About the client

AMKphotography

- Lifestyle photographer based north of Madison
- Capturing not only photos but also memories and emotions

Key people

Abigail Kennedy

(608) 697-3017

abrogail2005@gmail.com

https://www.google.com/maps/place/Rio,+WI+

Rio · Wisconsin 53960

The brand

Brand personality

- Friendly
- Casual
- Authentic

#CCC2B1	#405742
Soft Amber	Gray Asparagus

#A9B592	#4B593E
Schist	Tom Thumb

font styles

- Roboto
- Birthstone
- Dosis

Target Audience

Arianna S.

18 years old

Student

Graduated with Photographer

> "*I wanted to get my senior photos taken before I moved houses and Abigail made that wish come true. She was generous and creative with the session, and really captured the essence of my personality on top of glorifying the property.*"

Kacey B.

26 years old

Mother

Long time Client

> *"I have had the honor of using AMKphotography for many stages of my life and my family. From engagement to maternity and even experimental solo photos. Abigail has always been so patient and creative during our shoots. I can't wait to continue using her services for all my family needs."*

Goals

Objective

AMKphotography is looking to enhance the brand presence, improve user experience, and showcase the photography portfolio more effectively.

the goal of this project is to create a visually compelling and user-friendly platform that enhances and streamlines client engagement. This new design will prioritize ease of navigation and mobile responsiveness

Creative direction

concept

Timeless portraits that capture life, emotions, and memories

Things to include

- location
- lifestyle, events, portraits and nature
- how to contact/ book

images

 https://fonts.google.com/specimen/Roboto

Roboto - Google Fonts

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While

 https://fonts.google.com/specimen/Birthstone

Birthstone - Google Fonts

The Birthstone Family is a set of fonts that are not only diverse but perfectly compatible to interchange styles in a single block of text. There are 3 precious

 https://fonts.google.com/specimen/Dosis

Dosis - Google Fonts

Dosis is a rounded sans-serif type family. It started with the Extra Light style, useful only at size 36pt or upm and the Extended Latin character set included