

# Business Photography Melbourne

If you want your corporate image boosted, you wouldn't go for commercial photography which is geared more towards product selling. You'd go for business photography Melbourne has to offer. After all, business photography services are designed to support the corporate image a business company wants to show to its target audience or the general public.

An experienced business photographer can help your company project your desired corporate image or brand image, especially if the photographer has more than a decade of experience in professional photography, including spending a substantial part of those years working in the corporate world. That experience gives the photographer the much-needed ethos and viewpoint from a corporate perspective.

Business Photography has many types. Below are just some of them that Melbourne Business Photography does impeccably!

## Types of Business Photography

**Corporate Headshots.** This type of business photography can be split into Traditional and Creative Headshots. The look and feel of Traditional Headshots depend on the kind of business the company is engaged in. For companies like insurance companies, financial institutions, real estate and the like, having the employees wear professional suits is a must. For tech companies, advertising agencies, and the like, Creative Headshots are the go-to type of photography where a more casual and relaxed look may suffice.



**Professional Portraits.** This type of business photography shows the subject in his or her workplace. An experienced business photographer has a professional eye to set up or compose the perfect professional portrait you want, from the background elements to the dramatic lighting. Every detail should be carefully planned to bring out the best professional portraits that will be used for the company's website and other marketing materials.

**Building & Environmental Photography.** Some call this Corporate Architectural Photography. This type of photography highlights the building, its interiors and exteriors, its facilities, and more. From photos of the façade to the edifices, from the reception area to the hallways and meeting rooms, your business establishment tells a rich story that only the best business photographers can capture. It will also be a big boost if your photographer has a drone to

bring out the magnificence of your building.

## Melbourne Business Photography Services

Aside from the ones mentioned, We offer other types of business photography like the following:

- o Team Photography - we show the whole or separate individual teams of your company.
- o Action Photography - we show you and your employees in action.



- o Personalised Stock Photos - instead of purchasing stock photos, we'll take photos that will personalise them according to your nature of business.
- o Aerial/Drone Photography - brings in the wow factor to your corporate photos, be they buildings or people.
- o Cultural Photography - highlight and show your corporate values through this type of photography.
- o and more!

If you have a brand story to tell or a corporate image you want to deliver to your audience and the public, let us tell your story through professionally photographed visuals. Call Melbourne Business Photography today.

Please click [Business Photography Melbourne](#) for more information.

Source of information: <https://www.format.com/online-portfolio-website/commercial-photography/guide>