGN ([CHRIS@REINECKE-DESIGN.COM](mailto:CHRIS@REINECKE-DESIGN.COM))  
IF YOU HAVE DIFFICULTY MAINTAINING THE BRAND, AS OUTLINED.



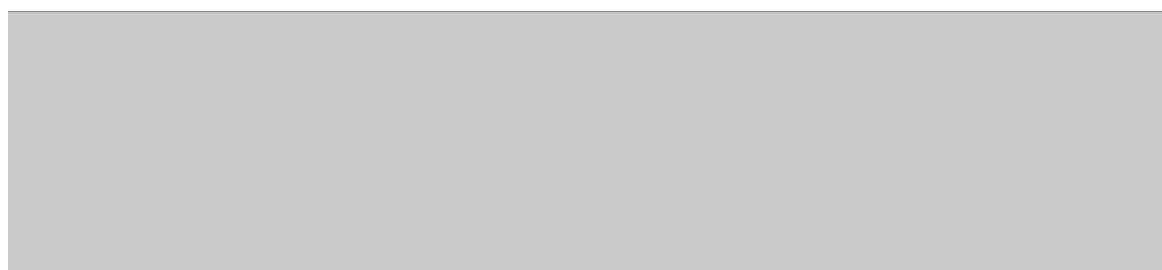


# SKILLFUL DELIVERY

The Kim Ward Photography color palette has been chosen with deep purpose and intentionality. Drawing inspiration from your unique service proposition, which highlights your client's comfort in front of the camera, the creativity of your compositions, and your confident, high-quality delivery, we have landed on a soft neutral palette, with a bold, red-orange accent.

The shade of Red used in your logo and accent colors was selected for its boldness and relationship to your original logo. Darker reds tend to be associated with willpower, leadership and courage, and in their more pinkish hues connote friendship. Likewise, orange colors evoke feelings of enthusiasm, creativity and encouragement. All of these qualities align with your key differentiators of comfort, creativity & confidence.

## PRIMARY COLOR PALETTE:

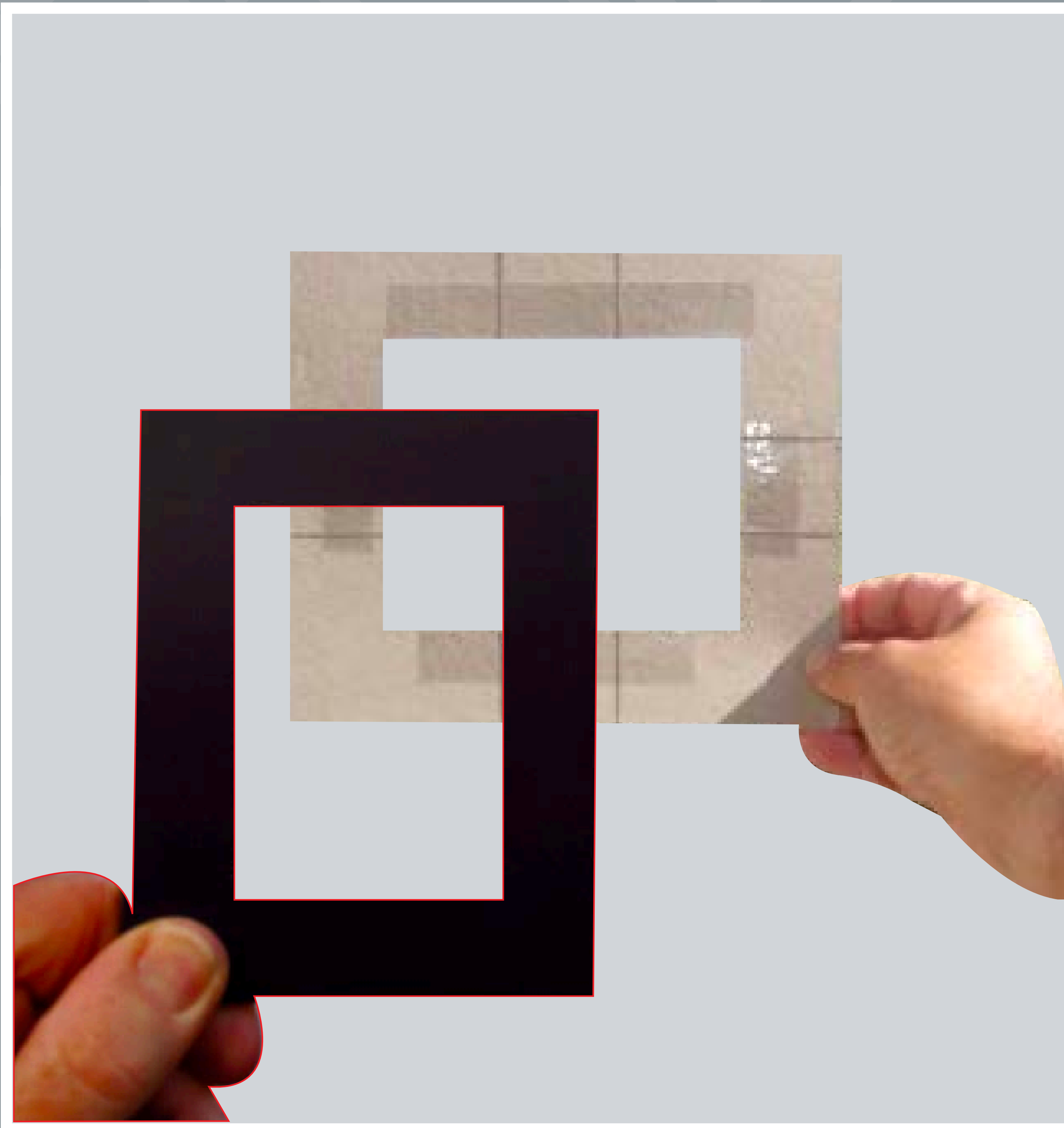
		
<div><div>PANTONE 186C</div><div>HEX #CD0E2C</div><div>RGB 206, 14, 45</div><div>CMYK 12, 100, 91, 3</div></div>	<div><div>COOL GRAY 8C</div><div>HEX #88898D</div><div>RGB 137, 138, 141</div><div>CMYK 49, 40, 38, 4</div></div>	<div><div>COOL GRAY 3C</div><div>HEX #c7c7c7</div><div>RGB 200, 200, 200</div><div>CMYK 21, 17, 17</div></div>

## SECONDARY COLOR PALETTE:

	
<div><div>WHITE</div><div>HEX #FFFFFF</div><div>RGB 255, 255, 255</div><div>CMYK 12, 100, 91, 3</div></div>	<div><div>RICH BLACK</div><div>HEX #000000</div><div>RGB 0, 0, 0</div><div>CMYK 60, 60, 40, 100</div></div>



## PATTERNS

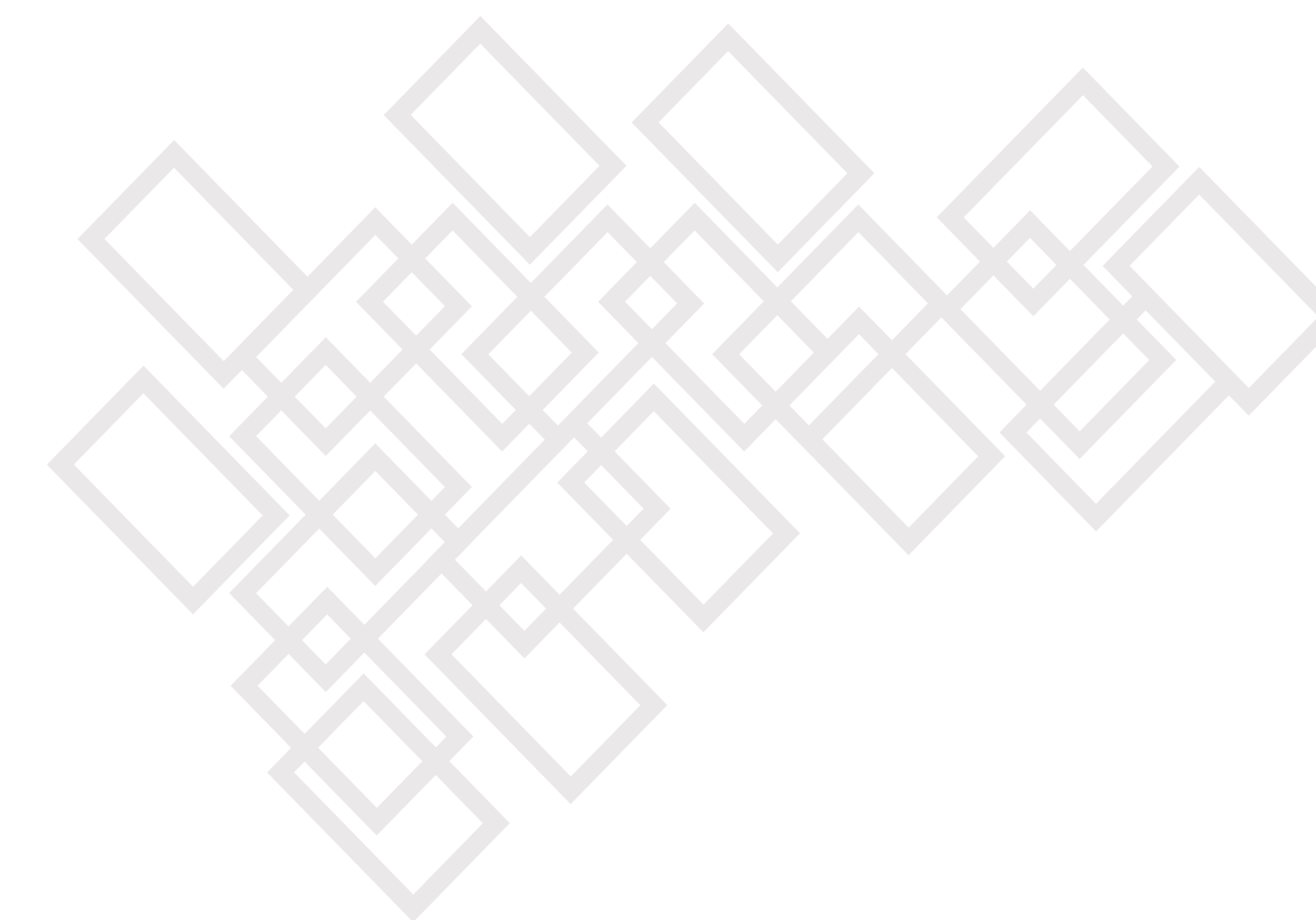


## ACCENTS & SUPPORT GRAPHICS:

To reinforce the role that quality plays in your product offering, appropriate use of a pattern is necessary to introduce balance and repetition. The pattern is based on a series of overlapping frames, arranged as a series of viewfinders. This arrangement is a visual representation of the repetition and continued development that contribute to your experience and superior quality. When used sparingly, or as a corner treatment, this pattern helps elevate the look and feel of Kim Ward Photography.

Another element to use in more simplified layouts, is the "Matteboard" color block element. This element can be used in layouts or still life staging, and is represented by a contrasting (white) off-center color block, aligned perpendicular to the existing (red) plane/background color. The color block falls off of one side, leaving 3 sides exposed to create a kind of mis-cut matteboard. background and overlay colors can be swapped, as appropriate.

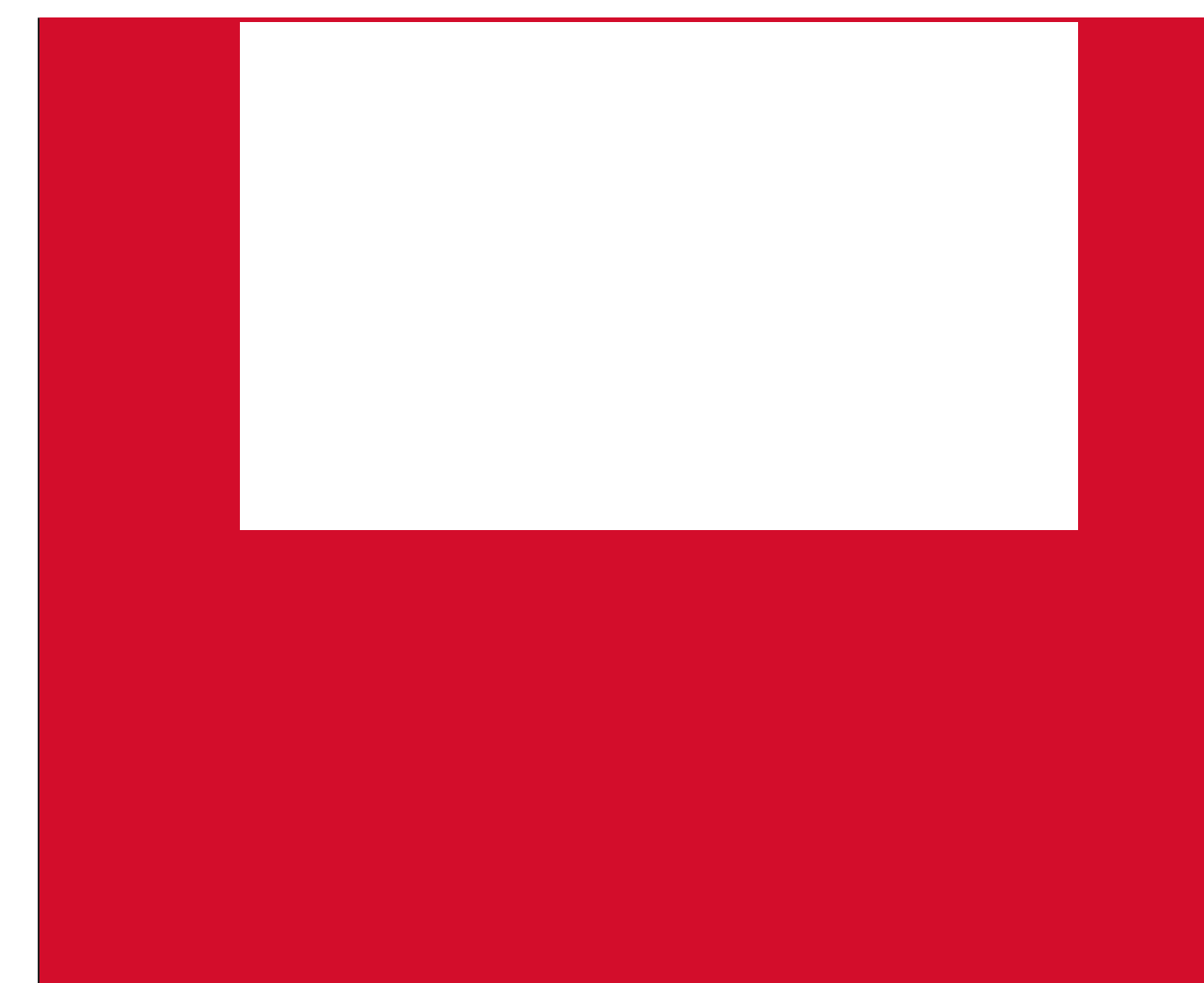
## PATTERNS:



FULL PATTERN



ACCENT



COLOR BLOCK



EVERY DETAIL  
IS IMPORTANT.

HEADLINE  
HEADLINE ACTION.  
(SUBTITLE GOES HERE).

SAMPLE TEXT to represent body copy: Xim ressunt, ommod ut dites voluptat ipsum atum reratusdam essimus et et omnis ducianditin necae. Ut eos qui con nobis ipit faccusam, volorep erovid estios voluptat offic tem eveliquo odi arum quam reperumquunt untota.

BLAIR MD ITC

ABCDE

ABCDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

TRADE GOTHIC

ABCDE abcde

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



# YOUR PORTFOLIO

is your product.

## YOU ARE THE EXPERT ON IMAGE.

Rather than pre-select images for use, your brand is best served through variety.

- **ALL FINAL PHOTOGRAPHY IS USEFUL CONTENT.**

Any images you produce as final works will be acceptable for regular content via social media, website and blogging use, where regular content is key to engagement and brand activity.

- **MARKETING SELECTS SHOULD REINFORCE ESTABLISHED BRAND GUIDELINES.**

- Does the subject appear to be **COMFORTABLE** in front of the camera?
- Does the selection demonstrate a **CREATIVE APPROACH**?
- Is the **CONFIDENCE** that comes from your **EXPERIENCE** on display?

- **CELEBRATE YOUR PROCESS THROUGH MARKETING PHOTOGRAPHY.**

- Occasionally peel back the curtain, with "Behind the scenes" photos, and "about the artist" portraits, as available.
  - Update to your website's about page or blog at least once per year.
  - "Behind the Scenes" photos can be:
    - as simple as a cell-phone shot of your gear, editing setup, or lighting rigs
    - as complex as a a second shooter, capturing you on set.
  - When available, this content helps complete and retell the story of Kim Ward, as the relateable expert.



BRAND IN  
ACTION

# STRATEGIC APPLICATION





