

Emily Parker

photography

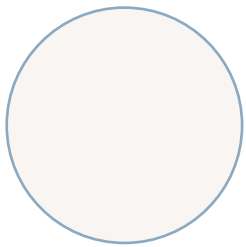
ALTERNATE LOGO



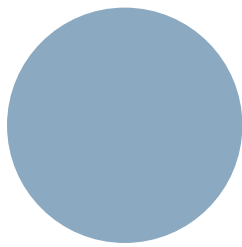
LOGOS CAN BE:

- WHITE
- BLUE
- BLACK
- SAGE

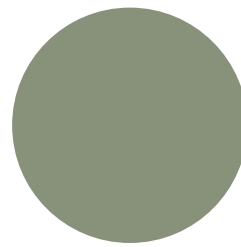
COLOR PALETTE



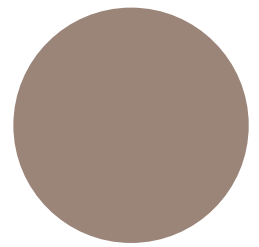
#F9F5F2



#8BA9C0



#88917A



#9B8579

TYPOGRAPHY

LOGO FONT

Ardse Belmonteria Font
ABCDEFGHIJKL
abcdefghijkl

BODY TEXT FONTS

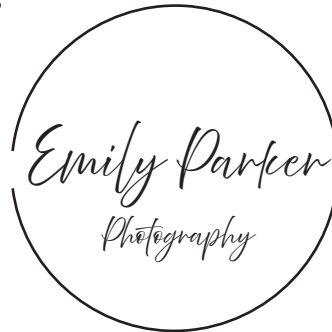
Avenir Next
ABCDEFGHIJKLM
abcdefghijklm

LOGO PROCESS

1.



2.



3.



4.



5.



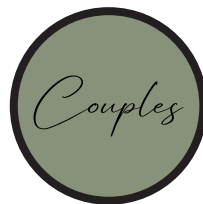
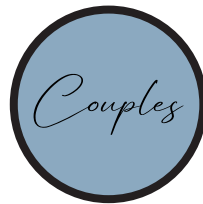
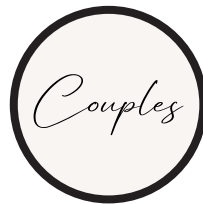
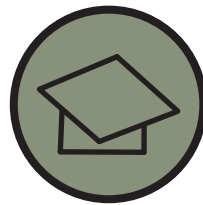
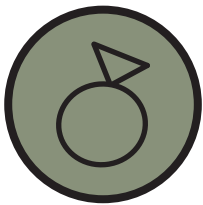
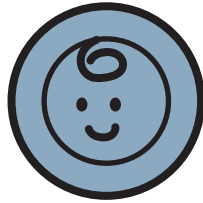
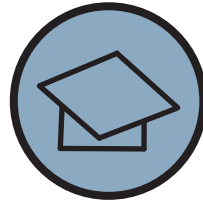
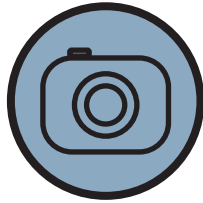
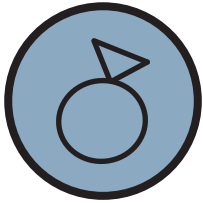
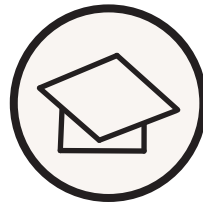
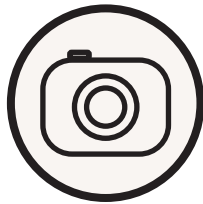
6.



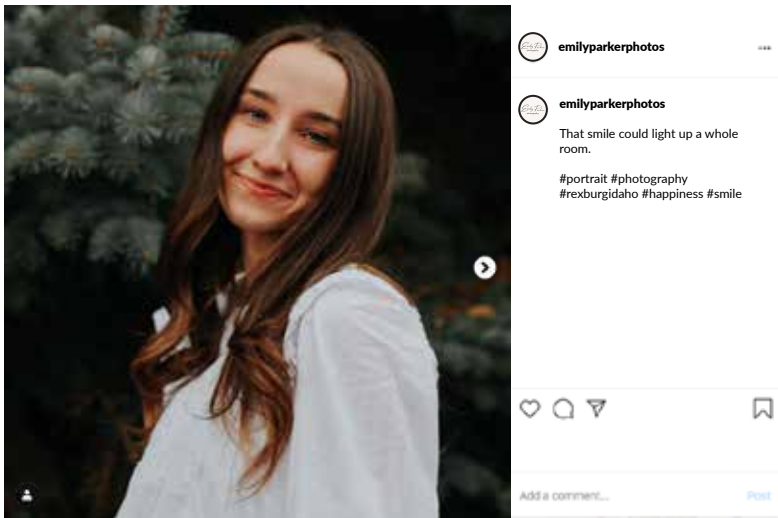
7.



ICONOGRAPHY



SOCIAL MEDIA & POSTS



The purpose behind my social media strategy is to connect authentically with my audience while showcasing my expertise and creativity. Each caption is crafted to educate, inspire, or engage—whether through photography tips, behind-the-scenes stories, or relatable insights. My bio offers a quick snapshot of who I am, what I offer, and the unique value I bring, inviting potential clients to explore more. This approach ensures every detail reflects my brand and builds trust with my audience.

SOCIAL MEDIA & POSTS



OUTFIT
TIP OF THE DAY



Positive affirmation

My moments are worth capturing - they're the treasures of a lifetime.



Positive affirmation

The camera sees the beauty in you that you may not notice yourself.



POSING
TIP OF THE DAY



Each post is crafted to align with my brand and connect meaningfully with my audience. Captions are designed to engage, whether through tips, behind-the-scenes stories, or relatable moments that spark conversation. By sharing insights that resonate and showcase my expertise, each post builds trust, strengthens my brand's voice, and helps potential clients envision their own stories being captured.

BUSINESS CARD



Business cards are a key tool for promoting my photography business and making lasting connections. Each card will feature my logo, contact information, and a QR code linking to my website or portfolio, making it easy for potential clients to explore my work and get in touch. They'll also be included in thank-you kits for clients or left at local businesses and venues to expand my reach. These cards serve as a tangible representation of my brand, ensuring I stay top of mind with anyone who receives one.

COLOR PALETTE

When creating the brand identity for my photography business, I wanted every detail to reflect my style, values, and the emotions I aim to capture through my work. The color palette of cream, sage, blue, and brown was not a random choice—it is deeply intentional and rooted in the essence of my artistry.

Cream represents warmth, light, and timeless elegance. It reflects my goal to create photographs that feel inviting and classic, standing the test of time while exuding softness and simplicity.

Sage symbolizes growth, balance, and a connection to nature. Photography often involves freezing moments that show life's organic beauty, and sage complements that earthy, serene essence.

Blue evokes trust, calm, and introspection. It resonates with the tranquility and emotional depth I strive to evoke in my work, encouraging viewers to immerse themselves in the stories behind the images.

Brown grounds the palette, adding a sense of stability and authenticity. It represents natural elements and ties in with my love for capturing raw, real moments that resonate with heartfelt sincerity.

Together, these colors harmonize to reflect who I am as an artist and the meaningful experiences I aim to preserve for my clients. They create a visual identity that feels both calming and inspired, perfectly mirroring the experience of working with me and the memories my photography encapsulates.

LOGO & TYPOGRAPHY

From a Circle to the Calgary Skyline

My original logo—a simple circle featuring my name—represented creativity, wholeness, and the start of my journey as a photographer. It was versatile and elegant, but as I prepare to establish my business in Calgary, Alberta, I wanted a design that connects to my future.

Incorporating the Calgary skyline adds a meaningful connection to the place where I plan to grow my business. Calgary's skyline represents progress, opportunity, and inspiration, all of which align with my vision for this new chapter. The skyline also creates a sense of community and belonging, tying my brand to the vibrant city and the clients I'll serve.

The Typography: A Balance of Personal and Professional

My new logo combines "Emily Parker" in cursive with "Photography" in a clean, standard font to strike the perfect balance between artistry and professionalism.

Cursive for "Emily Parker": The flowing, elegant script reflects creativity, warmth, and the personal care I bring to my work. It gives my brand an approachable, artistic touch that aligns with my photography style. Standard Font for "Photography": The clean, minimal font ensures clarity and professionalism, grounding the design and conveying trustworthiness to potential clients.

Why This Matters

This logo transition is more than just a visual update—it's a reflection of my journey as a photographer and my aspirations for the future. The Calgary skyline anchors my brand in a city that inspires me, while the typography captures the balance of artistry and professionalism I bring to my work.

Together, these elements create a logo that tells my story and resonates with the clients I hope to serve. It represents not only where my business is today but also where I'm headed, capturing the excitement and purpose of this new venture.

BRAND STATEMENT

At Emily Parker Photography, I believe that every moment of your life is filled with a story that is deeply personal and uniquely yours. I am honored to have the opportunity to capture the essence of those moments—whether it's the quiet smile shared between loved ones, the joy in a spontaneous laugh, or the subtle beauty of a fleeting glance. My commitment is to preserve these moments that matter most to you, ensuring they are not just photographs, but timeless reflections of who you are. With each shot, I strive to create images that speak to the heart, capturing your memories with care, sensitivity, and heartfelt attention to detail. My mission is to provide you with more than just pictures; I aim to give you cherished memories that you can hold onto forever, telling your story for years to come.

EMAIL PRESET

General Inquiry:

Hi [First Name],

Thank you for contacting Emily Parker Photography. I'm thrilled to hear you're interested in capturing special moments!

Whether its engagements, couples, or family sessions, I aim to provide a seamless and enjoyable experience while delivering stunning photographs. Please let me know a bit more about your vision:

What type of photography are you looking for?

Preferred date and location?

Any specific details or themes in mind?

Feel free to reply to this email or call me directly at (435)-375-1217. I'll get back to you within 2-3 business days to confirm availability and discuss further.

Looking forward to working with you!

Warm regards,

Emily Parker

Emily Parker Photography

(435)-375-1217