



Visual Technology has worked with law firms since 1992, and we understand the time it takes to serve high profile and often demanding clients. At the same time, firms want to grow. Top-notch promotional visuals can be affordable, effective and possibly just what you need. Just give us a call today.

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Corporate Visual Story Teller

1.877.8.VISUAL
www.vtiphoto.com

ABOUT US

For professional portraits, group photos and videos, law firms choose Visual Technology. Their cost-effective ideas showcase their professionalism and guarantee your 100% satisfaction.

BACKDROP

Law firms on tight budgets can have attorney portraits taken against a tasteful, consistent backdrop, which conveys the professionalism you require, saving time, and keeping the process cost-effective.

// We were on a **tight budget** yet still wanted our photos to reflect our firm's professionalism. Using a backdrop, Visual Technology made the process **simple and cost effective.** //

—Marketing Manager , NJ

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backdrop

Your Challenge

Your attorney photographs are not consistent, and many of them were taken years ago. You need to find the most cost-effective, and time efficient way to bring your firm's attorney headshots up-to-date and be able to keep consistency moving forward.

Our Solution

Maintain visual consistency between other offices across the country. By standardizing the type of backdrop, every photo can be the same and all photographers can provide a branding look that is similar across many offices.

This means backdrop photography can also . . .

- Minimize post production costs,
- Replicate process to maintain visual consistency in satellite offices, and
- Photograph 4-12 subjects per hour.

LOCATION

Location photography is often the best way for law firms to show off their office space, attorneys, and staff. It accommodates busy schedules with minimal disruption.

location

Your Challenge

Scheduling can be a problem because it's often difficult for an attorney to leave an important meeting or the courthouse. In addition, some may be overly concerned about how they'll look in an official photograph.

Our Solution

Put attorneys at ease – in their own offices facing a client, working at their desk, or on the phone. This can help them relax, reveal their personalities and project the feel of your firm.

This means location photography can also . . .

- Allow time for people to look their best and feel comfortable,
- Photograph people and office space at the same time,
- Make each photo uniquely different by using lighting changes, backgrounds changes, etc., and
- Photograph 1-2 subjects per hour.

// Our on site photos of our partners turned out **great**. We were able to show off our space and make our attorneys **look good**. //


—Office Manager,
Boutique Philadelphia Law Firm

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GREEN SCREEN



Green screens will simplify your life. Backgrounds can be changed quickly. People can be added or removed from group photos.

// We used Visual Technology for the **rebranding** of a 200-person law firm. We shot on green screens and in the end it **made our lives much easier** and we could use the layered tiff files for many other things. //

—Marketing Associate, Philadelphia

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green screen

Your Challenge

One person in a team photo left the law firm. We want to remove his image and don't have time to schedule and reshoot the entire group.

Our Solution

Create employee imagery that is the most flexible to the firm's communications. The marketing department can use these images across many platforms and drop backgrounds or people in/out specific for its intended use.

Using a green screen means you can also . . .

- Update office environment with new backgrounds, pictures, etc.,
- Float text around photos,
- Remove or add employee photos with ease,
- Use for a variety of marketing materials,
- Replicate process in satellite offices, and
- Photograph 4-15 people an hour.

Short videos convey character, personality and make an initial person-to-person connection. If video is on your website, your Google organic rankings tend to increase.



video

Your Challenge

Our firm is looking for ways to help potential customers in their decision making process by quickly establishing a personal connection with messaging that goes beyond a static image.

Our Solution

Make a personal connection with more than a static image. A well-crafted, 30-120 second video of your most dynamic partners can showcase your firm, share its strengths, and convey information about your practice areas, cases, and philanthropic endeavors.

This means your video can also . . .

- Be among the first law firms to put video to work,
- Reach prospects in short sound bites,
- Increase website ranking on internet searches,
- Track website traffic and video effectiveness,
- Share on social media,
- Be used as email signatures,
- Introduce people before a meeting,
- Be used on partner's webpage, and
- Be videotaped 1 person/ hour.

// Video is a **great way** for me to get my message out to the masses and has helped with my **website SEO** //

—Attorney, Chester County

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