

Brand Voice Guide

for

Fatima Gulied Wedding Photography



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BRAND VISION

To be the go-to for warm, romantic and timeless wedding/couple photography.

To bring the essence of a couple's love to life by capturing organic moments, images that tell the story of their emotional experience in a photo form.

BRAND VALUES AND BELIEFS

Emotion

Part of what makes Fatima Gulied Wedding Photography so different, is imagery that captures raw emotion. Emotion is the driving force and core of our work.

Connection

We build a genuine connection with our clients by offering a pre-consultation. So on the day we can best capture their love like building the foundation of marriage.

Authenticity

Trust the process, move through the day with ease and confidence as your love story unfolds. Your wedding is all about you, your family and dear friends. Be yourself. Show your personality. Laugh loudly. Hug tightly. Take in every moment.

BRAND PROMISE

We'll be there to capture it all and help you document beautiful and unfiltered moments.

Your love story told through warm and romantic imagery. Capturing the essence of everything you are.

ELEVATOR PITCH

Relaxed, Warm and Romantic.

The soul of your wedding held in cinematic photographs. Moving photographs are those that tell the truth of life and love.

With an artful and interpretive eye, we capture story-driven snapshots that mirror the connection that already exists between you and your partner.

UNIQUE VALUE PROPOSITION

We chase nature's natural lighting to capture real emotions. Combining candid with posed photographs, we capture emotion that people can see and feel when looking at our photographs.

We have a "hands-off" approach - this allows natural movements and feelings that arise throughout the day to tell the story. The end result is stylish, timeless and story driven.

We also give clear instructions and guide you through your day, using prompts to make you feel relaxed and comfortable, so there's no need to worry about how to pose on the day.

OUR BRAND STORY

Mission Statement

We highlight candid moments that help you relive the magic of your love story. Through developing genuine trust and connection with each couple, we artfully capture the soul and joy of your day. And capture these beautiful memories for you to cherish and treasure.

Our Perspective

We adore chasing beautiful light, documenting those unscripted and romantic moments in between. No couple is the same, so your wedding photography shouldn't be. The photography is crafted to you, through a deep understanding of your love. We deliver a personalised gallery that mirrors the emotional story of your wedding day.

About Us

We are a sister duo Naima & Fatima Gulied with over 11 years worth of experience. With photography at the heart and soul of what we do, we aim at providing long lasting memories through warm and romantic imagery.

In the past decade we have been privileged to witness and capture hundreds of weddings across the UK and internationally. We have met some amazing couples and travelled to some wonderful destinations. We're proud to be featured in hitcheduk, tatler magazine and more.

We take pride in the work we do. Deeply connecting with couples in a short period of time. Wherever we go each couple gets a highly personalised experience and finished product. Every wedding photography experience is customised - no filter - no lens - vision or style is right for everyone.

We understand how stressful planning a wedding can be, that's why we use our experience and expertise to support you on the day, with any advice you may need.

On your big day, we are more than just photographers, we'll be your honorary bridesmaids, hair stylists, confidants and dress fluffers!

We want you to have the wedding of your dreams.

BRAND VOICE

Artistic	Supportive	Reassuring	Energetic
Passionate	Honest	Confident	Friendly

BRAND VOICE CONT.

Characteristics	Tone/Description	Do's	Don'ts
Artistic	Expressive, inspiring, creative	<p>Show, don't tell.</p> <p>Share your creative process and own your originality. Offer a behind the scenes, and how you personalise your finished product.</p>	Attempt to do or share what you see from industry competitors.
Honest	Forthright, candid, sincere	<p>Be specific and be yourself.</p> <p>Make your values clear. Thoughtfully show details when you feel moved to do so. Continue to prioritise quality over quantity.</p>	Use ambiguity or scarcity in an attempt to achieve mass appeal.
Passionate	Lively, bright, optimistic	<p>Educate and inspire.</p> <p>Share anecdotes about a recent couple shoot. And share a story about a time when things didn't go as planned, share how you overcome the situation and be confident in your experience in the industry.</p>	Project negativity: instead offer tips on how to prepare yourself for the day, which props to bring. Solutions that will showcase your experience and optimism in tough scenarios.
Supportive	Encouraging, caring, understanding	<p>Be conversational and approachable.</p> <p>Continue to answer frequently asked questions on your social media platforms, to alleviate any concerns. And use that as an opportunity to show couples your vibe.</p>	Show up to the shoot unprepared. Instead show your process: instruct and direct couples and their families throughout the day.

BRAND PERSONALITY

Tone and style

The following statistics are averages. Don't get too caught up in them, but keep them in mind as you write.

Voice Overview

Fatima Gulied's Wedding Photography brand voice is supportive, laid-back and sincere. Your voice employs a moderate vocabulary level. It's friendly and approachable while showing artistry.

Sentence length

- Average sentence length: 11-16 words (sometimes longer)
- Average word length: 5-9 letters (advanced)

Tones

Joyful, friendly, and passionate.

Readability score: Grade 2-7

Emails have a readability score of grade 5-6.

Website is grade 8-9.

Instagram - Friendly and passionate. This is where we can have the most fun sharing our experiences. We love engagement, so always showcase photos from our latest shoots.

Email - Straightforward and supportive. From inquiry to booking to booked, we respond swiftly with understanding and customer care. Ensuring we answer all questions within 48 hours.

VOCABULARY

No sales tactics: No gimmicky CTAs or headlines. We want our target audience to understand what will happen after they book and we want to make it clear what the outcome will be. Make them click to book.

No adverbs: If you want to use an adverb, use a stronger verb.

Repetition: Avoid writing the same word or phrase twice in the same sentence or paragraph.

Religious language: We would never talk about religion (not even to talk against it).

Definitives: Please be careful with Always, All, and Never. They raise objections and make people look for an exception. Soften it to almost always, nearly all, almost never.

Flowery language: Casual, personal, and poetic language to reflect imagery passion.

Text speak: Don't do it. Full stop.

Repetition: Never repeat the same word in the same sentence, heading or paragraph.

AUDIENCE

Most of Fatima's couples are in their early 20s to late 30s.

Secondary Audience: newly or soon to be engaged.

Primary Pain Points:

- With so many wedding photographers, it's hard to choose one. So they're unsure about how they'll know FGWP is the 100% choice for them.
- Deciding if photography is an area they're willing to extend their intended budget.
- Planning a wedding is overwhelming. Facing information overload - they underestimated the time and energy it takes to choose, organise and coordinate with vendors.

OUR SIGNATURE SERVICES

Exclusive

- 9 hours of wedding coverage
- Your full resolution wedding photos edited in my style.
- Images delivered through beautiful online gallery - ready to be downloaded, printed & shared with family & friends.
- Pre-wedding consultation: communicating in the months leading up to the wedding.
- 10 Fine Art Prints

Classic

- 6 hours of wedding coverage
- Your full resolution wedding photos edited in my style.
- Images delivered through a beautiful online gallery: ready for download and printing.
- Pre-wedding consultation: communicating in the months leading up to the wedding.

Micro-Weddings

- 4 Hours of coverage
- This is for smaller intimate functions and normally covers ceremony, group photos and couples portraits.
- Images delivered through beautiful online gallery
- Pre-wedding consultation: communicating in the months leading up to the wedding.

THE PROCESS

1. Contact Us

Get in touch using our contact form and let me know all about you and your day. I'll send you our pricing guide with all the information on the services we offer.

2. Seal The Deal

We are a perfect match! Let's make it official! You say yes and we sort out the paperwork, T&C's deposits etc. We will arrange a consultation and go through any other questions you may have.

3. The Big Day

This is it, your big day is finally here! I'll be there photographing your day as it unfolds, capturing you getting ready to your evening reception!

4. Gallery Delivered

You'll receive some sneak peaks within a few days of your wedding. We then work on editing your beautiful wedding photos and send you a full online gallery of high-resolution images ready to be downloaded and treasured.

Call-To-Action

We'd love to capture these beautiful memories for you to cherish and enjoy for many generations to come. Images that transport you right back to that moment they were taken, so you can relive the magic of your love story.

If you want your wedding to be captured by photographers who care about delivering high quality personalised experience, then we are the photographers for you.

Ready to choose us to be a part of your love story?

STYLE GUIDE

Grammar and Punctuation

- Always use the Oxford comma.
- Ampersands (&): Unless character count in a headline or social post is a concern, please do not use ampersands. If one is used, it should not be paired with an oxford comma.
- Use contractions for friendlier tone and readability
- Use parentheses when inserting descriptors: convey additional thoughts or emotion
- Never use -em, dashes, colons, or semicolons, especially on social media
- Quotation marks: End punctuation should be within the quotation marks.
- Use italics to convey emotion, inflection, inner thoughts, and emphasis on offers
- Use bold to highlight important or directive text - especially in more educational posts

CTAs

- In Web Copy & Buttons: CTAs should be written in all caps
- In Email Copy: Hyperlinked text should continue with the flow of the sentence. (Capitalise as you would a normal sentence. Include the punctuation in the link.) And use contractions most of the time unless emphasising a point.

OTHER

Use Of Numbers

- Always use numerals as they're easier to see in copy.
- Use numerals for hyphenated terms.

Bulleted Lists

- Don't use end punctuation on each line (not even the last).
- Please make sure that there is a line break between the last bulleted line and the first sentence of the next paragraph.
- Feel free to spice up the bullet font on social or emojis provide a nice break for the eye
- Make sure every point is interesting and worth reading.
- Bullet points are NEVER used on Instagram captions to separate lines.

EMOJIS

We don't use a lot of emojis on social media.
But when we do, it's to complement our photos (we like to think they speak for themselves).

✨: They're usually used to highlight break text. Never use them in place of a word.

📍: Where the shoot took place/ experience/ details of the day.

🔥: Final touches- share an edited photo / or cinematic video.

💕: Naming, sharing a bit about the couple and what you loved about working with them

Flag: Add flags to celebrate love from different cultures.

TESTIMONIAL LAYOUT

Testimonials should be in the following format:

“Sentence capitalisation of the overall experience.”
(paragraph break here)

“Sentence case continuation of the testimonial, which can range anywhere from a few sentences to multiple paragraphs. This is in a smaller font and begins & ends with quotation marks. Some sentences may be selectively bolded to create emphasis.” (paragraph break here)
- Testimonial Name

RECOMMENDATIONS

1. Optimise your website design for better UX.
2. Update website copy to increase conversions and for easy booking.
3. Use brand mission statements and messaging consistently across social media.
4. Introduce who you and your sister are - and what couples can expect by working with you.
5. Share behind the scenes with videos: use reels to share your typical work day/ how you edit/ how you guide and instruct couples/how you capture candid moments.
6. Share more testimonials.