

PERSONAL & BUSINESS

BRANDING

TELL
YOUR
STORY

KURIUS
PHOTOGRAPHY



What is Personal/Business Branding?

Your personal/Buiness brand is how the world perceives you and/or your business.

It is influenced by how you promote yourself, how you show the world who you are, what you believe in, and what you stand for. A personal brand is a reflection of your values, character, talents, and passions in life.

It's more than just a headshot

It's a professional visual representation of your personality and your brand through a series of appealing and impactful images.

Stand out from the crowd

Capture people's attention. Take advantage of the visual nature of the human brain to deliver the personality of your brand with authenticity, excellence, and uniqueness.

Stronger online presence

Add another layer of trust and appeal to your profile and show yourself in a memorable and consistent manner with styled, purposeful, and personalized content.

HEADSHOTS

*Because you want
your first impression
to be a solid one.*

*Show yourself in the best possible light.
How do you want to be seen by others?
Trustworthy? Confident? Approachable?
Credible?*



Stand out from the crowd

Show your boldness and uniqueness



BUSINESS PORTRAITS

*Because it can be vital
to you professionally.*

*It's how your customers see you.
It's the image that people have of you,
in your community, industry, or the
marketplace at large.*



Tell your story

Build a visual representation of your personality and your brand through a series of appealing and impactful images



LIFESTYLE PORTRAITS

*Because you are proud
of your journey.*

*Step in front of your business.
Show your authentic self, your casual self,
and your familiar surroundings.*



AWESOME TEAMS

Because they are your most valuable assets.





BRAND ATTRIBUTES

What do you want to convey in your images?

<i>Core Values</i>	<i>Personality</i>	<i>Image</i>
<i>Authenticity</i>	<i>Creative</i>	<i>Classic</i>
<i>Integrity</i>	<i>Visionary</i>	<i>Casual</i>
<i>Trust</i>	<i>Strategic</i>	<i>Urban</i>
<i>Honesty</i>	<i>Inspirational</i>	<i>Elegant</i>
<i>Respect</i>	<i>Energetic</i>	<i>Artistic</i>
<i>Compassion</i>	<i>Friendly</i>	<i>Hip</i>
<i>Knowledge</i>	<i>Passionate</i>	<i>Daring</i>
<i>Wisdom</i>	<i>Collaborative</i>	<i>Sophisticated</i>
<i>Leadership</i>	<i>Analytical</i>	<i>Professional</i>

Brand Style

- Fresh*
- Light*
- Bright*
- Bold*
- Dark*
- Moody*



BLACK
 Power
 Control
 Authority
 Discipline
 Elegance
 Intrigue
 Mystery

RED
 Excitement
 Energy
 Passion
 Courage
 Attention
 Ambition
 Strength

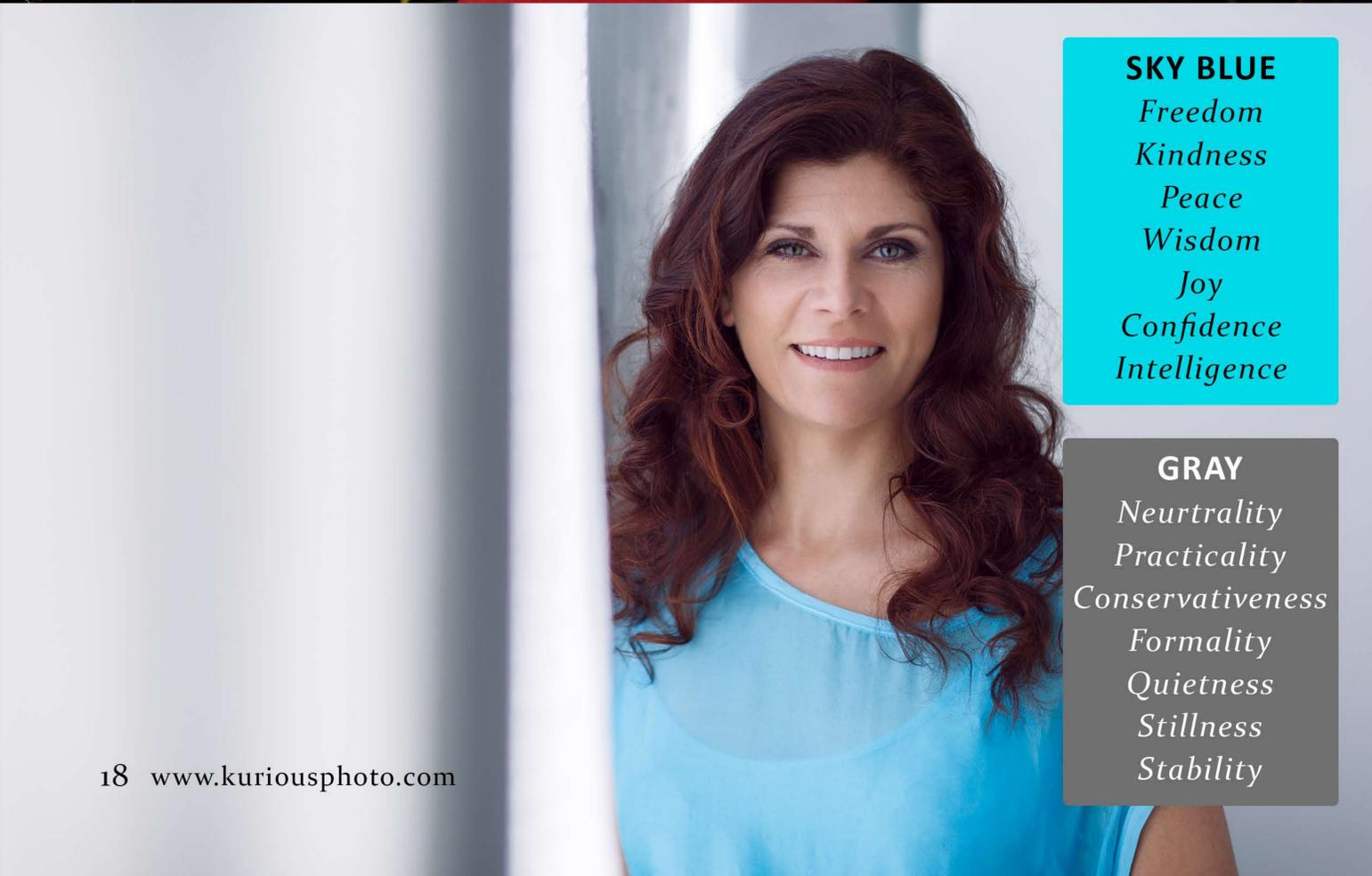
WHITE
 Purity
 Goodness
 Openness
 Truth
 Innocence
 Spirituality
 Refinement

DARK GREEN
 Safety
 Harmony
 Stability
 Reliability
 Balance
 Social
 Nature

LIGHT GREEN
 Growth
 Harmony
 Fertility
 Kindness
 Dependability
 Compassion
 Acceptance

COLOR MAGIC

Which colors represent your brand?



SKY BLUE
 Freedom
 Kindness
 Peace
 Wisdom
 Joy
 Confidence
 Intelligence

GRAY
 Neutrality
 Practicality
 Conservativeness
 Formality
 Quietness
 Stillness
 Stability

PINK
 Compassion
 Love
 Immaturity
 Playfulness
 Admiration
 Softness
 Approachable

VIOLET
 Imagination
 Spirituality
 Compassion
 Sensitivity
 Understanding
 Art
 Mystery

ROYAL BLUE
 Trust
 Responsibility
 Honesty
 Loyalty
 Inner Security
 Depth
 Devotion

YELLOW
 Enthusiasm
 Opportunity
 Spontaneity
 Happiness
 Positivity
 Optimism
 Humor

ORANGE
 Optimism
 Independence
 Adventure
 Creativity
 Fun
 Enthusiasm
 Productivity

Brown
 Reliability
 Stability
 Dependability
 Honesty
 Comfort
 Nature
 Wholesomeness



IMPACTFUL CONTENT

Where you can use your images

Website

*Home Page
About Page
Contact Page
Banners
Graphics
Blog Posts
Landing Pages*

Marketing

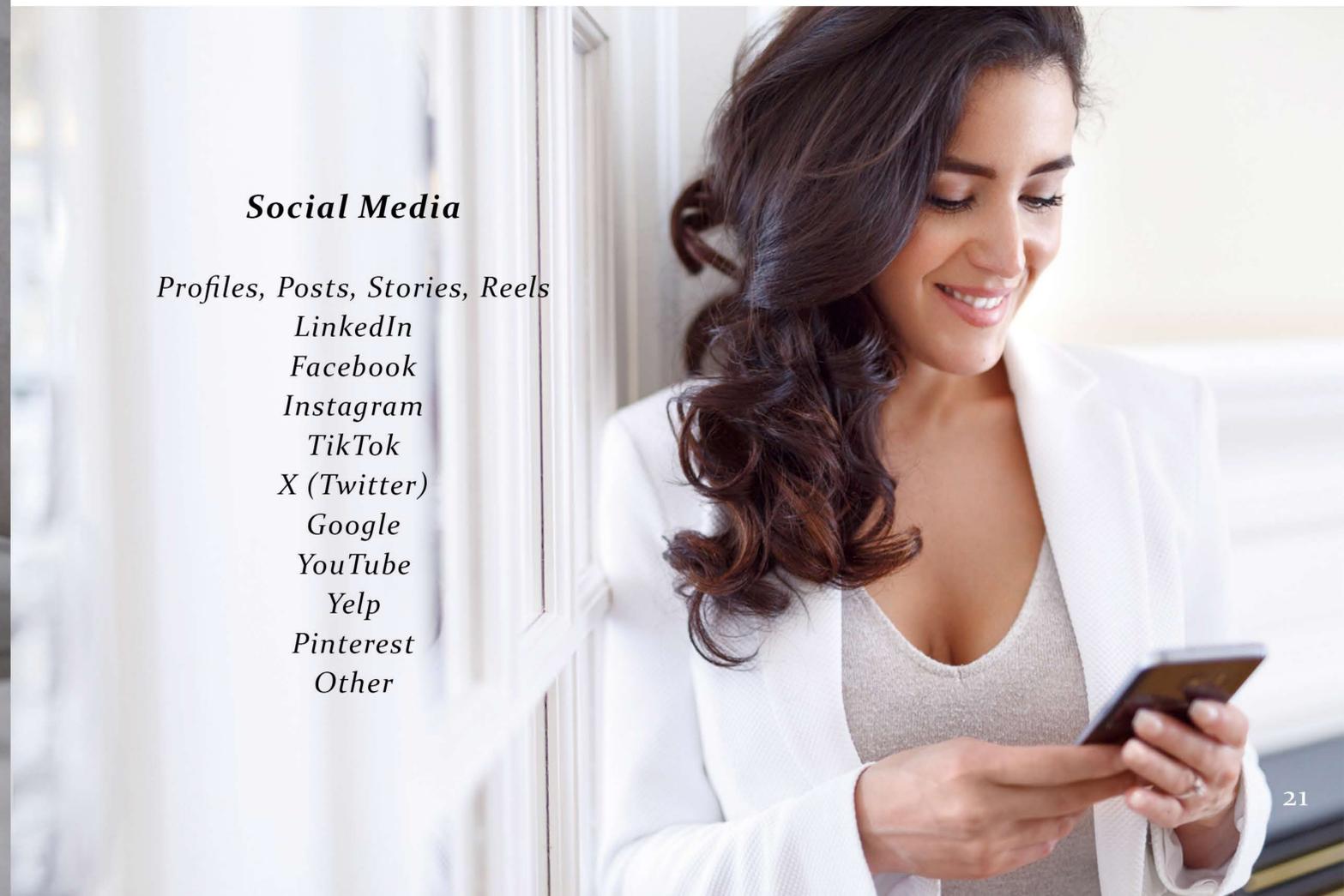
*Email Campaigns
Google & Facebook Ads
Podcasts & Webinars
Business Cards
Newsletters
Brochures & Flyers
Promotional Material*

Other

*Magazine Articles
Press Releases
Billboards
Posters
Store Displays
E-Commerce
Events*

Social Media

*Profiles, Posts, Stories, Reels
LinkedIn
Facebook
Instagram
TikTok
X (Twitter)
Google
YouTube
Yelp
Pinterest
Other*



ABOUT THE PHOTOGRAPHER

Bassam Sabbagh

Professional Photographer

Business Consultant

Coach and Mentor

A little bit about me,

I love working with incredible people of all ages and walks of life to capture their passion, beauty, and elegance and help them tell their story through a series of appealing and impactful images that can be felt, cherished, and revisited for a long time.

I believe that everyone needs to take time to appreciate themselves and do something unique, exciting, and fun, whether for personal or professional reasons. I am dedicated to creating a personalized, empowering, and transformational photoshoot experience that leaves you with positive energy and a sense of elevated confidence.

Photography is a second career for me; one that developed as a passion in 2013 and became a real business in 2016. My first career was in various senior leadership roles in the aerospace industry, and today, I continue to do business consulting for small & medium sized organizations as well as coaching and mentoring for independent, self-employed professionals.

My background in business and management allows me to connect with Personal & Business Branding clients in a way that enables the creation of value far beyond the photography experience.

I look forward to the opportunity to contribute to your success.



*Bassam earned a **Master Photographer** status from **The Portrait Masters**. This accreditation is a recognition of portrait photographers around the world who consistently produce work of 'high professional standard'.*



2024

PRICING GUIDE

Entrepreneur Collection

All-Inclusive Value

- Onboarding consultation
- Brand vision & business strategy meeting
- Location scouting, if needed
- Professional wardrobe styling
- Custom photoshoot plan
- Up to 3 locations over 2 days if needed
- Posing, directing, and guidance
- Professional photo retouching as needed
- 30 final images
- High-resolution digital files
- Matching social media format digital files
- Full commercial use release
- Client for life privileges

Starting at 4,950

Add a promotional video
(additional charges based on scope)

Other

Business Headshots	Starting at 550
Group Business Headshots	Starting at 1,850
Personal Branding Session Fee (includes \$400 credit)	650
Personal Branding Collections	Starting at 1,500

Prices in CDN \$ - All taxes extra

www.kuriousphoto.com

Step out in front
and stop hiding behind your business.

People do business with you
because of YOU!

How do you want to be seen?

Be the face
of your business

Call us to book your Personal Branding session today!

(514) 781-7755

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www.kuriousphoto.com

Montréal