
GUIDE BY FIONA BIELBY

WHAT TO WEAR FOR YOUR *BRANDING PHOTOS*

A CALM, CONFIDENCE-FIRST GUIDE FOR BUSINESS OWNERS
WHO WANT THEIR PHOTOS TO FEEL LIKE THEM



YOU DON'T NEED A WHOLE NEW WARDROBE

If you've found yourself overthinking what to wear for branding photos, you're not alone.

For a lot of people, this is the part that causes all the stress, and it really doesn't need to.

You don't need to suddenly look "corporate" or "professional".

You *don't* need to dress like someone else or everyone else in your industry.

And you definitely don't need to buy an entirely new wardrobe just for a photoshoot.

What you choose to wear should help you feel comfortable, confident, and aligned with who you are and where your business is heading.

When that feels right, everything else becomes easier.

This guide is here to help you make calm, intentional choices, without second-guessing yourself, go with your gut instinct.



START WITH HOW YOU WANT TO BE SEEN

Before thinking about clothes, colours, or outfits, it helps to take a step back and think about how you want your business to feel to other people.

Ask yourself a few simple questions:

- Do you want to come across as calm or bold?
- Approachable or authoritative?
- Creative or grounded?
- Soft or structured?

The beauty of this exercise is, there's no right or wrong answer.

This *isn't* about trends or what other people are doing. It's about alignment. When what you wear matches how you want to be seen and how you've chosen to show up, your photos feel natural and believable. You don't look like you're playing a role. You just look like yourself, on a good day.





COLOUR, WITHOUT OVERTHINKING IT

Colour plays a big part in how your images feel, but it doesn't need to turn into a science lesson.

A simple place to start is with neutrals. Shades like cream, soft grey, navy, brown, black, and muted earth tones photograph beautifully and don't date quickly. They also create a calm base that lets you shine rather than competing for attention.

That doesn't mean you have to avoid colour altogether.

If colour feels like part of who you are, bring it in thoughtfully:

- A jacket, knit, or top in a colour you genuinely love
- Tones that sit well alongside neutrals rather than overpowering them
- Colours you already wear and feel good in

If you never wear bright colours day-to-day, a branding shoot isn't the moment to force it. Your photos should feel recognisable, not like a costume.



TEXTURE AND LAYERS MAKE ALL THE DIFFERENCE

One of the easiest ways to elevate branding photos is by adding texture.

Texture adds interest, but without distraction, plus it helps images feel warm, natural, and considered. Think about materials rather than patterns.

Great options include:

- Linen
- Knitwear
- Denim
- Wool
- Soft cotton
- Light layering pieces like jackets or cardigans



Layers also give you variety without needing multiple outfit changes.

A jacket on or off, sleeves rolled up, or a change in how something is styled can create different looks from the same base outfit.

Texture also photographs beautifully and keeps images feeling timeless.

NEUTRALS WITH A TOUCH OF PERSONALITY

A helpful approach is to start with a neutral base and then add one or two pieces that bring personality.

This might be:

- A favourite jacket
- Jewellery you wear every day
- Boots or shoes that feel like “you”
- A scarf, belt, or subtle accessory

Personality doesn’t have to mean bold or loud. Often it’s the quieter details that make images feel authentic.

If you’re ever unsure, simpler is usually better. The aim is for people to notice you first, not your outfit.





REAL-WORLD SCENARIOS

Different businesses call for different visual energy, and that's a good thing.

A therapist or coach might lean towards soft textures, neutral tones, and relaxed layers that feel warm and trustworthy.

A creative business owner might choose movement, natural fabrics, and subtle colour to reflect ease and individuality.

Someone stepping into a new phase of their business may opt for slightly more structure to signal confidence and clarity, without losing approachability. There is no single “correct” look for branding photography. What matters is that your choices support the story you’re telling about your work.

A FINAL REASSURANCE

If you’re still unsure, that’s completely normal.

Most people are.

The good news is you don’t have to figure this out alone. Thoughtful guidance before a branding shoot makes all the difference, not just in how your photos look, but in how confident you feel showing up for them.

WHEN IT FEELS RIGHT YOU'LL KNOW

YOUR NEXT STEP

If this guide has helped you start thinking differently about your branding photos, the next step is understanding how those images can support your business as a whole.

You can explore what branding photography involves, how it works, and whether it feels right for you by clicking [here](#).

[VIEW BRANDING PHOTOGRAPHY](#)

Take your time. Have a look around.

