

BRAND DIRECTION

[GREEN PARTY]

Brief

Theme:

Clean, organic, and fun. The photos should reflect the brand's quality, visual identity.

Lighting: Bright, to make the greens look fresh and appealing.

Composition: Use a mix of wide shots, medium shots, and close-ups to provide a variety of perspectives. Incorporate dynamic angles and creative compositions to keep the visuals interesting.

Colors: Emphasize the natural tones and hues in the green’s color palette. Ensure that the colors (pops of green, yellow and orange) contrast clean surroundings, creating vibrant and appealing images.

Key Shots:

Close-ups of various nuggets and types, highlighting freshness, crystals, and color.

Logo and Signage: Clear shots of the brand's logo, and any branded materials (menus, packaging, etc.).

Preparation:

Location: Clean Kitchen

Schedule: 4 hour shoot. 10am - 2pm.

Equipment: cameras (camera, flash, lenses, lighting, and any additional props: cutting board/background items)

Deliverables:

A selection of high-resolution videos and images in both landscape (Photo/Video) and portrait orientations (Reels) that effectively showcase Washington Dabbers Club’s offerings, brand identity, and brand experience and lifestyle shots. These images will be used for marketing materials, social media, website content, and promotional campaigns.

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ton DC 20016









Love your work

Thank you for your interest in working with us
We look forward to creating something special with you.

Get in touch

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