



Wealth Management
Dominion Securities

DB/Photography

A guide to curating your next
photography shoot

Why photography direction matters

Your professional image is one of your most powerful assets. It communicates trustworthiness, expertise, and approachability before you ever speak. This guide helps you intentionally curate that image—ensuring your photos reflect who you are and attract the clients you want to work with. In the following pages, we'll guide you into the look and feel you are striving for based on atmosphere, setting, and style.

How to use this guide: Pick one atmosphere, one lighting, and one attire direction that feels authentic to you and your team.

Ready? Let's get started.



Atmosphere

The setting of your photos shapes how clients perceive you. We typically suggest one of three options: your office, an outdoors space, or in-studio. Each location sends a different message. By choosing an atmosphere that aligns with your professional identity, your photos become strategic extensions of your brand—not just backdrops, but active storytellers of who you are as an advisor.

ATMOSPHERE

Office

Shooting in your office is free and allows you to be photographed in your own, authentic environment. This option also creates opportunities for natural lifestyle moments, including team interactions and candid working shots.



ATMOSPHERE

Studio

A studio offers full control over lighting and environment, resulting in a polished, highly consistent look. While studio rental is required, the photographer will help source the space and can experiment with different backdrops to achieve your desired style.

Tip: If you like the studio look, check with your photographer first. Some have personal studios available, which may eliminate the need for a rental.

Good to know: Added benefits of a studio shoot include the ability to photoshop the background to a style of your choice, as well as the ability to more easily edit group photos when team changes arise.



ATMOSPHERE

Outdoors

An outdoor setting is a free option that brings in natural light and a relaxed, approachable feel. If you have a location in mind, the photographer can shoot there or help source one.

Tip: Make sure to double check the forecast! A backup date may be needed due to weather.



Lighting

Lighting is the invisible force that shapes mood and perception. The lighting you choose doesn't change who you are—it simply emphasizes different facets of your professional identity. From bright and open to soft and natural, or darker and more dramatic, lighting influences how you're appraised and how your story is told.

LIGHTING

Bright

Bright lighting feels open, clean, and modern, creating an approachable and confident look. It's ideal for advisors who want their imagery to feel fresh, clear, and highly professional.



LIGHTING

Soft

Soft lighting creates a natural, warm, and flattering appearance with gentle shadows. This option feels calm and approachable, striking a balance between polished and relaxed.



LIGHTING

Dark

Dark lighting introduces contrast and depth, resulting in a more dramatic and editorial feel. It's well suited for advisors who want a bold, refined look that conveys confidence and presence.



Attire

What you wear communicates as loudly as where you're photographed, and coordinating your colours as a team will help portray an intentional and unified feel. Blues, blacks, greys, and soft neutrals are photography gold—they're timeless, professional, and keep the focus on you.

Tip: Whatever attire direction you choose, avoid strong colours or bold patterns, as they can distract from the subject. We invite you to use the images on the colour slide you select as inspiration, and you're welcome to bring an outfit change to the shoot if you'd like to explore a second look.

ATTIRE

Blues

If you're drawn to blue tones, use this page as your guide.

For a blue-dominated shoot, we recommend navy or royal blue suiting paired with a white or light blue shirt or blouse. Optional layers such as suit jackets or blazers work well, and if you choose to wear a tie or accessory, keep it within blue or neutral tones.



ATTIRE

Blacks

If you're drawn to black tones, use this page as your guide.

For a black-dominated shoot, we recommend black or charcoal suiting paired with a neutral shirt or blouse. Optional layers such as suit jackets or blazers work well, and if you choose to wear a tie or accessory, keep it within black or neutral tones.

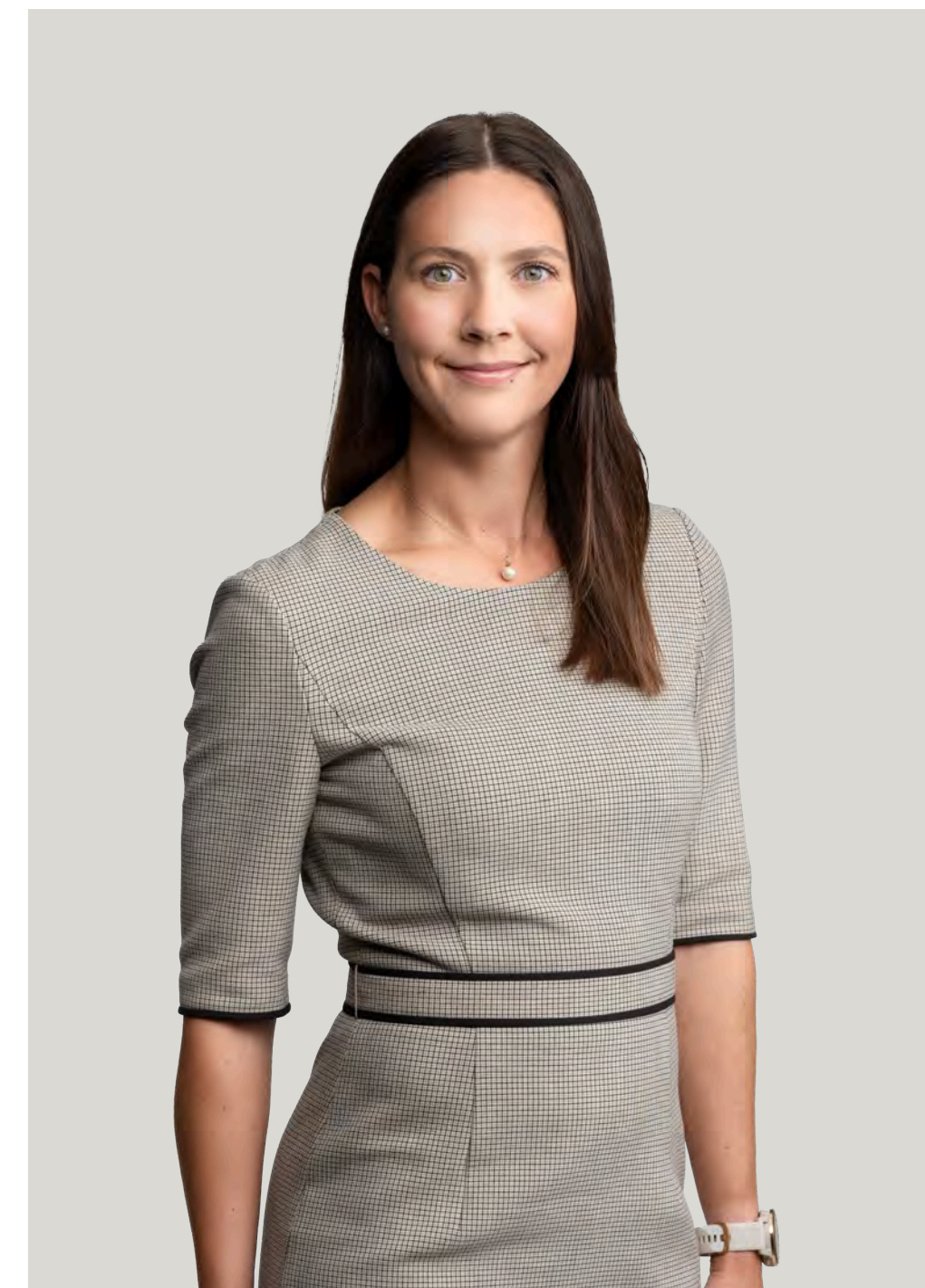


ATTIRE

Greys

If you're drawn to grey tones, use this page as your guide.

For a grey-dominated shoot, we recommend light to mid-grey suiting paired with white, soft grey, or neutral shirts and blouses. Optional layers such as suit jackets or blazers work well, and if you choose to wear a tie or accessory, keep it within grey or neutral tones.



ATTIRE

Soft neutrals

If you're drawn to soft neutral tones, use this page as your guide.

For a neutral-dominated shoot, we recommend beige, cream, taupe, or soft sand-toned suiting paired with light, complementary neutral shirts and blouses. Optional layers such as suit jackets or blazers work well, and if you choose to wear a tie or accessory, keep it within neutral tones.



Find a photographer near you

Visit dsnet.rbcbs.com to find a photographer near you and reach out to them directly with your atmosphere, lighting, and attire selections handy.

Deliverables

- 1 individual headshot for **each** team member
- 2-3 group photos
- Optional: lifestyle shots of the team working

Tip: If you have a large team, we advise that only the core members of your team be photographed in the group photos to prevent having to get new photos done if there are team changes.

Image use

We require the original **high resolution** image file for use on marketing material, i.e. printed brochures and ads, websites, social media, etc.

Tip: Keep the photographer's download link handy for when working with the marketing team.

Please note

The Digital Branding team holds the right to refuse admittance to the program if your photography is deemed unprofessional (i.e., taken with your iPhone), unsuitable (i.e., low quality) or if it's AI-generated which is not permitted.

Team portrait composition

The composition of your team portrait can help effectively display management structure, group dynamics, and the overall culture of your practice.

However you and the photographer choose to organize yourselves, we recommend taking full-body portraits in a wide-angle composition, allowing for ample surrounding space that enables layout flexibility while maintaining a professional team presence.



Have questions?

Please contact wmdigitalbranding@rbc.com.