

Confidence Meets Content.

THE ART OF

Branding

BRANDING GUIDE

BY : BEWILDERED AND BAREFOOT PHOTOGRAPHY



Modern brands deserve more than selfies and stock images. At Bewildered and Barefoot Photography, we craft bespoke visual content that reflects your brand's personality, professionalism, and passion — because your clients are buying more than just a product or service... they're buying you.

We work with beauty professionals, creatives, wellness experts, and small business owners to capture authentic, elevated imagery that helps you stand out and sell with confidence.



Brand photography is more than just pretty pictures — it's the visual heartbeat of your business. We don't believe in one-size-fits-all. Every session is intentionally styled and directed to reflect your brand's tone, values, and audience. Whether your vibe is soft and serene or bold and unapologetic, we'll capture imagery that aligns with your message and builds trust with your audience.



**A LITTLE STRATEGY,
A LOT OF SOUL.**

Before the camera is even picked up, we dive deep into understanding you. From moodboards and colour palettes to location scouting and prop selection, your session is crafted with strategy and soul. We offer guidance on styling, posing, and even help map out content ideas — so you walk away with more than just a gallery. You walk away with visuals that work.



**CONSISTENT,
ON-BRAND,
UNAPOLOGETICALLY
YOU.**

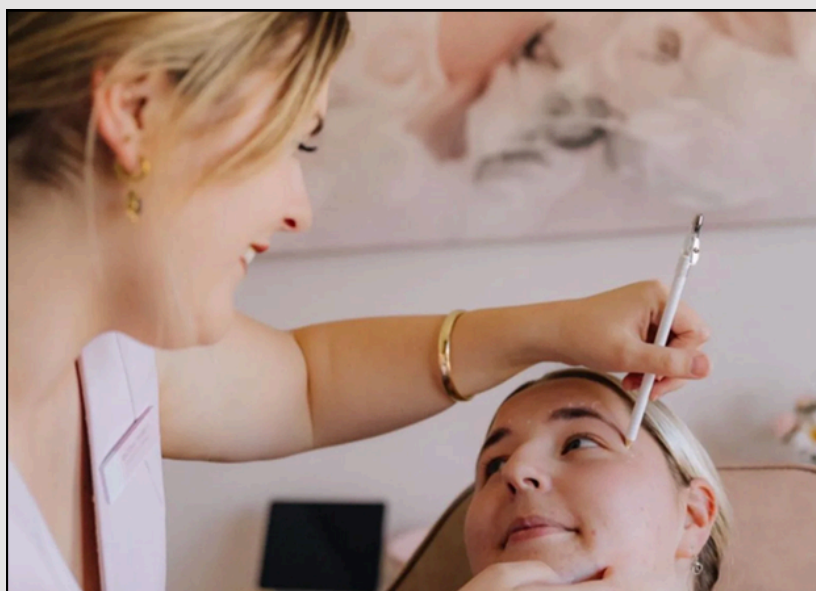
Your brand visuals should feel true to how you work — that's why we offer flexible shoot options. Work from home? We'll create magic in your natural space. Have a salon or studio? We'll show it off in the best light. Want to use our space? Bewildered Studio in Black Hill offers a range of props and backdrops for a polished, editorial-style look.



PERSONAL BRANDING SHOOTS

Perfect for solo entrepreneurs, creators, and service-based professionals

- Lifestyle headshots
- Candid in-action shots (treatments, tools, client interaction)
- Studio or on-location options
- Content tailored for social, website, and marketing use



PRODUCT & SERVICE FEATURES

- Clean, minimal product photography or flatlays
- Behind-the-scenes of treatments or services
- Social media-ready visual storytelling
- Reels + content planning available (on request)



FULL BRAND COLLECTIONS

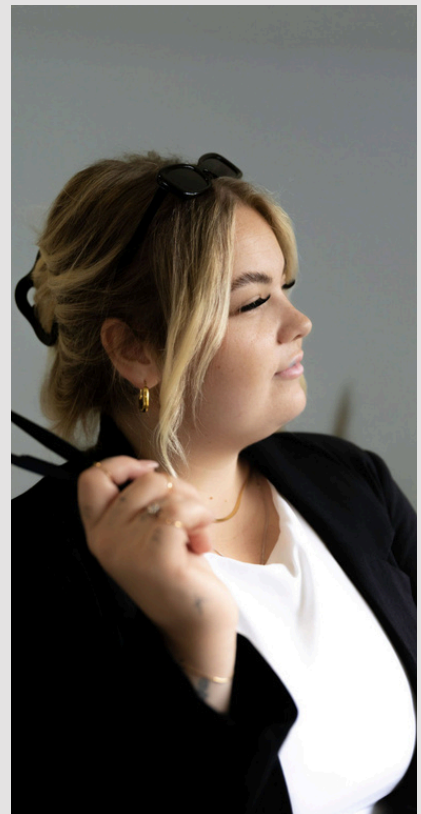
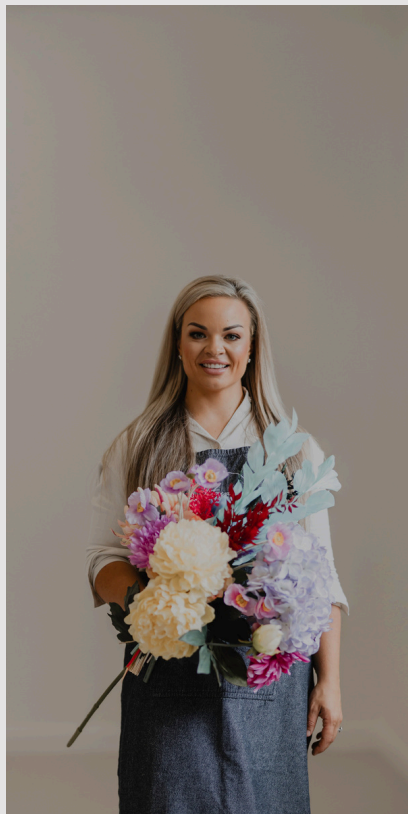
Ongoing content packages for consistent, high-quality visuals

- Monthly/Quarterly content refreshes
- Campaign-style shoots
- Styled branding libraries with cohesive colours, props, and mood boards

SOME BRANDS WE'VE WORKED WITH:

ICONIC LASH & EYEBROWS
AESTHETICS BY MADDY-JANE
HAVARNI & ME FLORISTRY
OM DIGITAL CREATIVE
SAJE BEAUTY AESTHETICS

**FROM LASH LIFTS TO LIP FLIPS, WE KNOW
HOW TO HIGHLIGHT YOUR BEST ANGLES AND
THE DETAILS YOUR CLIENTS CARE ABOUT.**





INVESTMENT GUIDE

Mini Brand Session

Perfect for quick content refresh or launching something new

\$350

- 45-minute shoot
- 20+ edited images
- 1 location (studio or on-site)
- Online gallery + commercial usage license

Signature Branding Session

Ideal for full service showcases or website updates

\$550

- 1.5–2 hour session
- 40–60 edited images
- Multiple looks or outfits
- Creative direction & prop styling
- On-brand content for socials, print, or ads

Ongoing Content Packages

Custom content delivered monthly or quarterly

- Starting at \$900 per quarter
 - Strategy call + shot list
 - Priority booking
- Consistent style to match your brand evolution



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Studio located in Black Hill, NSW

Servicing Newcastle, Maitland,

Hunter Valley + surrounds



**FRAMING YOUR PURPOSE,
ONE SHOT AT A TIME.**