



# SOL PHOTOGRAPHY

SPRING 2026  
BRANDING  
GUIDE



# WELCOME

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TAYLOR KULCZYKI  
PROFESSIONAL PHOTOGRAPHER, INTERIOR DESIGNER, PRODUCT DESIGNER + BRAND DESIGNER

Hi! My name is Taylor, I am originally from Winnipeg, but after a year abroad completing my Master's in Product Design, I am now calling Berlin home. I discovered my love for photography five years ago while completing my undergraduate degree in architecture. Since then, I have been behind the camera as much as possible. I have photography experience in weddings, maternity, families, couples, and course, branding.

**When I work with clients, I take on their brand as if it were my own.** I pour myself into every detail - nurturing each project like a living, breathing idea that deserves to be seen, thoughtfully shaped, and beautifully expressed. **This is not just graphic design and photography; it's a process of co-creation.** It's a process of bringing your dream into reality. I will be with you every step of the way until we are both completely in love with what we've built. I hold myself to an incredibly high standard, and I won't stop until your brand feels like home.

## LET'S CONNECT

We'll begin with a discovery call to explore your business, your vision, and the story you want to tell. We'll see if we're a good fit, talk through your goals and timeline, and begin shaping how to authentically express your brand.

## LOGISTICS

We'll choose a session date and map out your shoot or design schedule based on your goals. A 25% retainer secures your spot, and payment plans are available. From here, we'll build a custom plan that supports both clarity and creativity.

## LET'S CREATE

Whether we're taking photos or in a branding meeting, this is where everything comes to life!

Photography sessions are built on co-creation, intuitive direction, and natural movement. For full-scope branding clients, this phase includes deep dives into your visual identity, website, and vision.

## DELIVERY

In a maximum of 6-8 weeks, you will receive a private online link with your high resolution, downloadable photos.

The rest of the branding package deliverables will be completed along the timeline we have created.

# PROCESS





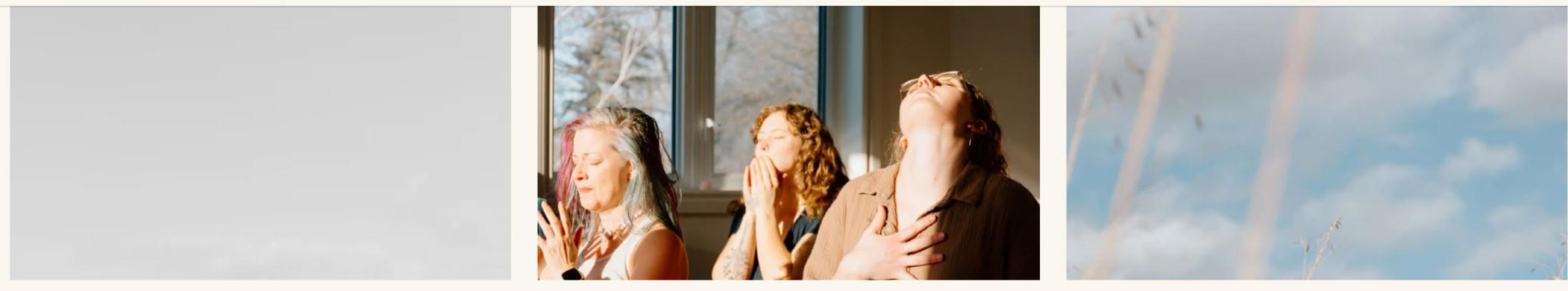
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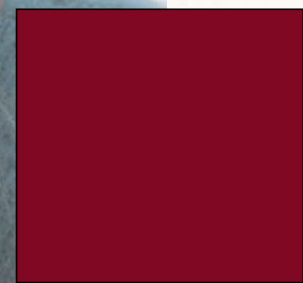
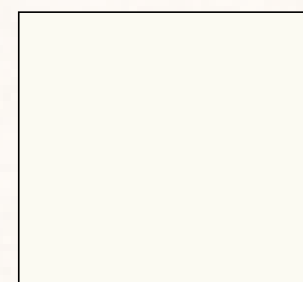
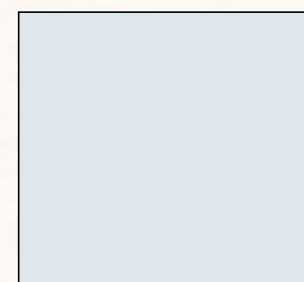
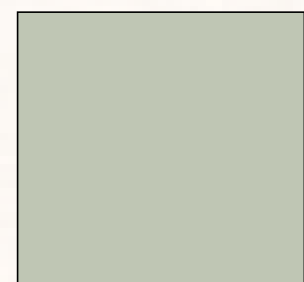
*Somatic Safety  
is the throne upon which we  
sit, dance, & play*

Are you ready to go within?



## WEB DESIGN

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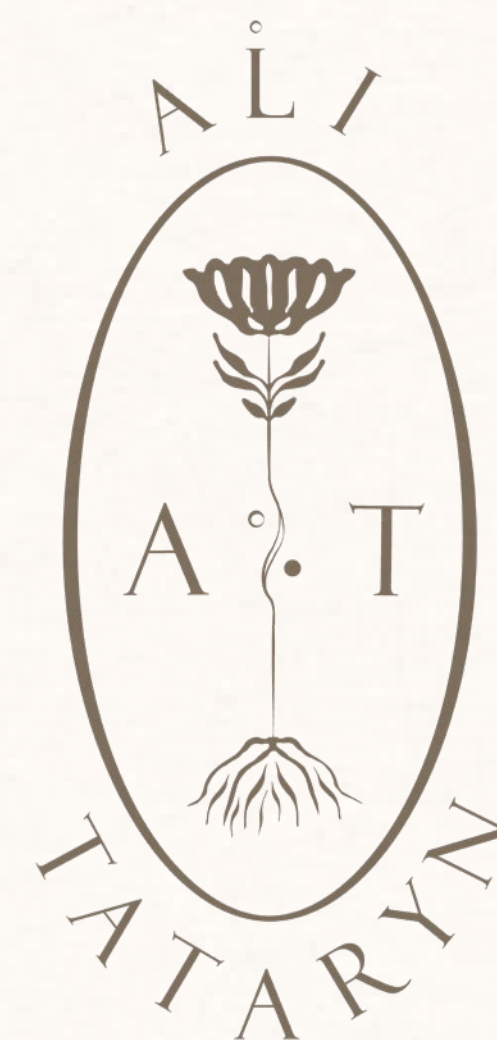
ABOUT  
PROCESS  
**PORTFOLIO**  
PACKAGES  
TESTIMONIAL  
PHILOSOPHY

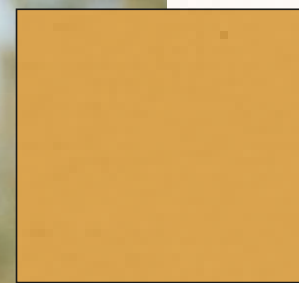
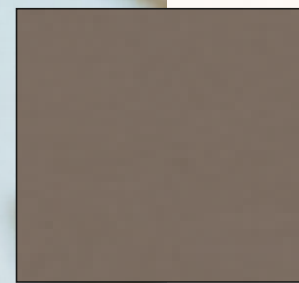
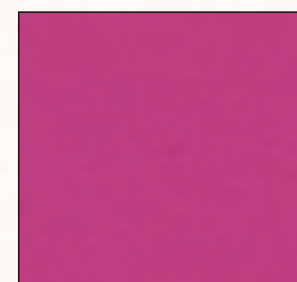
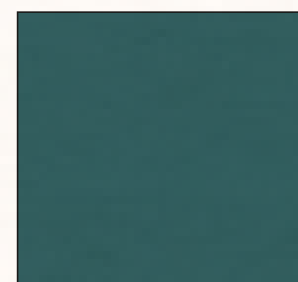
## COLOUR PALETTE & LOGO DESIGN

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ALI  
TATARYN

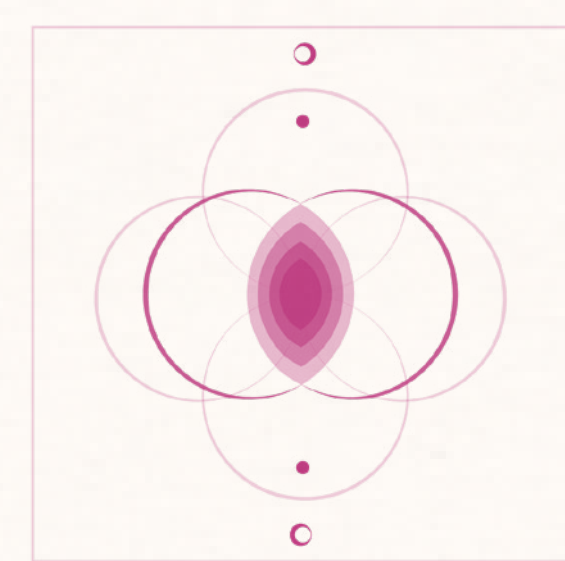
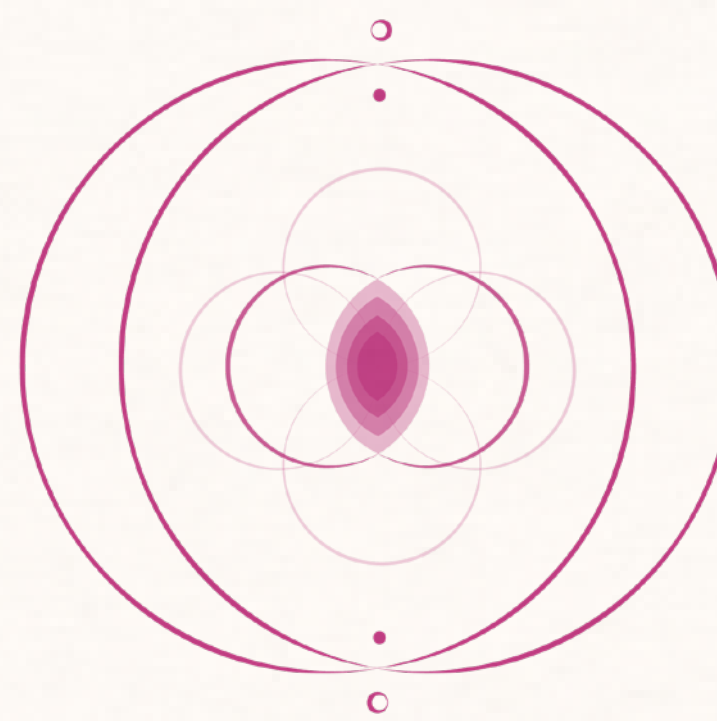




ABOUT  
PROCESS  
**PORTFOLIO**  
PACKAGES  
TESTIMONIAL  
PHILOSOPHY

## COLOUR PALETTE & LOGO DESIGN

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NATALIE REIMER ANDERSON  
WOMEN'S PERSONAL GROWTH MENTOR

### BRANDING BASICS

INVESTMENT: \$450

- 1 Creative Planning Call
- 1-Hour Branding Photoshoot
- Portraits & Candid “In-Action” Shots

### BRANDING ESSENTIALS

INVESTMENT: \$800

- Creative Direction + Planning
- 3-Hour Photography Session
- Portraits, Space, Behind the Scenes, Details & More

### THE BRAND BUILD

INVESTMENT: \$7000

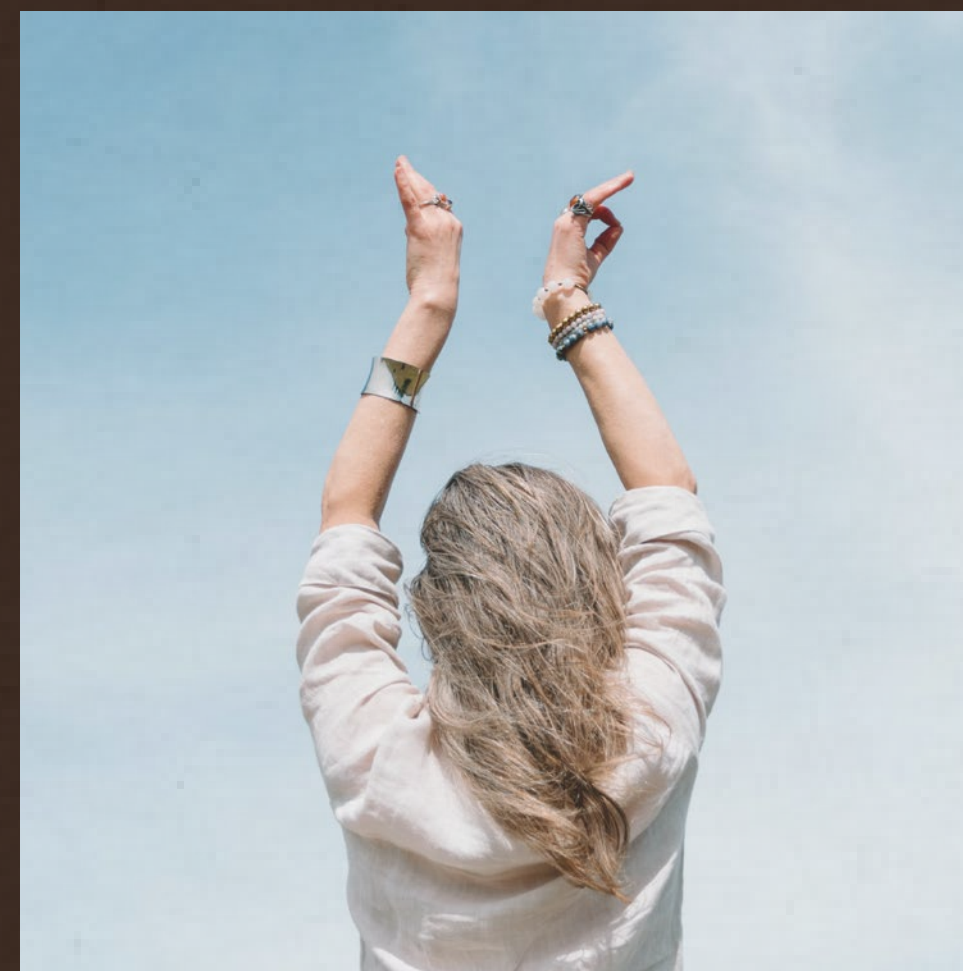
- 3-Hour Photography Session
- Full Visual Identity Suite (Logo, Colors, Fonts)
- Social Media Templates
- Custom Website

### THE FULL EXPRESSION

INVESTMENT: \$7500

- 3-Hour Photography Session
- Full Visual Identity Suite (Logo, Colors, Fonts)
- Social Media Templates
- Custom Website with Advanced Features (Bookings, Login, E-Commerce)
- A Fully-Realized, Cohesive Brand World

## OVERVIEW



**THIS IS MORE THAN JUST A PHOTOSHOOT - IT'S A CO-CREATIVE EXPERIENCE DESIGNED TO HELP YOU EMBODY AND EXPRESS YOUR BRAND WITH CLARITY AND CONFIDENCE**

**BRANDING BASICS**

INVESTMENT: \$450

*A focused, intentional branding session perfect for those at the beginning of their journey or in need of a refresh. We'll capture powerful, versatile imagery that reflects your essence and communicates your brand authentically.*

Includes:

- Pre-Shoot Creative Planning Call - We'll clarify your goals and priority visuals
- 1-Hour Photography Session
- Portraits (natural light, lifestyle-focused)
- Teaching or working in action (candid, documentary-style)
- Private online gallery, high resolution Edited Images (typically 50-90+)
- 6 weeks photo delivery

**BRANDING ESSENTIALS**

INVESTMENT: \$800

*A spacious, collaborative branding session designed to express the heart of your brand. This is for those who want variety, creative flow, and cohesive storytelling that spans across platforms. This package provides long-term clarity and flexibility.*

- 2 Creative Strategy Calls  
→ We'll explore your brand identity, visual goals, outfits, props, and shot list
- 3-Hour Photography Session
- Multiple Outfit Changes & Locations
- Portraits (professional & creative)
- Teaching or In-Action Imagery
- Behind-the-Scenes Moments
- Detail Shots, Flatlays, and Space Photography
- Private gallery, high resolution edited photos (typically 170 - 250+)

# PHOTOGRAPHY PACKAGES



\*CUSTOM PACKAGES ARE AVAILABLE

## THE BRAND BUILD

INVESTMENT: \$7000

*This package is ideal for established professionals or ambitious founders who are ready for a high-functioning brand experience. You'll walk away with a polished, custom-branded ecosystem that reflects your full professional presence.*

Includes:

### Photography

- 3-Hour Branding Session
- Includes portraits, working in action, space, behind-the-scenes, details
- Private gallery of high resolution photos (typically 170-250+)
- Creative direction & planning

### Visual Identity Design

- Primary Logo + Secondary Logo + Icon
- Color Palette & Font Pairings
- Instagram Post, Story Templates, Highlight Cover
- Business Card Design, Email Signature
- Mini brand guide (PDF)

### Website Design

- Custom Website (Wix)
- Home, About, Services, Gallery or Blog, Contact
- Mobile-Optimized
- Basic SEO Setup
- Contact Form or Email Button
- Social Media Integration
- Edits after launch limited to 1 revision round



## THE FULL EXPRESSION

INVESTMENT: \$7500

*This package is ideal for those who are ready for a high-functioning brand experience. You'll walk away with a polished, custom-branded ecosystem that reflects your full professional presence - online and off.*

### Everything in “The Brand Build” +

### Advanced Website Design

- Booking System Integration
- E-commerce Setup (if needed)
- Up to 5 products/services listed (not full e-commerce store)
- Newsletter Signup Option
- Newsletter Template
- Blog Setup + Post Templates
- Client Portal or Private Resource Page (optional)
- 1:1 Post-Launch Training Session

### Boundaries of this tier:

- Using template-based builders (Wix)—not fully custom coded
- Not a full online store (for that, pricing would need to increase)



ABOUT  
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# FULL SCOPE PACKAGES

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\*CUSTOM PACKAGES ARE AVAILABLE



## TESTIMONIAL

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ALI TATARYN  
SOMATIC FACILITATOR & COACH

“My experience working with Tay at Studio Sol was absolutely exceptional. She delivered above and beyond my expectations. Our photoshoots were SO much fun. She struck the PERFECT balance between getting me to do my own thing and offering direction to ensure the photos actually turned out well. I felt comfortable and playful and totally empowered.

Our event shoots were equally awesome as she again dedicated balanced capturing the moment with also having some beautifully thought out shots that she felt would accent my brand. That brings me to branding. She did an amazing job of inspiring me through her intake form, connecting me to my work and my philosophy in a way I hadn't felt connected to it prior. She took my OWN words and put it together into my website in a way that absolutely reflected who I am as a facilitator but I would have been too nervous to do on my own if I were making my website myself.

Tay also had a great process in designing logos and I'll say she was very patient with me. **I truly cannot say enough good things about my experience with Tay. it was the best money I could have spent on my business thus far.** Thank-you Tay at Studio Sol!!!!”



## TESTIMONIAL

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NATALIE REIMER ANDERSON  
WOMEN'S PERSONAL GROWTH MENTOR

"Working with Taylor has been nothing short of a sincere joy and the creative collaboration I needed. **I had been struggling to really find my own branding voice that felt authentic while encapsulating all the things I am and have to offer. Through careful and meticulous interviews, conversations, a powerfully affirming photoshoot and a lot of patience and imagination, Taylor refined and thoughtfully drew out my brand identity that matches me perfectly!** This is soul-work and Taylor was my shaman guiding me step by step through this experience!

I am so grateful for Taylor's amazing talent, her open heart, her listening ability and her keen aesthetic eye that knew what I was striving for but needed her abilities and gifts to fully discover. **My website and branding creation was such an enjoyable experience and my business is already reaping the benefits of her work.** I would and have already recommended Taylor to others who need her incredible talents and lovely demeanour. Thanks again for everything! You are a wonder!!"



# PHILOSOPHY

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## INVESTMENT

**When you work with me, you're not just hiring a photographer, or a designer, or a web developer - you're hiring all three in one.** This means your brand isn't getting pieced together by multiple people with different visions. Instead, you're getting a fully integrated creative partner who sees the full picture from start to finish.

I combine professional photography, graphic design, and full custom web design to create a brand experience that is not only visually stunning, but also deeply aligned, strategic, and cohesive. This saves you time, energy, and the stress of managing multiple people - and it ensures every detail, from your logo to your website to your images, speaks the same language.

**It's rare to find someone who can do it all - and do it with care, precision, and an artist's eye. That's what I bring to the table.**

COMMUNICATION ●

AUTHENTICITY ●

TRUST ●



# THANK YOU

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## TAYLOR KULCZYCKI

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