

Overview

Lighting

Bright and clear, with no effects like filters or sun flares.

Color

The photo should overall light, more white and gray. Background, clothing and props should subtly relate to our color palette. Coloring of photos and compositions should be overall cooler compared to Block, which is vibrant.

Subjects

Photography should feature either self-employed clients, small business owners, or tax advisors.



1. Small business owners

Whether self-employed, or with employees, small business owners are always shown in their working environment. Because their time should be spent in their business, not working on their business. Our owners are generally on the younger side – 40 is the average age.

Self-employed clients

- Always shown in their work environment
- Demographics: average age is 41, mix of male/female subjects, diverse
- Can be looking at camera, or in a natural action shot.
- Subject's setting should relate to common jobs (listed below).
- Be sure to include jobs that are outside a traditional office setting.
- Ideally subjects shown in center of photo

Common jobs

- Hairstylist
- Graphic designer
- Photographer
- Business consultant
- Writer
- Makeup artist
- Event planner
- Tutor
- Web developer
- Landscaper



Small business owners (1-9 employees)

- Always shown in their work environment.
- Demographics: average age is 46, mix male/female subjects, diverse
- Can be looking at camera, or in a natural action shot.
- Subjects setting should relate to common jobs (listed below). Be sure to include jobs that are outside a traditional office setting.
- Generally medium crop
- No super wide shots. The photos should focus on the people, not the scene.

Common jobs

- Hairstylist
- Graphic designer
- Photographer
- Business consultant
- Writer
- Makeup artist
- Event planner
- Tutor
- Web developer
- Landscaper



2. Tax Pros

- Shown in portrait style
- Demographics: age 40-65, mix of male/female subjects, diverse, average 10 years' experience
- Can be looking at camera, or in a natural action shot.
- Setting should be against backdrop or in a vague setting.
- Styling should be modern professional: neat, tidy, and not overly formal
- Expression should exude warmth and confidence

