

A woman with red hair and green eye makeup is the central figure, wearing a blue turtleneck. She is posed with one arm raised behind her head and the other extended. The background is a blurred, bokeh-style scene with blue and purple light streaks. The text 'FOTOFA' is in the top left, and 'BRAND VOICE GUIDE' is in large bold letters across the center.

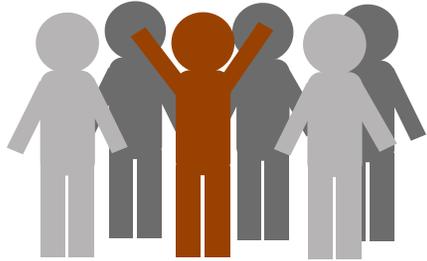
# BRAND VOICE GUIDE

[ FOTOFA ]

## **Watch your vision take shape with me.**

I am a photographer and a videographer. For me, every client is a unique being; I strive to comprehend every single one and capture their vision. I can improvise, adapt to conditions, or use complicated settings for an exceptional outcome. I understand the power of a meticulously processed original picture, which provides the client with a sense of exclusivity and self-worth, but also communicates intense ideas and leaves a mark on our subconsciousness.

# MY CORE VALUES



# INDIVIDUALITY

**We are all individuals.**

**I believe there is always an alternative path to the usual one. Every shot and every image can be as singular as every client is unique.**



# CREATIVITY

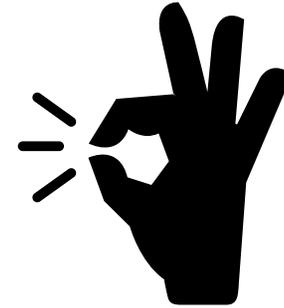
**There is always a different way of doing things.**

**Every assignment provides an opportunity to create something striking. A great portion of creativity helps you stand out in today's loud and overfilled world.**

# METICULOUSNESS

**Always start with the perfect craft.**

**I never lower my standard when it comes to processing photos or videos.**



# ADAPTABILITY

**Unusual settings - fresh challenges - remarkable outcome.**

**First, I understand you, your vision, and your personality. I use that knowledge when I work. Then I learn the settings and use them to my advantage.**



**MY**

**CONVICTION**

**CODES**



## INDIVIDUALITY

### **My work**

**The only meaningful photo is the unique one. Thus, I always perfect my skills and hold up to a high level of originality.**

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### **My clients**

**Every client is an individual, and I learn as much as possible about them and their wishes.**

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### **Community**

**In today's machine-made products and AI world, we are drowning in copies, and a real singleton is harder to find than ever before. Our society is growing stale. I want to inspire people to walk on new paths.**



# CREATIVITY

## **My work**

**Yes, I can follow the assignment, but I will always provide my projects with something beyond the guidelines. Every photo is an image of reality, but there are always new angles to reality.**

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## **My clients**

**I deliver creative works of art to my clients, be it a portrait to hang on their walls, a company presentation, or pictures for social media.**

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## **Community**

**Our society has lost respect for the arts, aesthetics, and creativity. Yet, the creative and unusual photo has power. It can leave a mark on your subconsciousness, sell your project or let your idea ring a bell. I want to talk about important social issues through my art.**



## **My work**

**No half-measures with me. Ever.**

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## **My clients**

**I always deliver the perfect work to my clients.**

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# **METICULOUSNESS**

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## **Community**

**I want to help build a world where people stop looking for shortcuts and give every project the time and energy required. Or take it one step further.**



## ADAPTABILITY

### **My work**

**I am not a photographer who needs the perfect lighting and wants everybody to focus during the photo shoot. I can shoot in any condition. On the contrary, unusual settings provide new and fresh challenges, open up remarkable possibilities, and provide inspiration.**

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### **My clients**

**We don't have to do the photoshoot in the studio. I like taking photos in nature, using unusual settings. I choose the best locations for the project, however challenging it might be. I talk to people and make them feel understood, noticed, and natural. Photoshoot with me is a pleasant experience, bringing a nice mood to the photos.**

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### **Community**

**I want to eliminate the image of the artist as a capricious, moody nark stuck in the studio. We are people like you, I like people, and most artists do too.**



# MY MISSION



# MY MISSIONE

**My mission is to provide brands with a tool for communicating their visions to the world. To empower them and to make them feel great about their projects and themselves. I strive to create a world where people are unafraid to stand out. A world where people understand that a truly original piece of art is priceless provides a sense of uniqueness and self-worth and distinguishes the brand on the market. A world where people understand the worth of originality and creativity, where people rush where angels feared to tread.**



**MEET  
ZUZANA**



# MEET ZUZANA

## **core value**

originality, creativity

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## **Desires**

To create a longlasting piece of art. To realize my own and my clients' visions.

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## **What drives me**

To overcome challenges. To swim against the tide and push the limits.

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## **My biggest fear**

Being mediocre and unauthentic. I fear a well-done job won't be appreciated in the future.



# I STAND AGAINST:

- **People simply buy a camera and present themselves as photographers. They forget that a real photographer delivers more than an image of reality. To capture the reality as such takes skill and years of work and experience to master.**
- **I stand against the sinking worth of photography. Every cell phone has a camera, everybody takes photos, and they cannot tell the difference between a bad and a good photo. A simple adjustment in their camera app is enough for them.**
- **I hate that the standard gets lower and lower all the time until the lower standard becomes the norm. People prefer expediency and convenience to originality and quality.**
- **I fear that people fail to comprehend how powerful a well-crafted photo is. They miss its importance in marketing and in life.**

# MY GOALS

- **To teach people how to appreciate beauty and make them understand that real quality takes time.**
- **To restore a hunger for originality in the photographic industry.**
- **To create a world where people don't look for shortcuts and put the time and energy required into their projects.**
- **To use the power of photography to bring up important issues.**

# I AM ZUZANA



**I am a photographer and a videographer.**

I stand against the sinking worth of photography, lowering the standard and automatic adjustments.

I strive to create a world where true originality and beauty are valued and people are unafraid to walk on new paths.

# WHAT I DO



# WHAT I DO

**I offer photo and video services. I help my clients communicate their vision, to find their self-worth through an original piece of art, or simply enjoy their projects and beautiful images.**

**I always search for different paths; I do my best to understand every client and to turn the photo shoot into a pleasant experience. I perfect my skills, improve my craft and never relent while looking for inspiration.**



# IDEAL CUSTOMER

# IDEAL CUSTOMER

## **Core value**

Originality, freedom.

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## **Desires**

To shock, to disrupt, to stand out.

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## **What drives them**

To leave a mark, be different, to change the stale system.

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## **Their biggest fear**

Mediocrity



# MY IDEAL CUSTOMER'S STRUGGLES

- **They see that finding real quality gets harder and harder.**
- **They struggle to find a photographer or videographer that meets the quality and authenticity standards.**
- **They struggle to find a photographer who helps them communicate their vision and stand out.**

# MY IDEAL CUSTOMER'S GOALS

- **To own something that nobody owns. Something extraordinary.**
- **To stand out and to make their brand stand out.**
- **To present themselves or their brand in a novel way.**
- **To communicate their vision to the world through an amazing and extraordinary visual.**

# **MY STORY**

# SMALL STEPS LEAD TO A GREAT VISION.

After years of flirtation with photography while working as an e-shop owner and a blogger, I have decided to take photos for clients. My first clients were part of my blog niche. My e-shop sells Italian products. Thus, I worked for the Gran Moravia cheese brand and photographed recipes for the magazine Food. My first portraits were free for my friends; I had to learn the craft. I discovered the desire to add a little extra to each picture, make it different, and go beyond and above the client's expectations. I dared to shoot my first weddings. The clients were always happy, but I knew there was much to learn.



So, I took photography lessons in professional courses and started to study. First, at the Liberec School of Photography, a real turning point came when I stepped into the most prestigious photographic school in the Czech Republic, the Institute of Creative Photography, Silesian University in Opava.

The best in the craft taught me here, and I have met many inspiring colleagues. The school strengthened my resolve to seek originality and artistic expression in my profession. Everything I learned I put in my work, into the projects for clients, into wedding photos and videos.





I have met many great clients. I have gained experience and discovered superior skills to communicate with people and make them feel good during photo shoots. Sure, it was demanding. I am a mom of two boys, and my husband is a talented musician, and the job takes him out of home very often. But both in my career and family life, I love to improvise. My sons often assist me when I create the sceneries; they inspire me, are part of my projects, and my older son took up a camera when he was six.

But don't imagine a bed of roses. Starting a business in a new branch on maternity leave with two kids took resolve. I lived through many waking nights and countless moments of desperation and depletion. However, my creative me would not let me stop. For my whole life, it whispered to me; now it was shouting that I did what I love and do best and cannot give up. Thus, my journey began.



# AN UNPLEASANT BREACH

uring my studies, I took part in amazing projects. I collected awards, and my pictures were placed in various exhibitions. But that was my art; I wasn't paid for that. I earned my living as a wedding and lifestyle photographer, and that job was a little mundane compared to my artistic projects. I am a perfectionist, so I put time and energy into my assignments for clients, but I did not enjoy it and looked forward to the time I spent on my artistic projects. This approach was unbearable. As a mom of two, a manager to my husband, a businesswoman, and an artist, I burned out. It was too much. How to step out of the vicious circle?



I realized that I don't have to divide my time between my art and the job I was paid for. That I can offer my clients something nobody else does. Something more: artistic portraits, photo shoots in nature, artistic group photos, creative use of the settings. It took courage because most wedding or lifestyle photographers don't offer such services. Such work takes time, and the time must be paid for. Would anybody pay the requested amount? Wouldn't they rather want cheap standards with simple adjustments?

But I decided to try. I found amazing clients who gave me a free hand; they only desired remarkable photos, unlike others. And the outcome exceeded their expectations. Slowly I turned to the advertisement photos, where unusual and unprecedented are essential characteristics for brands in today's market.

It is a long journey, but I am confident I will succeed because the world doesn't need just another mediocre photographer. I can shock, see a new path and dare to walk it. I can inspire people to take the walk with me. Thus, I must believe in my mission and remain who I am.



# I PUSH THE LIMITS AND DON'T FEAR BEING CALLED WEIRD.

Today I shoot original portraits, wedding photos for my clients, and creative advertising photos with artistic input and high-quality standards. I shoot remarkable videos with original ideas. I help people to communicate their ideas, and with me, their vision takes shape. My photos and videos bring enjoyment and the feeling of self-worth and help people feel exceptional. I help brands communicate their uniqueness and explain their vision to the customers. With my artistic work, I open up important painful issues. I still learn to push the limits.

**In the future, I wish to restore the sense of aesthetics, art, and creativity to the world.**

**To create a world where people understand that true art is priceless, it provides people with a sense of uniqueness and self-worth and lets brands stand out in the oversaturated market. I wish to inspire people to be unafraid to be different, build their businesses on their uniqueness, and open themselves to their visions.**

**Furthermore, I want to bring up painful issues in the social discourse because photography is a powerful tool, and I believe I am meant to use it.**



**MY**

**RALLY CRY**

# MY RALLY CRY

I create photos and videos emphasizing originality, creativity, and art. I always look for new untrodden paths and desire to realize my own and your imaginations - to let you see your visions take shape. I wish to restore the world's appreciation for creativity and aesthetics and inspire people to walk the untrodden paths. I am a professional, I understand my clients, and they feel good with me.

You are unique - your personality, thoughts, vision, or business. Let me show you that there is always an untrodden path. Let us create something remarkable together, something nobody else has. You are not mediocre or usual; you are exceptional, so why would you want modest and typical photos?

Your vision deserves more because every person on the planet deserves more.

# BRAND VOICE

**TRUSTWORTHY**

**PROFESSIONAL**

**NICE**

**AUTHENTIC**

# MY PHRASES



## **Weird**

= I am not scared of the word. Our brain resents weird things because it does not comprehend them. Weird things make us think, and I like that.

## **Wow effect**

= the feeling of amazement when seeing a work of an extraordinary mind.

## **Orange filter**

= a typical shortcut for mediocre photographers. They put a filter on it and call it art.

## **Too fancy**

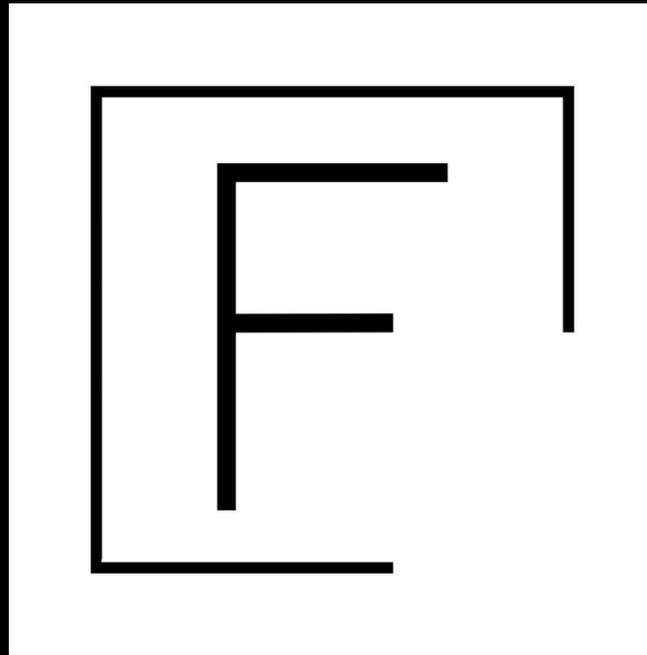
= You can be a minimalist and still get the wow effect. The idea is essential; fancy effects are unnecessary if it strikes the cord.

## **Chiaroscuro**

= Lightning and playing with lightning are the key to a great photo. The chiaroscuro is just one of my techniques.

## **Assembly**

= When you see my photos, you think they are assembled during the postprocessing in some software. When you realize that everything is real, you are amazed.



<https://fotofa.cz/>



@[zuzana fajmonova](https://www.instagram.com/zuzana_fajmonova)