

# MOREHEAD

MARKETING • DESIGN • PHOTOGRAPHY

*Unleashing Great Brands with Photos that Sell*





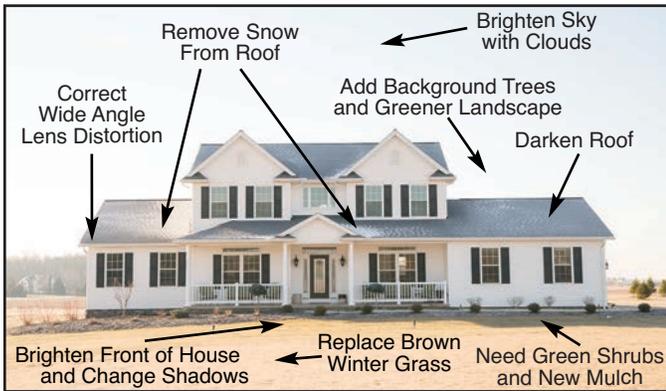
## Studio or Location Photo Styling & Capture

In our commercial photography studio or at a location of your choice, our two experienced photographers will style each photo to best show off your product. Through art direction, set design, studio lighting and styling of decorative props, we capture the mouth watering appeal of food, the essence of products, or the warmth of a room shot. Our studio offers ample space for most sets and a kitchen for styling food. We specialize in:

- Product Photography
- Room Set Photography
- Architectural Photography
- Styled Food Photography
- Tourism Photography
- Landscape Photography
- Model Photography
- Photo Illustration

## Certified Accurate Color

Our high-end Apple® digital workflow uses color calibrated monitors, Raster Image Processing (RIP) software and wide-format giclée contract proofing that is spectrophotometer certified color accurate to match Idealliance G7 international printing standards. This ensures that the images we view on our displays match our proofs and look the same wherever they print worldwide.



Scheduling required image capture late November while snowing



Final color corrected and retouched CMYK Tiff image for printing

## Expert Photo Retouching

Contrary to belief, retouching requires skill, not a "Photoshop® button." Our extensive experience allows us to combine images, add new elements, change colors or alter lighting. Newly constructed homes (*above*) always require retouching. We often replace, repair or add: skies, yards, drives, landscaping, garage doors, lights, windows, dormers, replace neighbors with woods and acreage. We can create prototypes if products have not yet been built like a pharmaceutical shipping unit (*right*). When precise colors need matched, we control color to extremely tight printing specs. It takes much more than "software buttons" to alter images. We provide careful planning, design, illustration, perspective drawing, decades of digital retouching experience, and combine these talents with extreme patience to complete natural-looking finished photographs.



## Get Started Today

Whatever your photo needs may be, from stellar product shots to unique architectural designs, showing off a tasty dish, or your group posed for a new brochure, our team will work with you to create the perfect image. Browse our website and call either Becky Anderson or Jeff Morehead so you may experience *Unleashing Great Brands with Photos that Sell.*



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