

# 6 STEPS TO TAKING *better marketing photos* WITH YOUR PHONE



## 1. Clean Your Lens

Having a dirty lens on your phone creates blurry or foggy looking images. Little specs on the lens can make it hard for your camera to find focus. Always start by cleaning your lens with a lint-free cloth and you're good to go!

## 2. Find a Window

Light is your friend! Shooting your images by a window can produce really nice light that looks good to the eye. It will also help you take sharper images. If natural lighting is still too harsh and you're getting heavy shadows, try changing the time of day you shoot or pick a window facing a different direction. You can also diffuse the light with a thin, white towel or sheet over the window to soften the look.



## 3. Watch Color Casts

Artificial lighting in your space can cast unfavorable colors off products or skin tones. Make sure you're looking for anything in your surroundings that might change the color in a way you don't want. For example, fluorescents can make skin tones look green and lamps can make food look yellow. Turn off distracting lights and move away from colorful walls or artwork for instantly better photos.



## 4. Create Some Space

Don't be afraid to create space around the subject of your photo. Having negative space in your photos allows for more creativity when designing marketing pieces or social media content by allowing you to add text directly on the image. You can also help highlight your product or service by bringing the attention directly to what you want.



## 5. Variety is Key

It takes many hats to run your business. Showcasing your team, your products, your space, and your services in action are what it's all about. Your audience loves behind-the-scenes details so don't be afraid to show them. Shoot both details and wide shots for a good variety.



## 6. Mind Your Brand

Your brand is a reflection of your business. Keep your colors, your voice, and your brand's aesthetic in mind with every photo you take. By sticking to your pre-determined style, your photos will fall in line with your brand. The result? Consistent brand recognition!



*Need more help? We'd love to work with you and your business!*



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*highlighting brand stories through:*

- **Quarterly Subscription Service**
- **Single Photo Sessions**
- **In-Studio or On Location**
- **Content Strategy**



## 1. Brand

We specialize in telling brand stories through images driven by strategy and styling. We create marketing photos that show your business in action - from the details to the big picture.

## 2. Product

When your product is ready to take to market, we're ready to help you showcase it. We help create custom backgrounds ranging from fully styled scenes to true white backdrops for e-commerce sites. Schedule your session on location or drop ship to our studio and we'll handle the rest!

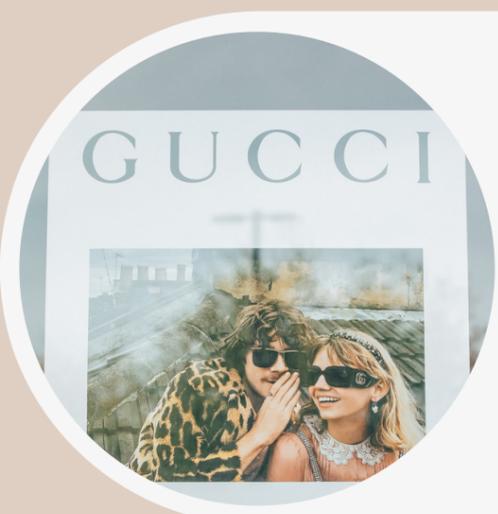


## 3. Food

Good food photography is challenging and we're here to help. From styling to photographing to editing, we deliver fresh, mouthwatering images that show off your craft. Schedule a restaurant menu shoot, food blog studio session, or incorporate dishes into a brand session. We're all about it.

## 4. Architecture

Architectural photography comes in many shapes and sizes and we're here for it all. Whether for real estate, editorial, industrial, or utilitarian needs, we'll highlight your space with a unique perspective and variety of detail.



## 5. Editorial

Editorial photography comes in many shapes and sizes, and we're able to provide images for publications with full licensing rights. Let us help you create an engaging visual design for your upcoming ad or article.

*hello@pendantcreative.com - reach out to chat!*



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