

BRAND PHOTOS – PACKAGES

LIFESTYLE, IMAGE & ACTION PHOTOGRAPHY FOR ACTIVITY PROVIDERS & SPORT EVENTS

Not only do visuals help you brand be more memorable and effective, but they also help the viewer to process, understand and retain information more quickly. Images are a powerful way to convey a message and create a recognizable brand, and here are just few quick facts that prove that point.

/// It takes 50 milliseconds for a viewer to make a first impression on you based on your online presence.

/// An image is processed by the brain 60 thousand times faster than text

/// A photo is 12 to 13 times more impactful than the accompanying content.

I'm a brand designer and brand photographer who works with small businesses to upgrade their photos to represent the brand they've worked hard to build. I help hone their style and create custom photos that bring their service to life.

Together we create photos for your brand which show what you stand for, make your prospects feel the emotions you want to convey and help you to express how you want your business to be seen in the world and attract your dream clients. + give your work personality

I'm working on location with natural light, catching the essential moments and feelings, capturing your brand essence and the heart and soul of your service. Before a shooting I will ask you to define your brand and the feelings you want to convey in the pictures, as well as all the moments which are important for you to get captured.

All brand photo packages include the following:

BRAND DISCOVERY /// To make the perfect pictures for you, I need to understand your brand values, the feelings you want to convey, some business details and all the things you want to capture. So we start with an in-depth client homework, early before the shooting.

PHOTO RETOUCHING & DELIVERY OF HIGH QUALITY DIGITAL PHOTOS /// The best photos will be digitally prepared (color correction, density adjustment, etc.) and delivered as high quality digital JPCs. (normally via wetransfer). I'm photographing with the professional Canon EOS 5D Mark III which has a full-format-sensor with 22,3MP.

FULL EXCLUSIVE LICENCE /// Full exclusive licence to use all the delivered photos in any way for your company's marketing and advertisement. For details please have a look at the agreement.

SMALL PHOTO VERSIONS WITH LOGOS /// To give as an thank you to your clients which were involved in the shoot. Both of our logos will be inserted in the photos. Please provide your logo (as vector or transparent file) timely.

All brand photo packages include the following: For personalized packages please contact me!

/// **SHOOTING YOUR ACTIVITY (UP TO 4 HOURS):** € 450 (Shooting done in one day)

/// **COVERING A DAY AT THE SURFCAMP / YOUR ACTIVITY / SPORTS EVENT (UP TO 8 HOURS):** € 800 (Shootings normally done in 2 days, if not an event)

/// **IN-WATER SHOOTING:** add € 100 per Session (After an in-water session no other shooting can be done inner few hours)

Prices are exclusive VAT

You are wondering about the price? Next to the defined shooting hours I will need about double of that time for selecting, retouching of the pics and getting them ready for you. The fee also covers any overtime and expenses like arriving to the spot, my quite expensive equipment and it's insurance, my experience and creativity, full licencing fees, which often get calculated per use and photo, but I include all the licences for you (and that exclusively) to make it easier for you.

a picture
is worth a
thousand
words

BORING BUT IMPORTANT COMMERCIAL PHOTOGRAPHY AGREEMENT

I'll always do my best to provide solutions and insure that my work meets your expectations but, it's always good to put things in writing so we each understand the details of the work-relationship, who has which responsibilities and cover the ownership of the work. I have no desire to trick you into signing something that you might later regret. What I do want is what's best for both parties, now and in the future. I want us both to have a big smile at the end of the project!

For the record, the word "I" in here is referring to Karo Krassel from juicy blue and "you" is referring to you the Client.

PROJECT START /// A signed agreement-acceptance-page with your name and date and the first payment are required in order to initiate the project and secure the date(s).

YOUR PHOTO USAGE RIGHTS & LIMITATIONS /// You will get an unlimited exclusive license to use photos from this shoot for your companies advertising and promotion – online and in print. Selling and/or redistribution of this image is forbidden. You are allowed to crop and/or electronically alter the image to suit their purposes for the usage. Credit/Acknowledgement of the my name and website (www.juicy-blue.com) must be given when the image is published online (with a caption or link) and in the publication if the image is used for editorial purposes (newspapers, magazines, newsletters, web or print publications, etc...).

MY PHOTO USAGE RIGHTS /// I can use all of the photos for my own promotion, in print and online

RELEASES /// All permits and permissions required for the me to photograph the event, whether for location, personal release or any other cause, are the responsibility of you to obtain. **I strongly recommend you to get the agreement of photo usage of the clients/guests which were photographed.** You can download here my Model Release Form to use: www.juicy-blue.com/model-release.pdf

PAYMENTS /// All projects will be invoiced to the client via email and have to be paid via bank transfer or cash. Paypal payments are available upon request. **Payments will be broken into two equal payments.** The first payment is due upon booking to reserve spot, before the project starts. This pre-payment is non-refundable! The last/final payment is due after the shooting, before the photos are handed over.

MY PROMISE & TIMEFRAME /// I have the experience and necessary skill to complete your design/photo project and I'll do it all in a professional and timely manner. The shooting will be done on the agreed date(s) and after the photo retouching you will get the digital photos delivered by wetransfer. You should normally get them latest a week after the shoot. If there are any other jobs or shoots in that time it can need longer (but you will know that upfront). Even I will try to cover everything we talked about before the shooting, all the important and special moments and, I can't cannot place an un-conditional guarantee on it. If you are not satisfied with the outcome, please let me know inner a week of getting the imaginary and we will find a way to make you happy! I do all I can to ensure that you are satisfied with your images and products. I cannot be responsible for dissatisfaction due to circumstances beyond my control.

PRICING & RATES /// All rates and services listed are subject to change without notice. Any Add-Ons will be billed separately at my hourly rate of €45.

CANCELLATION & LIMIT OF LIABILITY /// If notice of cancellation is given less than three (3) business days before the shoot date, your pre-payment of 50% won't be refunded.

If I am insured, too ill or have an extreme emergency and cant photograph on the set date, we will reschedule it. If for whatever reason this is not possible, you will get the prepayment back. I always take care lots of my equipment, the storages and my computer, but in the unlikely event that photographs have been lost, stolen, or destroyed we will redo the shooting. Due to the nature of the business, all sales are final.

If the shooting is planned outdoors or needs good weather for some other reason, we will keep the days to photograph flexible and adopt if needed.

AGREEMENT

If you accept the package details and agreement please add fill out and sign this document and send it back to me (karo@juicy-blue.com)! I'm excited to get started!

PLEASE ADD HERE THE PACKAGE YOU WANT AS WELL AS ANY ADD-ON AND INFO

DESIRED SHOOTING DATE(S)

YEAH, LET'S GET STARTED

Name / Business Name

Date

Signature

INVOICE DETAILS

Name / Business Name

Address

VAT-ID Number

NEXT STEPS

INVOICE /// I will send you over the first Invoice

QUESTIONNAIRE /// And I will send you the Brand Questionnaire and we will plan out the shooting.

DATE /// We will see if the desired date is possible and agree on one or more shooting dates.

YOUR TO DO'S /// Please provide me with your logo (as vector or transparent file)



I'M SUPER EXCITED
TO GET TO SHOOT YOUR ACTIVITY/EVENT!

and so
the
adventure
begins

GET IN TOUCH WITH ME TO DISCUSS
YOUR DREAM & IF YOU HAVE ANY QUESTIONS!

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