

Style Guide Template

Learn the tricks to stylise your images

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lavine photography



1.

Outline the requirements and ideas you want your brand to reflect. Your market position and how you want to be seen by existing and potential customers.

2.

List your check list of image quality and concepts

3.

Make a list of your goals, locations and areas

Example| Mobile Dog Grooming Service

Our business offers a caring place where owners feel safe to entrust their dogs. We provide additional information and resources to educate owners on the wellbeing and caring for their pets as seasons change.

We provide care for puppies to mature aged dogs

Our imagery should convey a sense of fun, personality and character. Family friendly, social connection.

Create a check list of must have

- Natural & candid
- Feeling of warmth
- A sense of connection
- Not too busy
- Space for copy

Develop a list of core concepts

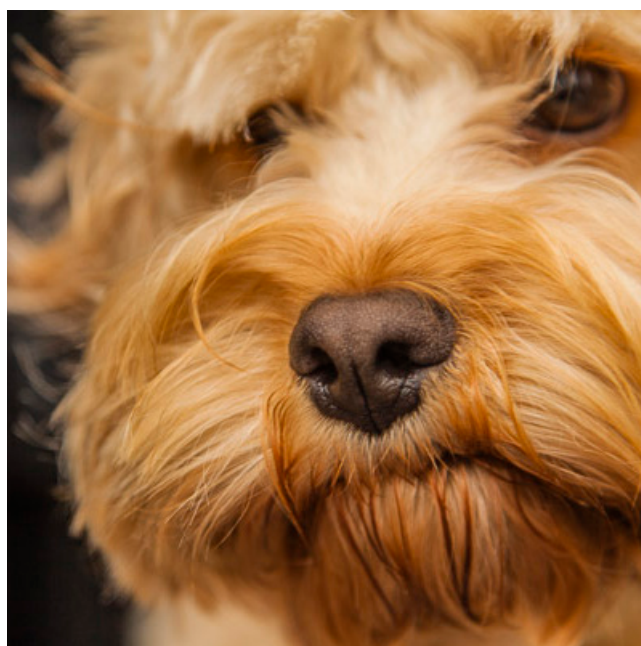
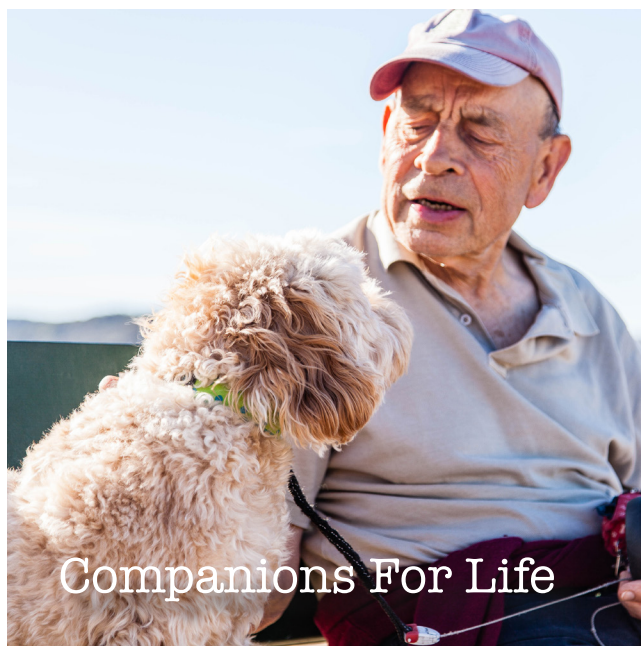
- Love
- Family
- Playfulness
- Informative
- Care
- Social connection
- Companionship

Goals

- Care and wellbeing
- Educate & inform dog owner
- Best practice
- Authority on grooming

Locations

- Park
- Home
- Mobile van
- Dog access areas
- Beach



Style Guide | YOUR PLANNING SHEET

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Your Business

Our business offers

We provide.....

Our imagery should convey a sense of

Create a check list of must have

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Develop a list of core concepts

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Goals

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Locations

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Style Guide | YOUR PLANNING SHEET

Mood board

Source images from the Internet to collect as a guide to illustrate your image aim until you have a library of your own to draw upon.