

PERSONAL BRANDING

Tell your story, Connect with your Audience, Grow your Business

PERSONAL BRANDING PORTRAITS FOR CREATIVE ENTREPRENEURS

Personal Branding Portraits are the perfect opportunity to level up your brand and connect with your ideal client. It shows you've put thought and effort to communicate and present your value to your audience. Custom Branding Images create consistency, trust, and reliability with your clients and within your industry.

Personal Branding Images tell a powerful story and communicate your WHY to your potential clients. We will work with you and develop a strategy and a story board to provide the best possible first impression. We want to shout your brand from the highest mountain top and show clients who you are and the best part of your business.

Stephen Dey prides himself on getting to know you and your business so your images are unique like you. From our initial conversation, our goal is to create an experience and visual imagery that will set you apart in your industry. Stephen will help you plan your styling and wardrobe to be cohesive to best compliment your brand.

We provide various levels of investment to best meet your needs. With our unique process and style, you will have lots of images to select from. Once your session is complete, we will schedule a viewing session to review all the images in our theater room. It's at this point that you will make your final decisions with the guidance of Stephen,

**LET'S PARTNER TOGETHER
TO ELEVATE YOUR BRAND**



PRIME VIP AND DELUXE

Prime VIP and Deluxe are for entrepreneurs and business owners who are ready to go all-in on a comprehensive and strong online presence. The images produced will provide a strong and ongoing social media presence with fresh images. Your branded images will help connect and build relationships with new clients and strengthen relationships with current clients on a deeper level.



INCLUDED

Planning and storyboard session with Stephen.

Background and locations will be selected during the planning session. We like to keep our locations within a 20 mile radius and recommend a combination of studio and location work.

Both VIP and Deluxe session will take a full day to complete.

Hair and Makeup artist on site throughout the entire session.

For an additional fee, we can offer a Styling Session which includes shopping with you to select the inspirational clothing for your brand.

Prime VIP includes:

65 Fully Retouched Digital Images branded for you.

Deluxe includes:

40 Fully Retouched Digital Images branded for you.

PRIME VIP	\$5290
DELUXE	\$3990

prices do not include sales tax

CLASSIC

Classic is our best value for small business owners who want to elevate their brand, increase engagement, and connect with consistent imagery. This level of investment puts you in the social media game and provides a good number of images to get you started.



INCLUDED

Planning and storyboard session with Stephen.

We reserve 3/4 of a day for the Classic Collection. We recommend dividing the time between studio and location.

Hair and Makeup artist on site throughout the entire session.

For an additional fee, we can offer a Styling Session which includes shopping with you to select the inspirational clothing for your brand.

Classic includes:

20 Fully Retouched Digital Images branded for you.

CLASSIC

\$2990

prices do not include sales tax

BASIC

Basic is the smallest of our branded collections. This is a perfect collection for those new to brand marketing, a small business just starting out, or a new Realtor in the market. This level is great for those who are launching a new brand or want to show off a new product.



INCLUDED

Planning and storyboard session with Stephen.

We reserve 1/2 of a day for the Basic Collection. With limited time, we recommend selecting either studio or location.

Hair and Makeup artist on site throughout the entire session.

For an additional fee, we can offer a Styling Session which includes shopping with you to select the inspirational clothing for your brand.

Basic includes:

10 Fully Retouched Digital Images branded for you.

BASIC

\$1890

prices do not include sales tax



ADDITIONAL INFORMATION

SESSION FEE **\$750**

Branded Sessions include a great deal of planning, developing ideas, site inspections, and scouting. Along with the session fee, we will provide a \$500 print credit to be used towards any of our portrait or album selections.

ADDITIONAL IMAGES **\$1000**

Add 5 digital files to any package.

MEET MAGIE MCGEE

MAKEUP ARTIST / HAIR & WARDROBE STYLIST

Over 17 years in the industry as afforded me the unique opportunity to work on TV commercials, movie sets, New York Fashion week, and many photography projects.

While in Art School in Atlanta, I found my passion for working on set with photographers and other creatives. This is where my passion truly took hold and I was able to experiment and practice my craft surrounded by a very artistic community

Living all over the southeast has given me the experience of working with different skin types and tones as well as a variety of different types of looks and clients. I once had a client tell me that she has never had someone match her foundation in her 50 years like I did and that I was doing exactly what I was meant to do. I will never forget how warm this made my heart feel.

I have learned that most people just want to bring their inner beauty to life and feel confident and great about themselves. It is this principle that drives my style that is modern, natural and creative. When you look great you feel great, and that is the kind of happiness I strive to bring to every client.

- *Barbicide Certified* -

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CORPORATE HEADSHOTS

Photography Services for Corporate Clients seeking to make an impact.

CORPORATE HEADSHOTS

Quality business portraits can make all the difference when creating a great first impression. Stephen goes to great lengths, beyond the camera, to create these quality portraits.

From start to finish, Stephen works with you to create a custom portrait session based around your needs and your companies needs. He uses many tricks of the trade, including lighting and retouching, which enhance your portrait and take it to a new level.

In addition to headshots in the studio, Stephen offers headshots on location. He can utilize the natural environment as the backdrop, or he can bring his studio background to you. This helps with logistics when there is a need to photograph a large numbers of employees.

The following packages are designed for the corporate client who needs to update their business brand image. Stephen has been photographing branded images for clients for 35 years. He uses this experience to evaluate and perform a facial analysis to understand your best angles. His ability to select the best angle and lighting separates his work from everyone else.

**SHOWING YOUR WHY
IS OUR PASSION**



THE EXECUTIVE PACKAGE



INCLUDED

Studio time with Master Photographer Stephen Dey

1 Background or 2 Outfits

Facial analysis for best angles and lighting prior to the session.

Images are ready to view following the session.
Stephen will lend his 35 years of experience to help select the best images.

1 Fully Retouched Digital Image
Retouching includes 15 different tools in Photoshop to achieve the perfect results (1 hr. of production time)

Digital Image is saved and produced as a medium size file for print collateral and small size file for social media. *Files are archived for 3 years.*

EXECUTIVE

\$225

prices do not include sales tax

THE LEADERSHIP PACKAGE



INCLUDED

Studio time with Master Photographer Stephen Dey

2 Backgrounds or 3 Outfits

Facial analysis for best angles and lighting prior to the session.

Images are ready to view following the session.
Stephen will lend his 35 years of experience to help select the best images.

3 Fully Retouched Digital Images
Retouching includes 15 different tools in Photoshop to achieve the perfect results (2 hrs. of production time)

Digital Images are saved and produced as medium size files for print collateral and small size files for social media. *Files are archived for 3 years.*

LEADERSHIP

\$585

prices do not include sales tax

THE CEO PACKAGE



INCLUDED

Studio time with Master Photographer Stephen Dey

3 Backgrounds or 3 Outfits or a combination of both.

Facial analysis for best angles and lighting prior to the session.

Images are ready to view following the session.
Stephen will lend his 35 years of experience to help select the best images.

6 Fully Retouched Digital Images
Retouching includes 15 different tools in Photoshop to achieve the perfect results (3 hrs. of production time)

Digital Images are saved and produced as medium size files for print collateral and small size files for social media. *Files are archived for 3 years.*

CEO

\$895

prices do not include sales tax

COMPOSITE GROUP PORTRAITS



INCLUDED

Up to 6 people. Each individual is photographed separately on a white backdrop.

Each person will be removed from the white backdrop and added to the group image on a custom backdrop.

Includes retouching and removal of each individual.

By photographing each person individually, Stephen can add new members to the group portrait without assembling the entire group again.

Once the group image has been produced, it will be **\$300** to add a new member to the group portrait.

COMPOSITE

\$980

prices do not include sales tax



ADDITIONAL INFORMATION

MULTI-PERSON SESSIONS

Schedule a large group of people for individual headshots. The first 6 headshots are priced at **\$225** per person. Price lowers to **\$195** for the 7th headshot and on.

GROUP PORTRAITS **\$375**

Group portraits including 2 or more individuals. Photographed on one of our many backgrounds.

LOCATION FEE **\$250**

Schedule a session utilizing an environmental background or have the studio brought to your office. Also applies to images taken in front of Studio.

ADDITIONAL IMAGE **\$150**

Order a single additional digital image from the same session.

BUSINESS PORTRAIT TIPS

Compliment your products, services, and marketing by looking your best.

GENERAL BUSINESS TIPS



Be sure to select clothing colors that compliment you.

Haircuts should be completed a couple weeks before your session.

Make sure your clothes fit well and are wrinkle free.

Select your clothing to best fit your style and brand.

Avoid distracting patterns and large lines/stripes.

Accessories can be useful in some cases. Let's discuss beforehand.

It never hurts to bring a few options with you, we'd be happy to help you select the best one.

WHAT TO WEAR - MEN



STANDARD BUSINESS LOOK

Suit Jacket or Sport Jacket, Dress Shirt, and Tie

- *Try to avoid the white shirt and dark jacket combo.*
- *Dark jackets and colored shirts work best.*

CASUAL BUSINESS LOOK

Dress Shirt Only, No Jacket or Tie

- *Dark shirt works best with Dark Background*
- *Light shirt works best with Light Background*

WHAT TO WEAR - WOMEN



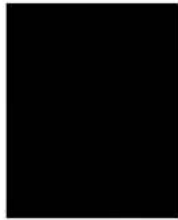
FOR A NO JACKET CASUAL LOOK

Choose a colored shirt, ideally darker than your skin tone.

Sleeveless clothing will draw attention to your arms.

Make-up should be clean and natural. Don't overdo it.
Apply as if you are going out to dinner.

The portrait is about your face, not your jewelry.
Keep jewelery simple - small is better.



Black



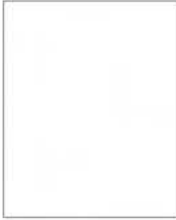
Gray



Light Gradient



Dark Gradient



White



Blue



Brown



Vintage Brown



Light Blue



DCP - Spring



DCP - Fall



DCP - Interior 1



DCP - Interior 2

BACKGROUND OPTIONS

INDIVIDUAL PORTRAITS

1 Person

All background options available.

SMALL GROUP PORTRAITS

2 - 3 People

All background options available.

LARGE GROUP PORTRAITS

4+ People

Black, Gray, White, and Brown options available.

DIGITAL CAPTURE BACKGROUNDS

Photographed on White and digitally transferred.
Applies to Spring, Fall, Interior 1, and Interior 2.
Additional \$50 Fee.

CHARLOTTE IMAGE PHOTOGRAPHY

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