



LUCY POULAKI PHOTOGRAPHY

EST. 2022



## BRANDING GUIDE

[WWW.LUCYPOULAKIPHOTOGRAPHY.CO.UK](http://WWW.LUCYPOULAKIPHOTOGRAPHY.CO.UK)

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# YOUR JOURNEY WITH ME

- ◆ We book you in
- ◆ Shoot day let's create some magic!
- ◆ I work behind the scenes editing your gallery
- ◆ Three to four weeks later you receive an email with a link to view your gallery
- ◆ Pick your favourites from the gallery or upgrade for more
- ◆ You download your images, love and share them on your website and socials



PATTERN CUTTING

CUTTING

WOMEN 4 2011  
WIGGIE LTD.  
WIE-1107 8344-1107

WIGGIE LTD.  
WIE-1107 8344-1107

Portfolio Skills  
Fashion & Textiles  
**PATTERN CUTTING**  
CHUNMAN LO

HAND  
Models 1

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# HOW I WORK

Over the years, I've refined not just my craft, but the way I create allowing every session to feel effortless, intentional, and truly tailored to you. This approach ensures you receive the very best of me, not just as your photographer, but as a visual storyteller for your brand.

As a creative, trust means everything. When you allow me the freedom to explore, to observe, and to create without limits, that's where the magic really happens.

There's so much happening behind the lens light, movement, energy, detail. Because of this, I design my sessions to feel calm, relaxed, and free-flowing. My only ask is that you stay present. Step fully into yourself, embody your brand, and allow your personality to come through naturally. When you let go of overthinking and simply be, that's when your most powerful, authentic images are created.

I've always believed the most impactful visuals are often the unplanned ones—the in-between moments, the subtle expressions, the quiet confidence. The moments where you're not trying, but simply showing up as who you are. That authenticity is what connects, and that's what I aim to capture.

Your experience matters just as much as your final images. I never rush a session, and I'm intentional about creating an atmosphere that feels grounded, focused, and aligned with your vision. When you feel at ease, it translates into imagery that feels natural, elevated, and true to you.

And of course... I'll always be your biggest hype woman cheering you on, building your confidence, and making sure you feel incredible every step of the way.



# BEFORE YOUR SHOOT

It's so important to fully immerse yourself in the experience. Moments like this don't come around often the chance to celebrate you, your business, and everything you've built. Take it in, own it, and acknowledge the dedication and sacrifices that have brought you here. Be proud of how far you've come.

# WHAT TO BRING

- ◆ Water
- ◆ Any outfits you wish to bring
- ◆ Hair brush and hair accessories grips and bands.
- ◆ Lipstick to touch up with.
- ◆ Bras, spare underwear just incase we may need to change them due to outfits
- ◆ Nipple Covers
- ◆ Laptop, Phone, Notepad, Ipad, Pen, Branding mug,
- ◆ Shoes
- ◆ Business cards

# WHAT TO EXPECT

My sessions are designed to be entirely stress free and a comfortable environment, a home from home experience.

Throughout your session we will be able to have as many breaks as possible to ensure you are as comfortable as can be.

We will chat laugh and capture every detail!



# STYLING

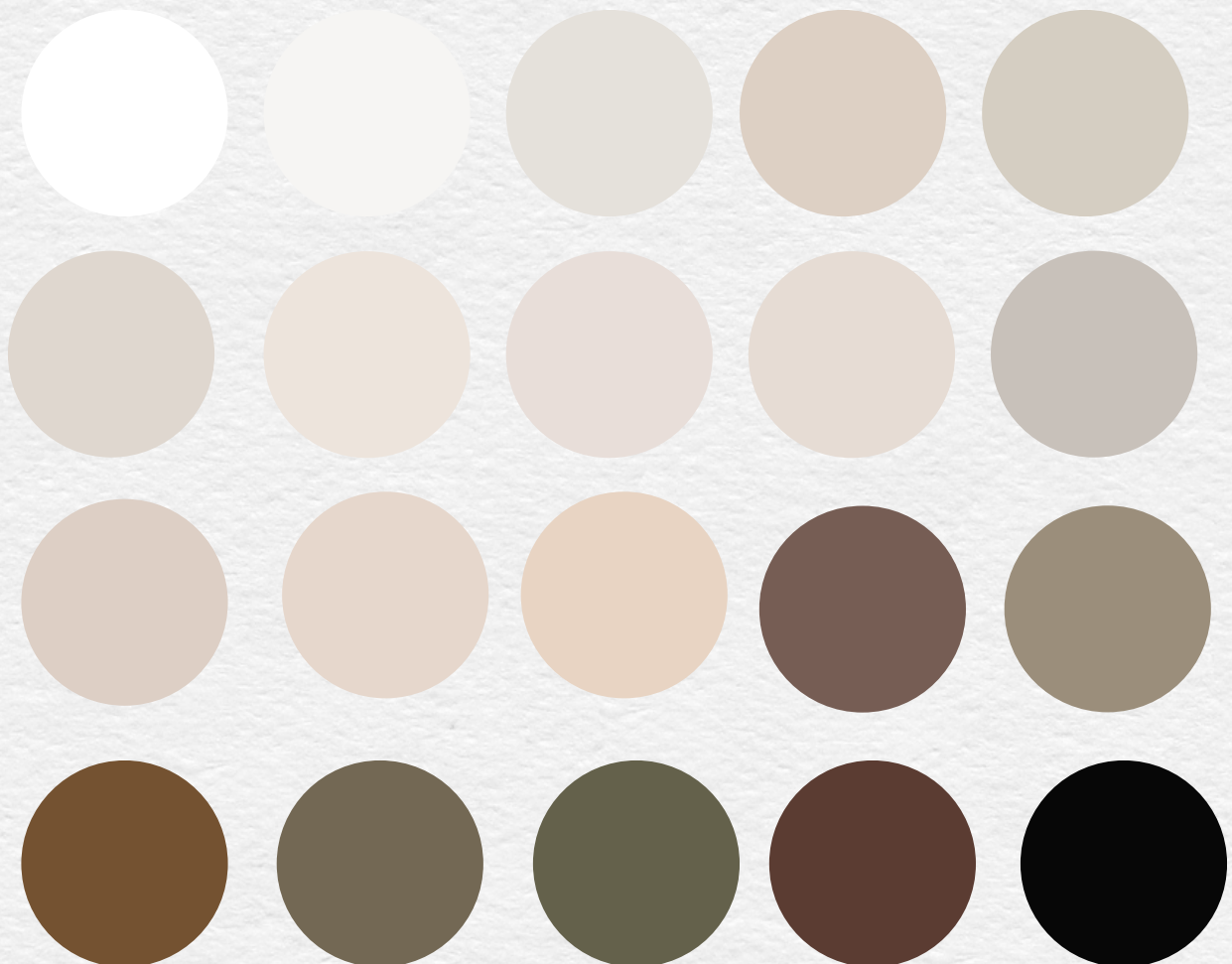


# COLOUR PALETTE

When it comes to styling and what colours to wear, the best colour options are neutral and earthy tones, cream beige's, sand, browns, black and white. These help make the main subject area the focal point of the photo.

## TOP TIP!

Keeping things minimal in your outfits is key to achieve this. Play with different textures, this is the golden nugget to achieving a minimal, earthy, natural, timeless look in your photos. Linens, Cotton, Cheesecloth materials work amazingly well with my style of photography and my favourite of all time anything crochet or knitted!



# LOGOS & PATTERNS

I always recommend avoiding prominent logos or heavy branding within your outfits. This keeps your images timeless and ensures they remain relevant, even if your branding evolves in the future saving you from needing to update your photos too soon.

The same goes for bold or busy patterns, as they can draw attention away from you as the focal point. Instead, opting for softer, more subtle details such as delicate florals, flannel textures, or minimal stripes helps create a clean, elevated look that keeps the focus exactly where it should be: on you.

## PATTERNS THAT WORK WELL



## PATTERNS TO AVOID



# HANDS & TOES

Please be aware your hands will be photographed, fake tan and chipped nails will be visible. It is also likely you may be asked to be bare foot.



# STYLE

Avoid harsh or busy patterns, as they can feel distracting and quickly date your images. Keeping your outfits simple and minimal especially in neutral tones helps create timeless, versatile photos, even if your branding evolves. You can always include a piece in your brand colour for variety. Most importantly, wear something that feels like you comfortable, confident, and true to how you show up in your work.



# HAIR & MAKE UP

When it comes to hair and makeup, my goal is simple I want you to feel your absolute best, while still feeling like you. If you don't usually wear makeup, I'd suggest keeping it natural or skipping it altogether. If you love having your makeup done, then absolutely go for it. The key is to stay true to what feels authentic and comfortable for you.



# ACCESSORIES

When planning your brand shoot, think about the tools you naturally use in your day-to-day whether that's your laptop, phone, notepad, or books. Including these elements helps capture authentic detail shots that give your audience a real insight into how you work and bring your brand to life.





# THE STUDIO



# THE STUDIO

The studio is a cosy, private space nestled within my home designed to have everything you need for a relaxed and seamless experience. You'll be welcomed with a hot or cold drink, so you can settle in, unwind, and simply enjoy the moment while I capture you just as you are.

There's also a beautifully curated client wardrobe available, thoughtfully selected to help you feel your absolute best. With a range of sizes available, each piece has been chosen to ensure comfort, confidence, and a truly special experience.








# DRINKS

## COFFEE



Espresso  
Lungo  
Americano



Latte   
Caramel Machiato  
Toffee Nut Latte



Cappuccino   
Flat White 

Decaf Options available  
Vegan 

## OTHER

HOT | COLD

- English Breakfast Tea
- Herbal Teas
- Peach Tea
- Lemon Tea
- Honey Apricot & Vanilla Tea
- Strawberry & Watermelon Tea
- Mango & Passionfruit Tea
- Chai Latte
- Turmeric Chai Latte
- Hot Chocolate
- White Hot Chocolate
- Sticky Toffee Pudding Hot Chocolate
- Raspberry Ripple Hot Chocolate

Hot Chocolates can be served fully loaded

Caramel Syrup | Marshmallows | Hazelnut syrup



# AFTER YOUR SESSION



## AFTER YOUR SESSION

After your beautiful session I will start the editing process for your galleries. This can take 3 - 4 weeks. Once your gallery is complete you shall receive an email with a link to view your gallery.

You will have one week to view your gallery, Once you have viewed your gallery you can download the images included in your package or you can upgrade to view all the magic!



# UPGRADING



# UPGRADING

After you have viewed your gallery you may decide that you would like more images, and truthfully I don't blame you!

Moments like these only happen once, so why not have them forever encapsulated?

## UPGRADE OPTIONS



Per Image £25

10 Extra Images £100

Full Gallery £150

**\*\*All Images are digital downloads\*\***

# LISTEN TO MY PLAYLIST

**Girl Boss - Lucy Poulaki Photograph**

Preview [lucypoulaki](#)

+ Save on Spotify

1 **iloveitiloveitiloveit** 03:03  
E Bella Kay

2 **Diva** 03:20  
Beyoncé

3 **Unwritten** 04:19  
Natasha Bedingfield



# TAGS & REVIEWS

Once you have had your gallery back and you have experienced a shoot with me it would mean the world to me if you could spare 5 minutes to share your whole experience with others.

It's always such a heart warming moment for me reading about your experience.

To do this simply scan the QR Code below or visit Lucy Poulaki Photography on Google.



It always brightens up my day when you tag me in your photos, it also helps me grow and reach others which always means so so much to me. If you'd like to follow my journey, tag me in your photos, and have a general chat I would love to have you apart of the family.



@lucypoulakiphotography  
@lucypoulakiweddings

## CONTACT

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