

Photography Guide



January 2022

Imagery is essential in creating an emotional connection to Care Concierge. Our imagery style focuses on humanity, authenticity, honesty, real people and simple genuine moments.

Setting the mood

Primary

Hopeful, Warmth, Loving, Genuine,
Honest, Caring, Content, Peaceful,
Empathetic, Comfort, Authentic,
Tenderness, Professional, Humanized
Efficient, Compassion

Secondary

Innovative, Cutting-edge

Colour Palette

Full colour; Warm

Lighting

Natural Light

People

Photography should be in situ, not overly crafted and using interesting angles to capture the moment. Interaction should be natural and human. Make sure they are the focus of the image. Capturing the authenticity of each individual is important, always try to look honest and real.



People



Mood

Detailed and close-up photography will enhance the mood and create an emotional connection. Imagery should reflect the keywords set in the beginning of the document.



Mood



Space

Styling for space photography should be natural. Keep the environment light, clean, uncluttered and bright. Always draw curtains for room shots to portray openness and optimism. It is important to add close-ups of decorations, soft furnishings and green plants to add comfort and warmth (homely) to a space.



Space



