



**KEVIN AKERS** design + imagery

Bella Pictures asked Kevin Akers design + imagery to create a new identity system for their wedding photography company.

Here is a look at the design process and how Bella's new identity was created.

925.735.1015 [www.kevinakers.com](http://www.kevinakers.com)

## Business:

Bella Pictures is a wedding photography services company that connects clients with a national network of “freelance” photographers. Bella weds clients and photographers to provide an array of services and options that preserves the clients’ wedding memories and streamlines the process for photographers.

## Communication Objectives:

To identify Bella Pictures as a wedding photography company that creates beautiful and artistic wedding imagery reflecting the client’s personal style.



Elegant, Old World and luxurious



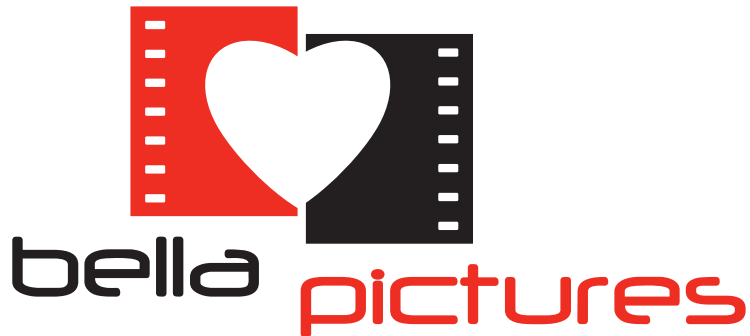
Romantic and regal



A dainty patch with a casual ambiance



A whimsical and light-hearted approach



...something new...

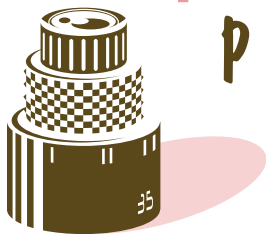


# Bella Pictures

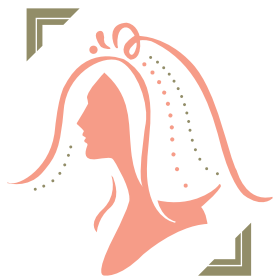
A combination of wedding and photography icons

*Client really likes the script here*

Bella  
pictures



Stacked-up camera lenses in the shape of a wedding cake



# *Bella Pictures*

An emphasis on the bridal photo album

A stylized orange outline of a camera with a lens and a flash.

bella  
pictures

Let's do something cool and chic

*Client likes this script too*

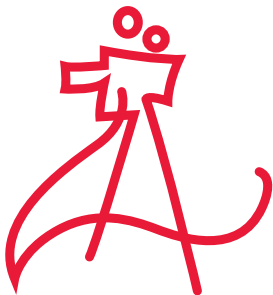
# Bella

**PICTURES**



Bella captures all the Big Day's special moments

*This is the concept*



Bella  
PICTURES

A logo with multiple readings of a camera and dancers



Let's play around with making the camera more prominent



Blurring the lines between dancers and camera



Bolder script with a beefed-up line weight for the mark



What if the camera were facing the viewer?

**Bella**  
**PICTURES**



Let's move the logo over and really focus on dancers

**Bella**  
**PICTURES**



Bella Pictures new identity

If you are in the market for  
beautiful wedding photography  
please visit  
[www.bellapictures.com](http://www.bellapictures.com)

For more about  
Kevin Akers design + imagery  
please visit  
[www.kevinakers.com](http://www.kevinakers.com)  
or call 925.735.1015