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BUSINESS & PERSONAL BRANDING

SERVICES & COLLECTIONS

Client Guide

CLEAR FROM THE START

The goal of this guide is simple: TO HELP YOU. Browse through my Tier offerings and see which one matches your needs. Depending on the request, individual customizations can be made on an à la carte basis and will be reflected in the initial invoice. I offer extra images per a 5-image minimum bundle.

Each tier pairs dedicated shooting time with a finished image count, then expands through locations, wardrobe looks, and overall shot-list scope.

Not sure which tier fits your project?

Start with the amount of shooting time and the number of finished images you expect to need. Locations, wardrobe changes, the complexity of the shot list, and production requirements help determine whether a larger tier or custom quote is more appropriate.

At A Glance

Collection	Shoot time	Finished images	Price
Mini Tier	30 min.	5	$250
Tier 1	1 hour	10	$400
Tier 2	2 hours	20	$650
Tier 3	3 hours	30	$900
Tier 4	3 hours	45	$1,250
Custom	3+ hours / special scope	Custom	Quote

Recommendation. Choose the tier that gives the assignment enough camera time and enough finished images to cover the agreed shot list without rushing. A larger image library, multiple locations, more looks, or a wider variety of scenes may make a higher tier the better fit.

The booked session time refers to photography time. Reasonable wardrobe changes included with the selected tier do not reduce that shooting allowance. Travel between separate locations and meaningful gear teardown or setup are handled as production logistics and may add to the quote.

Each tier includes the finished-image allowance shown above. Requesting fewer finished images does not reduce the package price. Additional finished photographs may be purchased in bundles of five for $150 per bundle.

Projects that fall outside the normal limits of these tiers may be quoted separately based on the requested scope, logistics, production needs, and intended use.

When does a project become Custom?

Custom pricing begins when the project exceeds three hours, requires unusual logistics or specialized production, involves extensive formal portrait coverage, or otherwise falls outside the normal limits of the published tiers.

What Every Branding Collection Includes

- A pre-session consultation and practical planning support for the agreed photography scope.
- Shot-list development and recommendations for locations, looks, and image variety.
- Professional photography for the booked shooting time and agreed shot list.
- Direction during the session, including posing and practical guidance for natural working imagery.
- Professional selection and editing of the final image allowance included with the booked tier.
- High-resolution and web-ready finished files suitable for normal business and personal-brand marketing.
- Online delivery of the finished gallery with the turnaround estimate confirmed in the booking summary.

What is Not Included in Any Collection

- RAW files, unedited captures, test images, rejected frames, or duplicate photographs.
- Full-service brand strategy, campaign development, creative direction, marketing management, or agency-level production unless specifically added to a custom scope.
- Studio, venue, permit, parking, prop, rental, talent, styling, hair and makeup, or other third-party costs unless specifically included in the quote.
- Advanced retouching, compositing, or extensive image manipulation beyond the standard editing included with the collection.
- Return visits, additional scenes, or newly requested coverage outside the agreed shot list and booked scope.

Need something that does not fit neatly into a tier?

Ask for a custom quote. The goal is not to turn every branding session into a large campaign production. If the assignment needs more than three hours, extensive formal portraiture, unusual equipment, complicated travel, or broader planning support, the scope can be built around the actual job.

Choosing the Right Collection

The best tier is the one that gives us enough time to create the photographs you need and enough finished images to build a useful, varied library without unnecessary repetition.

Mini Tier $250	5 images | 30 minutes | 1 location | 1 look A tightly limited hybrid session for a quick professional refresh: a few polished portraits plus a small number of working or environmental photographs. Minimal planning and a simple setup.
Tier 1 $400	10 images | 1 hour | 1 location | Up to 2 looks A strong starting point for professionals, solo entrepreneurs, tradespeople, and small businesses that need a focused mix of portraits and brand-oriented working imagery.
Tier 2 $650	20 images | 2 hours | Up to 2 locations | Up to 3 looks Designed for a broader shot list, more visual variety, and enough time to create portraits, working images, environmental details, and multiple looks without compressing the session.
Tier 3 $900	30 images | 3 hours | Up to 3 locations | Up to 4 looks Recommended when the assignment needs a deeper content library, several distinct scenes, multiple settings, and a wider range of portrait and working imagery.
Tier 4 $1,250	45 images | 3 hours | Up to 3 locations | Up to 5 looks The largest standard collection. Best when the same three-hour session needs to produce a substantially larger finished library for ongoing website, social, marketing, and brand use.

When should I move up a tier?

Move up when the shot list needs more finished images, more time for distinct scenes, additional locations, more wardrobe looks, or a broader mix of portraits and working imagery. The goal is not to fill time; it is to leave enough room to photograph the assignment well.

Add-ons & Expanded Coverage

Some sessions need more than the standard collection. These items may be added when appropriate and are confirmed as part of the quote before the assignment.

Available add-on / production cost	When it applies
Additional 5 finished images bundle ($150)	For clients who want more final deliverables than the image allowance included with the booked tier.
Additional-location logistics (quoted)	When moving to another location requires meaningful travel, parking, teardown, transport, or setup beyond the included locations.
Studio / venue / permit costs	When the assignment requires a rented studio, paid venue, permit, admission, parking, or other site-related expense.
Specialized equipment / rentals	When the requested look or location requires equipment, backdrops, props, or production items beyond the normal photography kit.
Advanced retouching (quoted)	For edits beyond the standard finished look, including complex cleanup, compositing, extensive object removal, or other specialized retouching.
Hair, makeup, styling, or other vendors	When professional HMUA, wardrobe styling, assistants, or other third-party production support is requested.
Rush delivery (quoted)	When finished images are needed sooner than the standard turnaround, subject to schedule and editing availability.
Extended travel (quoted)	For assignments outside the normal service area or involving meaningful mileage, tolls, parking, lodging, or travel time.
Expanded usage / licensing (quoted)	For usage beyond the standard client marketing license, such as certain third-party, large campaign, paid media, or unusually broad commercial uses.

Booking, Planning & Delivery

Booking & payment

- Your appointment is confirmed once the required booking steps are completed and any required retainer is received.
- New clients pay a 50% booking retainer, credited toward the final balance.
- Unless written account terms have been approved, the remaining balance is due before the final images may be downloaded, published, distributed, or otherwise used.
- If the requested locations, number of formal portrait subjects, image count, production requirements, or scope is materially different from what was provided at booking, pricing may be revised before additional work is completed.

Before the session

The agreed locations, participants, wardrobe looks, access needs, and priority photographs should be reasonably prepared before the scheduled assignment.

- Locations should be accessible, safe, and ready for the type of photography requested.
- Wardrobe, products, tools, props, and other items intended to appear in the photographs should be ready before their planned use.
- Employees or participants who need formal individual portraits should be identified during planning so enough time can be reserved.
- Any site restrictions, safety requirements, access procedures, photography permissions, or scheduling limitations should be disclosed before the session.
- Items or information that should not appear in photographs should be removed, concealed, or identified beforehand.

Important: The booked session includes photography within the allotted shooting time and agreed shot list. Larger groups, extensive individual portraits, or additional combinations may require a longer session or custom quote.

Locations & timing

One location means shooting areas within roughly a five-minute walk, or about one-quarter mile. Travel and meaningful gear movement between separate locations do not reduce the purchased photography time, but they may add a logistics fee to account for the additional time required outside the shoot itself.

Delivery & review

- Only the professionally selected and edited final photographs in the booked scope are delivered.
- Your estimated turnaround is stated in the booking summary. If no specific estimate is stated, the ordinary turnaround for the booked service applies.
- Donald M. Barnes Photography normally selects the strongest final images. A proof-selection step may be agreed before booking when the client prefers to choose the photographs that receive final editing.
- Additional finished images beyond the booked allowance may be purchased in bundles of five for $150, subject to suitable photographs being available.
- A verified technical error caused by the photographer will be corrected when a reasonable correction is possible.
- Clients are responsible for downloading and backing up delivered files. Long-term storage of delivered galleries is not guaranteed.

Usage, Scope & Common Questions

Can I use the photos on my website and social media?

Yes. After full payment, the client may use the finished photographs for ordinary business and personal-brand marketing, including websites, organic social media, email, brochures, presentations, PR, and similar client-controlled marketing uses.

Can my marketing team use the photographs?

Yes. A marketing employee, contractor, or agency working on behalf of the named client may use the finished photographs within the client's permitted marketing scope. File delivery does not automatically grant that third party an independent license for its own separate use.

Do I receive the RAW files?

No. The deliverable is the finished edited work. RAW files, test captures, duplicates, technically unsuitable images, and rejected frames are not part of the collection.

Can I choose the final images?

Normally I select the strongest photographs to meet the agreed shot list and booked image count. A proof-selection step can be agreed to before booking if you prefer to choose which photographs receive final editing.

What if I want more finished images than my tier includes?

Additional finished images may be purchased in bundles of five for $150. If you expect to need substantially more images, moving to a larger tier may be the better value.

What counts as one location?

One location includes shooting areas within roughly a five-minute walk, or about one-quarter mile. A separate property or area that requires meaningful travel, transport, teardown, or setup is treated as another location.

Do wardrobe changes reduce my shooting time?

Reasonable wardrobe changes included with your tier are planned outside the stated photography-time allowance. Excessive delays, complicated styling changes, or unplanned changes that materially extend the assignment may require a scope adjustment to your final invoice.

Does the number of people change the price?

Not automatically. Candid or environmental photographs of employees already working within the agreed scene can be covered within the shot list. Formal individual portraits, repeated headshot setups, large group combinations, or extensive portrait coverage may require more time or a custom quote.

Does indoor photography cost more than outdoor photography?

Not by default. Pricing changes when the requested result requires substantially more setup, specialized lighting, equipment rental, assistants, or other production resources. A straightforward indoor setup may remain within the normal tier.

What happens when two locations are far apart?

The booked photography time remains dedicated to photography. Meaningful travel and gear movement between locations are priced as logistics outside that shooting allowance so travel does not silently consume the time you purchased for photographs.

One document sets the price. The booking agreement sets the terms.

This guide is designed to make service selection easier. The final quote and Booking Agreement identify the selected tier, locations, image count, add-ons, production costs, delivery estimate, and total. The Business & Personal Branding Booking Agreement governs the legal terms of the assignment.

Ready to book?

Share what you are working on, what the photographs are for, the people and locations involved, and the type of images you need. From there, the appropriate tier can be recommended and the final scope confirmed before booking.

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