

BTRUENORTH

**BUSINESS
SHEAD**

SHOTS

For
Companies
& Individuals





Do we need Headshots?

Whether you're a individual, or a company, your face is your number one marketing tool. Headshots convey your brand; They show that you're professional. They show that you're not someone who'll rely on a phone photo to communicate with your clients.

For a company, it's important to show a cohesive, corporate image where all your staff photographs on the 'about us' web page say what you want to say about your company.

We live in a visual world and your face is your brand.

The world of business has changed in the last few years.

More & more business is done remotely. People work from home more now than ever.

It's important when we don't meet as much face to face, to convey the right image. A good headshot will match your vision for your brand identity.

Put simply, if you are in business, you and your team need good headshots.

That's where we can help you...





The Basics

What would good headshots do for me or my company

1. Showcase your Brand Identity
2. Introduce yourself / your team more effectively, building a better connection with a client or potential client
3. Show that you are serious about your business image.
4. Increase trust by putting faces to names.

What Can We Do To Help?

We provide:

- Premium Business Headshots for individuals or companies
- Corporate Headshots
- Professional Portraits
- Branding Imagery

Individuals or small groups can come to our Studio, located just outside Leeds.

For companies, let us bring the studio to you. We can set up a headshot studio in a small meeting room or convenient area & your staff members can come and have their headshots with minimal disruption to your working day.

INDIVIDUAL BUSINESS HEADSHOTS

For individuals, the studio really is the best option. A studio session is a 90 minute personal photoshoot designed to show 'the best you' and to create the image that you want your clients to see.

At True North Studio, we've created Business Headshots for everyone from Barristers to Pet Groomers. Different occupations require different approaches & have different needs from the session. We will design the session around your requirements and advise on what to wear, makeup etc. to create the perfect look.



Individual Headshot Session

What's Included:

- 90 minute studio session
- As many outfit changes as you require
- Changes of backdrops & sets to match outfits & Branding
- Private online proof gallery
- Two images, fully retouched to show you at your very best **
- Copyright licence to use images freely in all mediums
- Option to purchase more retouched images

Package Price: £150

Additional images: £20 Each

** All Images are supplied in high resolution, with no watermarks, by digital download



HEADSHOTS FOR COMPANIES

If you're wanting headshots of your team, so you can use the images on your website's 'About us' or 'meet the team' pages, email signature blocks, blog posts etc. , the best way to do that is with an on site session.

We bring the studio to you !

All we need is a space of about 3m x4m, for example a meeting room or a recreational area, to set up in. Your staff can then come to us throughout the booked session with minimum disruption to your working day.

Company Headshot Session Package

What's Included:

- Half or full day session depending on number of staff
- Choice of backdrops & sets to match outfits & Branding
- Private online proof gallery
- One image per staff member, fully retouched to show you all at your very best **
- Copyright licence to use images freely in all mediums
- Option to purchase more retouched images

Session Fee: £100

+

Up to 15 Staff Members: £250

16 to 25 Staff Members: £450

25 to 35 Staff Members: £600

for 36+ Staff Members, please enquire for a bespoke quote.

** All Images are supplied in high resolution, with no watermarks, by digital download





F A Q ' s

Studio Or At Our Place, Which Is Best ?

Our Studio is an intimate and compact space (That's Estate Agent speak for small). We can comfortably fit 3-4 people in, so if you have a small team, you're more than welcome to join us in the studio.

On the whole though, we tend to use the Studio for individual sessions. If there's more of you, setting up at your location is a much better idea as it minimises disruption for you.

How Long Does It Take ?

For individuals, a typical headshot shoot takes about 90 minutes. The rate is fixed. The shoot won't cost any more if we run over a bit.

For Companies, we normally book in blocks of half a day.

Do You Retouch Images ?

Yes. For both individual and company headshot sessions. Once the selection of images has been made, all images are retouched to bring out the best you.



F A Q ' s

Do You Have A Contract ?

Simply put, yes. The contract gives you all the rights to use and print your headshots whenever you want. When you book, you will receive the contract by email.

What Do We Wear ?

As a general guide, wearing what you'd normally wear for work is probably the best. However, we will have a chat with you when you book and work with you regarding styling.

We have arrived at a Client site at 7am before, to catch the Engineers while they were still clean...

Portrait or Landscape Format ?

We would always recommend having the images taken horizontally. Horizontal images work better for websites, signature blocks and business cards.

Horizontal images give you some empty space at the side of the headshot to use for text, which is fantastic for blog posts.

The high resolution cameras that we use for the headshots allow us to take a more traditional upright, closer crop of the headshot too and you'll be supplied with both versions, so it makes sense to go with horizontal.

F A Q ' s

Can The Headshots Match Our Branding ?

Traditionally, business headshots are shot on a neutral backdrop, such as black, grey or white (I love B&W headshots on a high key white backdrop!), but we're happy to discuss anything that we can do to make your headshots cohesive with your business branding and we can provide paper backdrops in most of the colours below.



HOW CAN WE FIND YOU?



The Studio Address is:
Ropergate House,
Ropergate,
Pontefract
West Yorkshire.
WF8 1JY

Using this address will take you to the front of the building (Photograph on the left). There are parking meters there and it's about 70p per hour to park.



At the back of the building, there's a free car park, The entrance to it is right next to Kwikfit and the postcode is: WF8 1LN.

I normally tell people if they give me a ring, I'll wait by the road so that they know where it is.

If you have any questions at all regarding the shoot or any of the details, drop us an email or give us a call.

email: info@truenorthuk.com

Phone: 07813 875361



Client List

Here are just some of the companies that we've enjoyed working with recently, to create online content and business headshots for, as well as the countless individuals who've come to the studio.





TRUENORTH