

WELCOME TO YOUR  
*brand guide*

*let's tell your story...*



*Luminous*

A SELF LOVE EXPERIENCE

BY MEGAN HANSEN PHOTOGRAPHY

BEAUTY - SELF LOVE BRINGS BEAUTY - 99%

# THE CORE OF YOUR STORY

## *your why*

Community and love-

Our society has created such unhealthy expectations for women. Most are so incredibly hard on themselves in so many ways despite doing so much for others and their families. The boudoir/portraiture experience is just something tiny that I can do to help other women on their journey to accepting and loving themselves.

I personally know what it feels like to run myself thin and never feel enough. At 30 years old I have finally found a group of women who help support and love me. I want to provide that for other women too! I want women to know they're not alone. We ALL deserve to feel loved and appreciated- both from others and from within ourselves!!

## *your vision*

To empower women to keep moving on their body image/self love journey and document how a moment FEELS for the client.

## *your mission*

Our mission is to create an environment and experience where each client feels safe to be themselves wholeheartedly. To encourage humans to believe in themselves and pursue their journey of self acceptance. We aim to create and foster genuine relationships and create a supportive community. We meet women where they are mentally and emotionally to help showcase the beauty that already exists within them. Promoting acceptance and self love in attempts to lead to confidence and growth far beyond the physical realm.

To create a comprehensive experience that appeals to emotions and senses in order to accurately document life in a person centered way.

## *your values*

Inclusivity. Emotion. Acceptance. Community. Experience. Authenticity. Story telling.

I show photos with as much diversity as possible to show that we are inclusive.

# YOUR IDEAL CLIENT

---

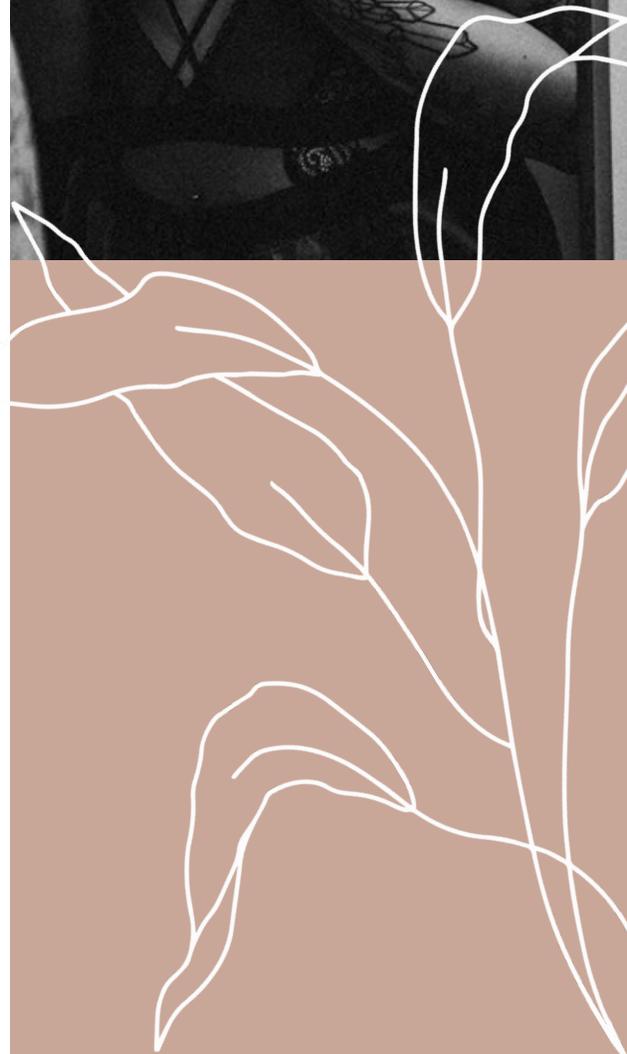
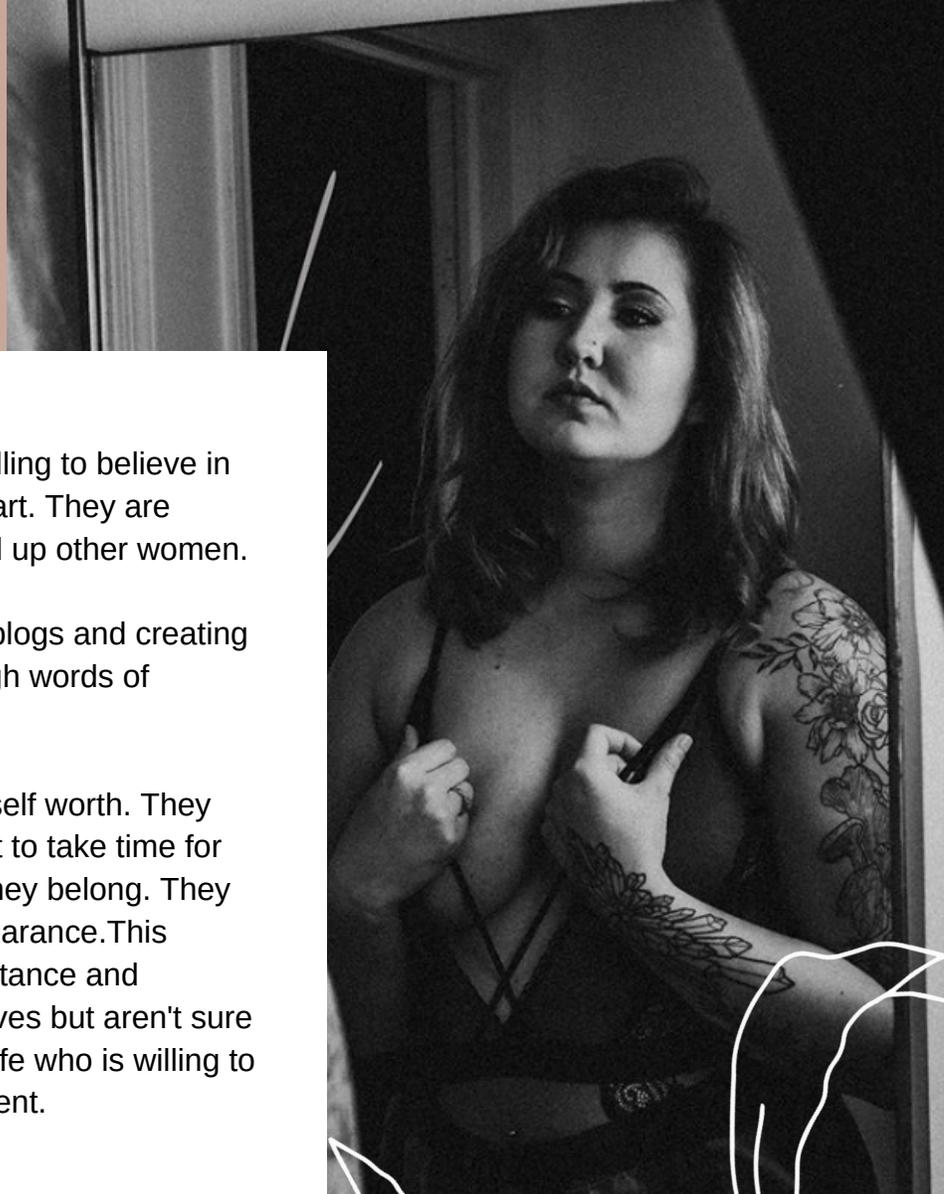
My ideal client is one who is ready and/or willing to believe in themselves even if its in just a tiny way to start. They are willing to be open and vulnerable. They build up other women.

They spend their time reading encouraging blogs and creating online communities that support them through words of encouragement and optimism.

This person struggles with self esteem and self worth. They give to everyone all the time and often forget to take time for themselves too. hey question if and where they belong. They question their own bodies and physical appearance. This person is typically female. They crave acceptance and community. They want to believe in themselves but aren't sure where to start. They want someone in their life who is willing to listen to them genuinely and without judgement.

How I can tell their story...

My brand is a safe space. It is judgement free. It listens and loves. It reflects in a strengths based way. It allows for emotion and acceptance. It is embracing and empowering. I gently guide my clients toward self acceptance through art therapy using a variety of techniques- including some mental health techniques.



# YOUR VOICE

*unlock your authenticity*

My brand is always authentic, warm, encouraging, intentional, accepting and inclusive.

My brand is never demeaning, exclusive, rude or unkind.

My brand has a sweet, calm, kind voice. It's a feminine voice that sounds like your closest friend!

## KEY PHASES:

*Hey there!*

*Thank you so much!*

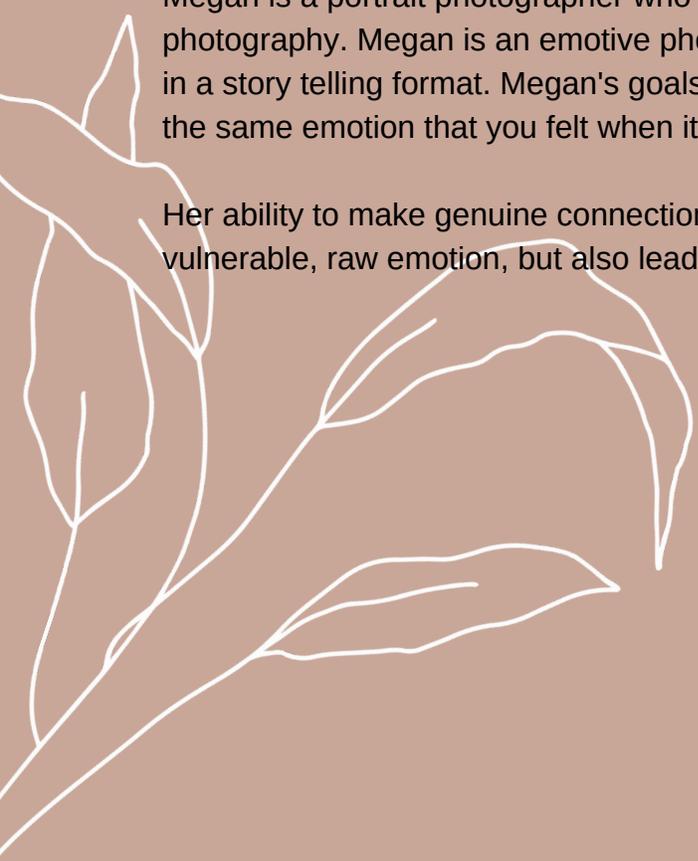
*I understand.*

*I appreciate you!*

## YOUR TRUE MESSAGE

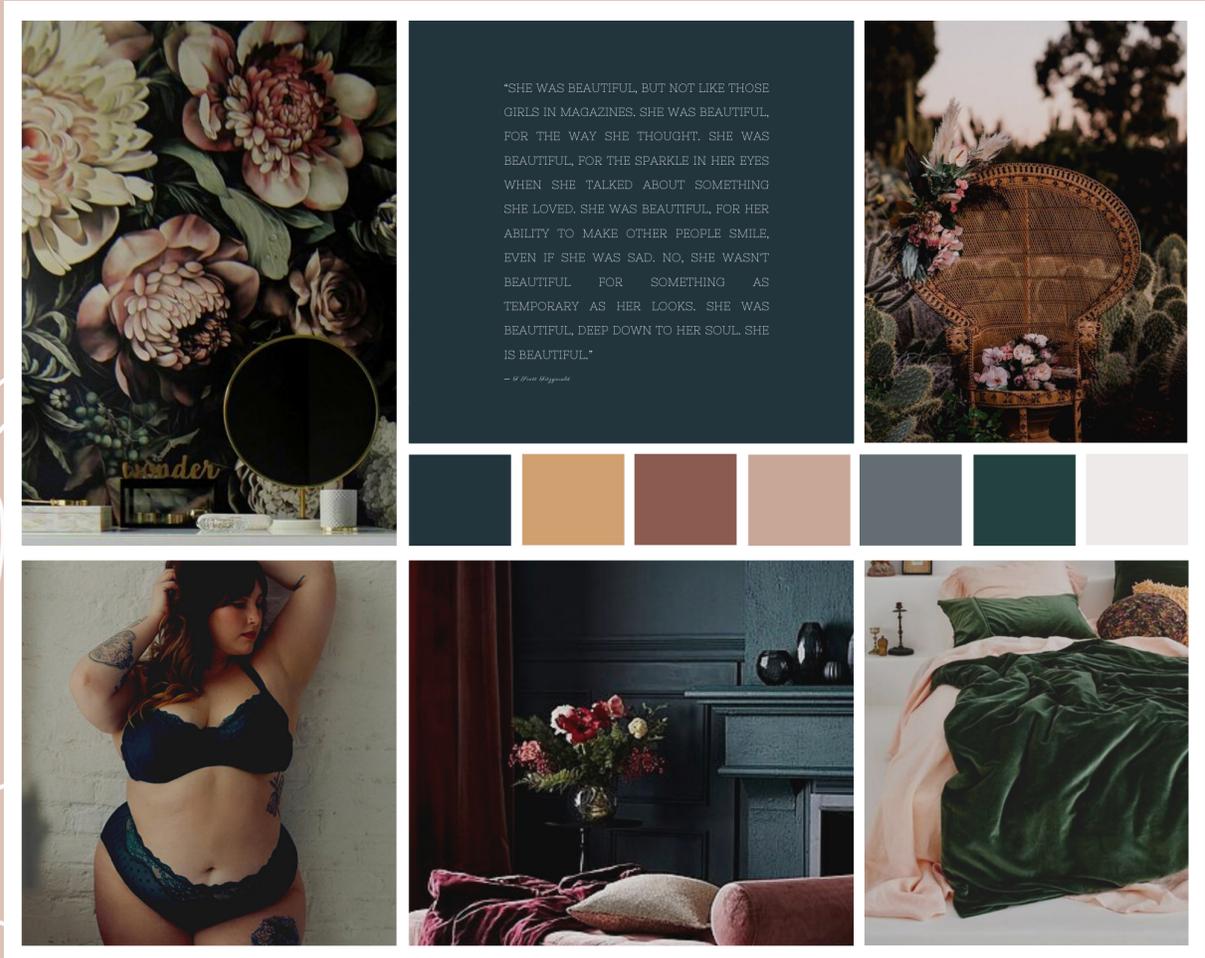
Megan is a portrait photographer who specializes in intimate portraiture and wedding photography. Megan is an emotive photographer and aims to capture raw, genuine emotion in a story telling format. Megan's goals is for you to look at your photos and be able to feel the same emotion that you felt when it was taken.

Her ability to make genuine connections with people allows her to not only capture vulnerable, raw emotion, but also leads to a trusting, authentic relationship.



# YOUR VISUAL STORY

*brand vibe*



*color guide*



22353C

D0A070

8B5B51

C8A799

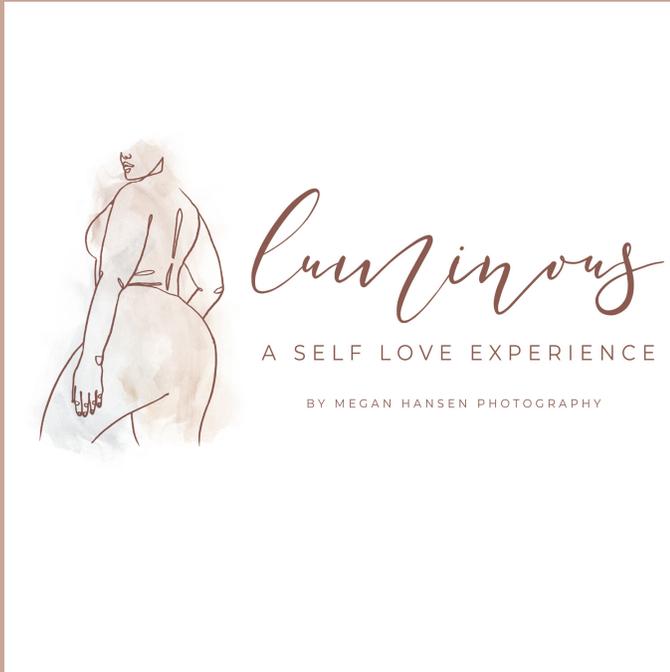
636D72

23423F

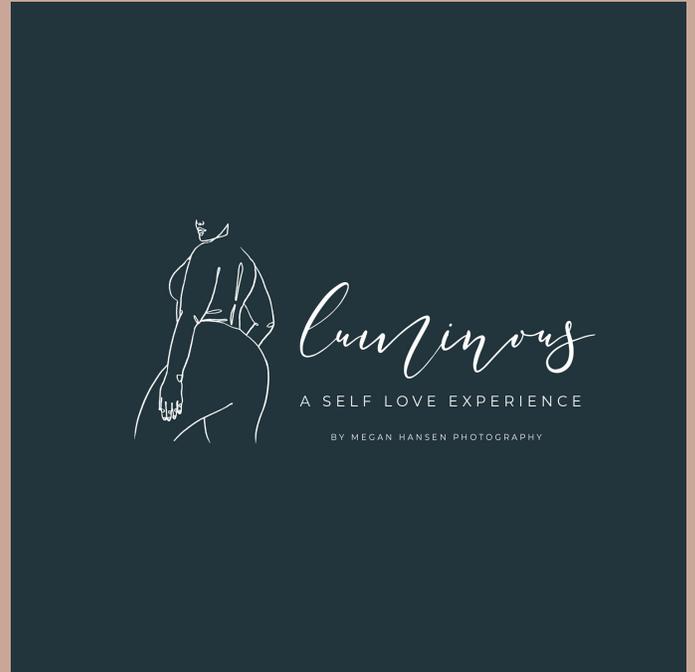
EDEAE9

# YOUR VISUAL STORY

## *logo and variations*



*main logo: to be used as your primary logo  
across your marketing platforms*



*secondary logo: to be used as your favicon,  
social media or on marketing materials*



*watermark: to be used on top of images or on  
top of solid backgrounds*



*variation logo: to be used to recognized the  
secondary work of the brand*

# Fonts, Patterns, & Elements

Monsterrat- HEADING FONT ALL CAPS

Monsterrat - Paragraph four no caps

## FONT LIBRARY

THIS IS YOUR SUB-HEADER FONT

**THIS IS YOUR HEADERLINER FONT**

This your pargraph font. You can use this on your website, and marketing material. Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings. Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings. Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings.

## ELEMENTS & PATTERNS

